

MEDIA RELEASE

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MEGA FAM PROGRAMME RETURNS: TOURISM MALAYSIA WELCOMES GLOBAL MEDIA REPRESENTATIVES IN CONJUNCTION WITH RAIN RAVE WATER MUSIC FESTIVAL

KUALA LUMPUR – Under the Mega Familiarisation Trip (Mega Fam) Programme series, Tourism Malaysia hosted over 40 international media representatives from 30 April to 4 May 2026. Held alongside the World Labour Day Celebration cum Rain Rave Water Music Festival 2026, the festival presents an exciting opportunity to welcome visitors from across the region and beyond, offering a shared cross-cultural experience in Malaysia.

The Rain Rave Water Music Festival is positioned as a strategic urban tourism activation featuring three main zones celebrating Malaysia's heritage, culinary variety, and vibrant music scene. Visitors could enjoy the Rhythm of Cultures craft bazaar, the Rhythm of Flavours food market with 50 diverse stalls, and the Rhythm of Rain main stage for live performances. Together, these elements bring together tourism industry players, creative partners, and commercial stakeholders, while driving visitor traffic and stimulating spending across the retail, hospitality and services sectors.

In the spirit of enhancing the Visit Malaysia 2026 (VM2026) campaign, the Mega Fam Programme welcomed 41 media representatives from East Asia, Oceania, South Asia and Southeast Asia including Australia, Cambodia, China, India, Indonesia, Japan, Laos, South Korea, Thailand and Vietnam. This initiative serves as a strategic platform to strengthen engagement with international media, while positioning Malaysia as a destination renowned for its rich cultural diversity and dynamic tourism offerings, in line with the VM2026 theme, Malaysia: A Culturally Rich and Sustainable Destination.

The programme spans across a five-day, four-night immersive journey of exploring iconic destinations and cultural highlights in Kuala Lumpur, Selangor and Putrajaya. The itinerary includes curated experiences such as Skyline Luge at Gamuda Cove, the Hop-On Hop-Off (HOHO) City Tour, Immersify KL and Cruise Putrajaya. These destinations have been strategically selected for their roles as key international gateways and administrative centres, offering participants a comprehensive perspective of Malaysia's urban vibrancy and cultural identity.

As of May 2026, this Mega Fam marks the third event within the Mega Fam Programme series anchored by Tourism Malaysia. The first programme, focusing on the holy month of Ramadan, Mega Fam Iftar took place in February, followed by another trip in conjunction with the Vaisakhi Fest held mid April. Overall, it is a dynamic platform to showcase Malaysia's cultural richness, creativity and tourism appeal, while further strengthening the country's position as a competitive and attractive destination in conjunction with the Visit Malaysia 2026 (VM2026) campaign.

“The Mega Fam Programme remains an initiative that contributes directly to Malaysia’s tourism growth by engaging global media and key opinion leaders. By providing our international media with first-hand, immersive experiences of our rich cultural heritage and modern attractions, we are building lasting partnerships necessary to ensure the resounding success of tourism promotion beyond Visit Malaysia 2026 (VM2026),” said YBrs. Mr Mohd Amirul Rizal Abdul Rahim, Director General of Tourism Malaysia.

Throughout 2025, Malaysia welcomed 42.2 million visitors, reflecting a significant 11.2 per cent increase compared to 2024. Through continued collaboration and shared commitment with industry and media partners, Tourism Malaysia is confident of achieving even more sustainable growth in this key market.

Tourism Malaysia extends its appreciation to all participating media representatives for their collaboration and support and looks forward to strengthening joint promotional initiatives to showcase Malaysia’s diverse attractions, alongside its rich cultural and in support of Visit Malaysia 2026 (VM2026).

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About Tourism Malaysia

Malaysia Tourism Promotion Board, also known as Tourism Malaysia, is an agency under the Ministry of Tourism, Arts and Culture Malaysia (MOTAC). It focuses on promoting Malaysia as a preferred tourism destination and has, since its establishment, played a significant role in strengthening the country’s presence and competitiveness in the global tourism landscape.

Visit Malaysia 2026 (VM2026) underscores Malaysia’s commitment to sustainable tourism development, in line with the United Nations Sustainable Development Goals (UNSDGs). The campaign aims to showcase the nation’s diverse natural attractions, rich cultural heritage, and vibrant tourism offerings, while driving inclusive growth and long-term value for local communities and industry stakeholders.

For more information, visit Tourism Malaysia’s website www.tourism.gov.my and social media accounts on [Facebook](#), [Instagram](#), [X](#), [YouTube](#), and [TikTok](#).

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