MEDIA RELEASE

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TOURISM MALAYSIA STRENGTHENS TRAVEL APPEAL IN THE BANGLADESHI MARKET THROUGH BTTF 2026

DHAKA — Tourism Malaysia participate in the Bangladesh Travel & Tourism Fair (BTTF) 2026, held from 29 to 31 October 2026 at the Bangladesh-China Friendship Conference Centre (BCFCC), Dhaka. Tourism Malaysia's participation serves as a strategic move to amplify Malaysia's presence in the Bangladesh market and actively support the Visit Malaysia 2026–2027 (VM2026–2027) campaign.

The 14th edition of BTTF 2026 bring together more than 200 exhibitors, participants from over 16 countries, 60,000 general visitors, 2,500 trade visitors, and more than 250 international and regional buyers. The fair provides both Business-to-Business (B2B) and Business-to-Consumer (B2C) opportunities for Tourism Malaysia to engage directly with tourism industry players and potential travellers.

Tourism Malaysia's participation showcase Malaysia's diverse tourism offerings, including culture and heritage, tropical beaches, nature and eco-tourism, shopping, medical tourism, gastronomy, Meetings, Incentives, Conferences and Exhibitions (MICE), and niche tourism products.

"Tourism Malaysia's participation in BTTF 2026 is a strategic initiative to enhance Malaysia's visibility in the Bangladesh market while strengthening relationships with local tourism industry players. Through this platform, also highlight more Malaysian tourism experiences and products, while encouraging the development of attractive Malaysia travel packages in conjunction with VM2026–2027," said Tourism Malaysia.

As part of efforts to strengthen industry networking, Tourism Malaysia Dhaka will also organise an Engagement and Networking Session involving up to 40 representatives from the Bangladesh tourism industry. The session will focus on the latest Malaysian tourism products and destinations, package development strategies, as well as market trends and feedback from the Bangladesh tourism industry.

The Islamic Tourism Centre (ITC) also take part in Engagement and Networking Session with the Bangladesh tourism industry to highlight Malaysia's Muslim-friendly tourism products and experiences.

Bangladesh is still an important tourism market in South Asia, with potential across segments including leisure, shopping, medical tourism, business travel, MICE and niche tourism, supported by strong air connectivity between Dhaka and Kuala Lumpur. As of September 2026, Malaysia received 144,873 visitors from Bangladesh. Malaysia also saw a total of 43 flights connecting Malaysia and Bangladesh weekly throughout September 2026, with 11,361 seats being offered to travellers.

Tourism Malaysia's participation is expected to boost awareness of Malaysia and its tourism offerings, strengthen trade partnerships, and encourage more Bangladeshi tour operators to develop and promote Malaysia travel packages, thereby supporting the objectives of VM2026–2027 to further solidify Malaysia's position as a leading travel destination globally.

For more, kindly refer to media kit : TOURISM MALAYSIA STRENGTHENS TRAVEL APPEAL IN THE BANGLADESHI MARKET THROUGH BTTF 2026

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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 2026–2027 (VM2026–2027) 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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