MEDIA RELEASE

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TOURISM MALAYSIA AND CHINA AIRLINES SHOWCASE LUXURY TRAVEL EXPERIENCES TO NORTH AMERICAN TRAVEL TRADE PARTNERS

LOS ANGELES – Tourism Malaysia via its Los Angeles office, in collaboration with China Airlines has successfully organised a five-day luxury familiarisation (FAM) trip with 10 North American travel trade professionals. Held from 11 to 15 October 2026, the programme showcased the country's diverse luxury offerings across Kuala Lumpur, Langkawi and Penang through immersive experiences, hotel site inspections and meetings with local tourism partners.

The delegation included representatives from leading North American tour operators and travel agencies, including Arrangements Abroad, Remote Lands, Audley Travel and Morris Murdock Escorted Tours.

The journey began in Kuala Lumpur, offering participants an immersive introduction to the capital's cosmopolitan vibrancy, iconic landmarks, and premium luxury hospitality. Concurrently, the delegation engaged in strategic networking sessions with key Malaysian tourism stakeholders, cultivating partnerships designed to drive future business collaborations within the North American market.

Heading up to the northern region of Malaysia, the delegation was brought to discover Langkawi's blend of natural beauty and upscale experiences, including a cruise through Kilim Geoforest Park, a visit to the Langkawi SkyBridge and a sunset catamaran cruise experience. The programme concluded in Penang, where the group explored George Town, one of Malaysia's UNESCO World Heritage Sites and experienced Malaysia's rich culinary heritage through a hands-on cooking class.

"From the bustling life of Kuala Lumpur to Geopark in Langkawi and the heritage streets of George Town, our partners saw how easily Malaysia combines city, island and culture in one journey. We are confident that the connections forged and inspiration drawn from this familiarisation trip will soon translate into extraordinary, bespoke Malaysian itineraries for North American travellers," said Madam Linawati Ismail, Deputy Director of Tourism Malaysia's Los Angeles office.

This successful familiarisation trip coincides with highly encouraging international recognitions; Malaysia was recently highlighted by National Geographic in its prestigious "Best Places in the World to Travel to in 2027" list, which prominently described the beauty of Penang, while Frommer's named Kuala Lumpur as one of its "Best Places to Go in 2027."

From January to September 2026, Malaysia welcomed a total of 248,382 visitors from the United States of America (USA), marking a steady 4.1% growth from 238,564 visitors during the same period last year. This encouraging performance is expected to be continued with the strong promotional efforts by Tourism Malaysia via its Los Angeles office.

Tourism Malaysia remains committed to elevating the nation's profile as a premier, top-of-mind luxury destination for the North American market. By continuously fostering strategic partnerships with key travel trade professionals and aviation partners like China Airlines, Tourism Malaysia aims to drive sustainable tourism growth and welcome even more international travellers to experience the unparalleled hospitality and diverse attractions of Malaysia.

For further details, kindly refer to media kit:

https://drive.google.com/drive/folders/1I9stHfWsr_ZbKFQHAWWZcnLMyKKjOzel?usp=drive_link

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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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