MEDIA RELEASE

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TOURISM MALAYSIA BOOSTS PROMOTIONAL EFFORTS THROUGH MALAYSIA FAIR 2026 IN TOKYO

TOKYO — Tourism Malaysia is strengthening its promotional efforts in Japan through Malaysia Fair 2026, taking place from 30 October to 1 November 2026 at Toyosu Park, Tokyo, alongside the Malaysia My Second Home (MM2H) Seminar and Promotion Programme. Organised in conjunction with the Visit Malaysia 2026–2027 (VM2026–2027) campaign, the initiative showcases Malaysia's diverse tourism offerings, investment opportunities and appeal as a destination for long-term residence, while strengthening tourism ties between Malaysia and Japan.

The opening ceremony, held on 31 October 2026, was officiated by His Excellency Dato' Ahmad Rozian Abd Ghani, the Ambassador of Malaysia to Japan. This function featured a Malaysian cultural dance performance, followed by a video presentation highlighting VM2026–2027 and a tour of the exhibition booths.

With an expected attendance of 65,000 visitors, Malaysia Fair 2026 serves as a valuable platform to introduce Malaysia to Japanese consumers through destination promotion, industry engagement and immersive cultural experiences. The event also brought together Malaysian tourism industry stakeholders, state tourism agencies, government bodies and international travel and aviation companies to boost awareness of Malaysia and encourage repeat and future travel among visitors from Japan.

Besides Tourism Malaysia, a wide range of exhibitors participated in this fair, representing the country's broader tourism and related sectors. These included state-level tourism agencies and government bodies such as the Selangor State Government, Tourism Selangor, Langkawi Development Authority (LADA) and Education Malaysia Global Services (EMGS), among others.

This fair also featured international organisations and Japanese companies, including ZIPAIR and Nippon Travel Agency, reflecting the importance of collaboration with airline and travel industry partners in strengthening connectivity, travel distribution and destination promotion between Japan and Malaysia.

Beyond destination showcases, Malaysia Fair 2026 offers visitors a vibrant selection of Malaysian products, handicrafts, culinary experiences, interactive activities, engagement sessions and other exciting attractions. Malaysian cultural performances further enrich the programme, allowing visitors to experience the country's multicultural heritage, traditions and warm hospitality.

Alongside the consumer-facing activities, the Malaysia My Second Home (MM2H) Seminar and Promotion Programme provides a platform for Japanese individuals interested in exploring long-term residence opportunities in Malaysia. Business-to-consumer (B2C) sessions by Malaysian tourism industry representatives and MM2H agents offer insights

into the programme, the country's quality of life, property investment opportunities and the benefits of residing in Malaysia, Beautifully Yours.

As of September 2026, Malaysia received 324,499 Japanese visitors, up 5.2 per cent from the 308,614 recorded in the same period last year. This reflects the Japanese market's growing potential and underscores the importance of targeted promotional initiatives to reach more Japanese nationals considering Malaysia for extended stays.

In conjunction with Malaysia Fair 2026, Tourism Malaysia is also facilitating a "Meet the Travel Industry" session for LADA, bringing together the authority and key Japanese travel industry stakeholders to interact and showcase Langkawi's surreal experiences. The session aims to reinforce industry collaboration, explore opportunities for travel product development and generate greater travel demand from Japan to Langkawi.

Through Malaysia Fair 2026 and its associated promotional programmes, Tourism Malaysia seeks to boost Malaysia's appeal as a leading travel destination in Japan, deepen partnerships with travel industry stakeholders and encourage greater interest in the country's tourism offerings and long-term residence opportunities. The participation of various Malaysian agencies and international industry partners further reinforces a collaborative approach to promoting Malaysia to the Japanese market.

For further details, kindly refer to media kit:

https://drive.google.com/drive/folders/1LCIVQSjG3EkMs8M6iw33-xD5KMSJBtQl?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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