PRESS RELEASE

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TOURISM MALAYSIA BRINGS TOGETHER INTERNATIONAL MEDIA REPRESENTATIVES FOR MEGA FAM PROGRAMME IN CONJUNCTION WITH PETRONAS GRAND PRIX OF MALAYSIA (MOTOGP 2026)

KUALA LUMPUR — Tourism Malaysia today hosted a Meet & Greet session at IRAMA Dining Kuala Lumpur for 19 international media representatives and Key Opinion Leaders (KOLs) participating in its Mega Familiarisation (Mega Fam) Programme in conjunction with PETRONAS Grand Prix of Malaysia (MotoGP 2026).

Taking place from 29 October to 2 November 2026, the five-day programme brings together delegates from China, India, the Philippines, Sri Lanka, Indonesia and Thailand to experience Malaysia's motorsports, cultural, heritage, gastronomy and lifestyle offerings. The initiative forms part of Tourism Malaysia's efforts to strengthen international media engagement, expand destination visibility and support the Visit Malaysia 2026–2027 (VM2026–2027) campaign.

Mr. Mohd Akbal Setia, Deputy Director General (Promotions), Tourism Malaysia said, "The Mega Fam Programme is a strategic platform to strengthen Malaysia's international visibility and support the objectives of Visit Malaysia 2026–2027. By bringing international media representatives and content creators to experience PETRONAS Grand Prix of Malaysia and Malaysia's diverse tourism offerings, we aim to generate meaningful media coverage and inspire greater interest in Malaysia as a preferred travel destination.

"Hosting world-class motorsports events at the Sepang International Circuit (SIC) demonstrates Malaysia's capability to stage major international sporting events while creating opportunities for tourism growth. By combining the excitement of PETRONAS Grand Prix of Malaysia with experiences across our cultural, heritage, gastronomy and lifestyle attractions, we can further strengthen Malaysia's appeal as a sports tourism destination and encourage visitors to discover more of the country."

A key highlight of the programme is the Night Track Tour at Sepang International Circuit (SIC), held as part of the strategic collaboration between Tourism Malaysia and SIC for PETRONAS Grand Prix of Malaysia (MotoGP 2026), offering participants a unique after-dark experience at the iconic motorsports venue. The itinerary also features visits to Kuala Lumpur City Gallery and Batu Caves, a shopping experience at The Exchange TRX, and a city tour aboard the KL Hop-On Hop-Off (HOHO) service.

Participants will also visit Thean Hou Temple, enjoy a Malaysian cultural dance performance at the Malaysia Tourism Centre (MATIC), and attend a product briefing and

guided tour at KLDEX, featuring its durian museum. The programme further includes an interactive experience at Space & Time Cube Malaysia and a taste of traditional Nusantara cuisine at Tuai + Till Restaurant, Kimpton Naluria Hotel Kuala Lumpur.

The highlight of the programme will be the delegates' attendance at the PETRONAS Grand Prix of Malaysia race on 1 November 2026. Their participation is expected to generate international media exposure for Malaysia's motorsports scene while showcasing the country's capability to host major sporting events and deliver diverse visitor experiences.

Malaysia's tourism sector continues to demonstrate positive momentum, recording 32.3 million international visitor arrivals from January to September 2026, a 2.4 per cent increase from 31.5 million arrivals during the same period in 2025. Against this backdrop, Tourism Malaysia continues to strengthen its international promotional efforts through initiatives such as the Mega Fam Programme, aiming to broaden media coverage, raise awareness of Malaysia's diverse tourism offerings and encourage more travellers to visit the country in conjunction with Visit Malaysia 2026–2027.

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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.

For enquiries, please contact:

Chan Hon Mun
Senior Deputy Director
Corporate Communications Division
hmchan@tourism.gov.my
+603 8891 8767

Norshariza Mohd Saad
Deputy Director
Corporate Communications Division
norshariza@tourism.gov.my
Tel: +603 8891 8775