MEDIA RELEASE

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TOURISM MALAYSIA AND LIVE NATION MALAYSIA JOIN FORCES TO POSITION KUALA LUMPUR AS ASIA'S LIVE ENTERTAINMENT DESTINATION

KUALA LUMPUR — Tourism Malaysia and Live Nation Malaysia are strengthening their strategic collaboration through KL Headline Season 2026, a landmark live entertainment initiative that brings some of the world's biggest international artists to Kuala Lumpur while creating new opportunities to attract international visitors and showcase Malaysia as a vibrant, experience-led destination.

In conjunction with the Visit Malaysia 2026–2027 (VM2026–2027) campaign, KL Headline Season 2026 features 25 major international concerts across five key venues in Kuala Lumpur, positioning the Malaysian capital as an increasingly prominent destination on the international live entertainment circuit.

The season is expected to attract more than 600,000 fans, with its appeal extending well beyond Malaysia's domestic audience. Based on current ticket sales data, the concerts have attracted audiences from 43 countries, with international ticket buyers accounting for 20 per cent of total ticket sales. These include visitors from key markets such as Australia, China, India, Indonesia, Japan, Singapore, South Korea, Thailand, the United Kingdom, the United States and the United Arab Emirates, as well as markets across Asia, Europe, Oceania and North America.

The strong global response portrays the segment's growing potential as a key driver of international tourism, while enhancing Kuala Lumpur's position as a regional hub for world-class concerts and entertainment. This segment is increasingly becoming a key component of the modern tourism experience, motivating international fans to visit Kuala Lumpur for their favourite artists and discover Malaysia beyond concert venues.

Mr Mohd Amirul Rizal Abdul Rahim, Director General of Tourism Malaysia, said, "As Malaysia welcomes the world through Visit Malaysia 2026–2027, KL Headline Season provides an exciting platform to showcase Kuala Lumpur as a dynamic, cosmopolitan city while encouraging visitors to extend their stay and explore our diverse travel experiences. We invite music fans from around the globe to come for the music and stay for the surreal experiences of Malaysia."

Mr Paramananthan Rajagopal, Managing Director of Live Nation Malaysia, said, "KL Headline Season 2026 reflects the growing opportunity for Kuala Lumpur to establish itself as a key destination on the global concert calendar. Our ambition is to create a sustainable foundation for more world-class live performances in Malaysia while

reinforcing Kuala Lumpur's appeal as a city where exceptional live experiences can thrive. We are also very grateful for the support of CelcomDigi and Visit Malaysia 2026–2027 in achieving this goal."

Furthermore, Malaysia can tie the appeal of major concerts to its broader tourism offering, from its connectivity and hospitality to its vibrant cultural experiences. The strategic collaboration further translates the season's momentum into greater international visitation, new opportunities for local industry partners and strengthened economic value for the tourism and live entertainment sectors throughout VM2026–2027. From January to September 2026, Malaysia received 32.3 million international visitor arrivals, up 2.4 per cent from the 31.5 million recorded during the same period in 2025.

Tourism Malaysia and Live Nation Malaysia invite music fans from Malaysia and around the world to experience Kuala Lumpur's excitement throughout KL Headline Season 2026. Whether travelling for a favourite artist, discovering the city for the first time or extending a concert trip into a holiday, visitors are invited to make the most of their journey and experience wonders that make Malaysia Truly Asia.

Come for the headline. Stay for the experience. Discover Malaysia Beautifully Yours.

For further details, kindly refer to media kit:

https://drive.google.com/drive/folders/1ueDvc9JtQ9drqRORYCGKZ6rwuWtrUgL6?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, with the extended VM2027.

For more information, visit Tourism Malaysia's website www.tourism.gov.my and social media accounts on Facebook, Instagram, X, YouTube, and TikTok.

About Live Nation Malaysia

Live Nation Malaysia operates as part of Live Nation Entertainment, the world's leading live entertainment company. The organisation promotes, produces, and delivers live concerts and entertainment experiences across Malaysia, working with international and local artists, venues, and partners. As part of a global network, Live Nation Malaysia combines international expertise and standards with a strong understanding of the local market, regulations, and audiences.

Live Nation Malaysia delivers live event experiences featuring leading international artists and brands across a diverse range of entertainment genres, for both local and international audiences. The division manages every aspect of promoting an international act, from media and marketing planning, concert production, public relations, and promotional events to hospitality. Through an integrated approach, Live Nation Malaysia aims to create seamless and memorable experiences for audiences from start to finish.

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