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TOURISM MALAYSIA AT ITB CHINA 2026: SHOWCASING MALAYSIA AS A PREMIER TOURISM DESTINATION

SHANGHAI, CHINA – Tourism Malaysia is set to make a strong presence at ITB China 2026, marking its 7th time participating and its commitment to strengthening engagement with the Chinese travel market. ITB China 2026 is taking place at Shanghai World Expo Exhibition & Convention Center, from 26 to 28 May 2026.

The Malaysia Pavilion at ITB China 2026 is its largest-ever participation, with a 504sqm booth. YB Dato Sri Tiong King Sing, Minister of Tourism, Arts and Culture Malaysia, led the Malaysian delegation alongside Mr. Mohd Amirul Rizal Abdul Rahim, Director General of Tourism Malaysia, comprising 64 organisations from across the country's tourism ecosystem.

The delegation brings together a diverse mix of tourism stakeholders, including prominent state tourism bodies such as Penang Global Tourism, Sabah Tourism Board, Tourism Melaka, and Tourism Negeri Sembilan, as well as national agencies including the Malaysia Convention & Exhibition Bureau (MyCEB), Islamic Tourism Centre (ITC), and Malaysia My Second Home (MM2H). Additionally, there are 27 hotels and resorts, 13 travel agencies, six (6) MM2H agents, six (6) tourism product owners, two (2) medical tourism representatives, one (1) airline, one (1) F&B and one (1) industry association, collectively showcasing the diversity of Malaysia's tourism offerings — from leisure and culture to business events, healthcare tourism, and long-stay programmes.

Also presenting Malaysia's offerings independently are Malaysia Airlines, as the event's Official Airline Partner, and the Sarawak Tourism Board. Together, this collective cooperation of public-private organisations aims to position Malaysia as a top destination for Chinese travellers.

To enrich visitor experience, the Malaysia Pavilion will also feature live cultural, craft, and culinary demonstrations, including handmade pewter crafting, traditional beadmaking, hand-painted art, traditional Wau-making, and traditional Malay massage. Visitors will also be able to explore Malaysia's traditional culinary offerings and experience locally brewed Malaysian coffee, providing a fuller appreciation of the country's rich cultural heritage, flavours, and traditions.

Malaysia's strong air connectivity with China, with 744 weekly flight frequencies and a total seat capacity of 148,999 in May 2026, provides greater travel convenience and accessibility for Chinese visitors. Consistent with this positive momentum, China contributed 1.4 million visitor arrivals to Malaysia during the first quarter of 2026, marking a significant 25.2% increase from 1.1 million visitors in the same period last year.

Overall, Malaysia's tourism industry continues to demonstrate strong growth of 5.4%, welcoming 10.6 million international visitor arrivals between January and March 2026, in comparison to 10.1 million in the first quarter of 2025. Building on this encouraging trajectory, Malaysia's aim remains to welcome more international visitor arrivals in conjunction with the nationwide Visit Malaysia 2026 (VM2026) campaign.

The continued growth of the tourism sector is expected to play an important role in strengthening Malaysia's economy and national Gross Domestic Product (GDP). Moving forward, Tourism Malaysia remains dedicated to enhancing the country's tourism appeal through authentic and high-quality travel experiences, while deepening collaboration with industry stakeholders in China to further position Malaysia as a preferred and top-of-mind destination for Chinese travellers.

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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 (VM2026) 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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