

## MALAYSIA & THAILAND DEEPEN TOURISM TIES WITH HIGH-IMPACT SALES MISSION AHEAD OF VISIT MALAYSIA 2026



Group Photo; Minister of Tourism, Arts and Culture Malaysia, YB Dato' Sri Tiong King Sing (centre), joins delegates from Tourism Malaysia and industry partners during the Malaysia's Sales Mission to Thailand at W Bangkok Hotel. The event marked the official launch of Visit Malaysia 2026 (VM2026) and the Malaysia My Second Home (MM2H) programme in the Thai market.

**BANGKOK, 3 July 2025** – The Ministry of Tourism, Arts and Culture Malaysia (MOTAC), in collaboration with Tourism Malaysia has concluded a successful Sales Mission across Chiang Rai, Chiang Mai, and Bangkok which ran from 22 June to 3 July 2025. The mission aimed to enhance bilateral tourism cooperation and lay the foundation for stronger ties ahead of Visit Malaysia 2026 (VM2026).

Led by the Honourable Minister of Tourism, Arts and Culture Malaysia, YB Dato' Sri Tiong King Sing, the mission brought together Malaysian delegation comprising 24 organisations, including travel agencies, product owners, hotels, Malaysia My Second

Home (MM2H) agents, and the National Association of Private Educational Institutions (NAPEI).

YB Dato Sri Tiong King Sing stated, “Thailand and Malaysia are more than neighbours – we are partners in progress. This mission is a call to rise together as collaborators, driving shared prosperity and sustainable tourism growth throughout Southeast Asia.”

Southeast Asia remains a core pillar of Malaysia’s tourism strategy. In 2024, ASEAN countries contributed 28.19 million visitor arrivals, accounting for 74.3% of Malaysia’s international visitors and generating RM54.38 billion in receipts. Thailand alone delivered 2.27 million visitors, and while there was a slight 1.4% dip in arrivals, Thai travellers spent RM3.99 billion, a 23.3% year-on-year increase, indicating a trend toward higher-quality tourism.

The Visit Malaysia 2026 campaign, themed “Surreal Experiences,” positions Malaysia as a destination for meaningful, culturally rich, and family-friendly travel. Thailand is viewed as a key market to attract higher-spending and longer-staying travellers due to its convenient transport connectivity and cultural familiarity. In addition, the Malaysia My Second Home (MM2H) programme continues to appeal to Thai families and retirees who seek affordable, comfortable long-stay options in Malaysia.

Key emphasis was placed on initiatives to expand air with land connectivity, promote twin-destination packages, support sectors including medical tourism, education mobility and Muslim-friendly travel. Both countries also expressed a shared commitment to simplifying border procedures, strengthening marketing partnerships, and championing sustainable tourism practices.

From January to April 2025, Malaysia welcomed 13.4 million international visitors, a 21.0% increase compared to the same period last year. Of this total, arrivals from Thailand reached 833,610, reflecting a healthy year-on-year growth of 3.4% and underscoring Thailand’s continued importance as a key source market.

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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 & Culture Malaysia. It focuses on the specific task of promoting Malaysia as a preferred tourism destination. Since its inception, it has emerged as a major player in the international tourism scene.

The next Visit Malaysia Year, set to take place in 2026, will commemorate the sustainability of the nation's tourism industry, which is also in line with the United Nations Sustainable Development Goals (UNSDG).

Furthermore, Tourism Malaysia actively endorses the Indonesia-Malaysia-Thailand Growth Triangle (IMT-GT), working towards the realisation of the IMT-GT Visiting Year 2023-2025, with the shared aim of promoting the region as a unified tourism destination. For more information, visit Tourism Malaysia's social media accounts on [Facebook](#), [Instagram](#), [X](#), [YouTube](#), and [TikTok](#).

**For enquiries, please contact:**

<b>Dr. Khairulhilmi A. Manap</b> Deputy Director International Promotion Division (Southeast Asia) <a href="mailto:khairulhilmi@tourism.gov.my">khairulhilmi@tourism.gov.my</a> Tel: +603 8891 8259	<b>Norshariza Mohd Saad</b> Deputy Director Corporate Communications Division <a href="mailto:norshariza@tourism.gov.my">norshariza@tourism.gov.my</a> Tel: +603 8891 8775
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