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FOR IMMEDIATE RELEASE

TM. 43/2026

24 JANUARY 2026

TOURISM MALAYSIA UNVEILED THE MALAYSIA PAVILION IN CONJUNCTION WITH VM2026 AT THAI INTERNATIONAL TRAVEL FAIR (TITF) 2026

BANGKOK, THAILAND — Tourism Malaysia officially launched the Malaysia Pavilion in conjunction with Visit Malaysia 2026 (VM2026) during the Thai International Travel Fair (TITF) 2026, held at the Queen Sirikit National Convention Centre (QSNCC) in Bangkok.

Taking place from 22 to 25 January 2026, TITF is one of the largest travel fairs in the Bangkok region, attracting thousands of visitors from Thailand and international markets. This event serves as a strategic platform for Tourism Malaysia to enhance visibility, strengthen destination awareness and engage both Thai and global travel markets for the VM2026 campaign.

The Malaysia Pavilion highlighted the country's diverse tourism offerings, with a strong emphasis on arts, culture and heritage. Visitors were treated to captivating cultural performances by the Kuala Lumpur City Hall (DBKL) Cultural Troupe, offering an immersive insight into Malaysia's rich traditions and vibrant multicultural identity.

The event was graced by His Highness Tengku Sri Temenggong Raja, Dato' Seri Tengku Baharuddin Ibni Almarhum Sultan Mahmud Al-Muktafi Billah Shah together with H.E. Datuk Wan Zaidi Wan Abdullah, Ambassador of Malaysia to the Kingdom of Thailand. It was further enhanced by the participation of several high level delegates, including YBrs. Mr Samuel Lee, Deputy Director General (Promotion II) of Tourism Malaysia, YB Datuk Razali bin Idris, Chairman of the Terengganu State Committee on Tourism, Culture, Environment and Climate Change; YB Loh Sze Yee, Chairman of the Perak State Tourism, Industry, Investment and Corridor Development Committee; and representatives from the Sarawak Tourism Board.

Mr Samuel Lee, Deputy Director General (Promotion II) of Tourism Malaysia said, "Thailand remains as one of Malaysia's most important and resilient source markets. The launch of the Malaysia Pavilion at TITF reflects our strategic commitment to engage Thai travellers early and inspire them to rediscover Malaysia through a wide range of cultural, lifestyle, nature-based and signature events throughout the year."

He added, “VM2026 is not just a tourism campaign, but a national invitation to experience Malaysia’s warmth, diversity and commitment to sustainability values. Through platforms such as TITF, we aim to build travel confidence, deepen industry partnerships and position Malaysia as a preferred destination for both leisure and special interest travel.”

As part of the VM2026 campaign rollout in Thailand, Tourism Malaysia also organised a meet-and-greet session featuring Wira and Manja, the official sun bear mascots of VM2026. Their appearance drew strong public interest and symbolised Malaysia’s dedication to wildlife conservation, sustainability and environmental protection, which are the key pillars of the VM2026 campaign.

Malaysia’s tourism industry continues to demonstrate strong growth, with international visitor arrivals reaching 42.2 million from January to December 2025, representing a 11.2 per cent increase compared to the same period in 2024. Notably, Malaysia welcomed 2.5 million visitors from Thailand for 2025, marking a 10.3 per cent growth from 2024 and reflecting the rising interest in Malaysia as a leading travel destination ahead of VM2026.

This strong performance underscores Thailand’s continued importance as a key source market and highlights the effectiveness of Tourism Malaysia’s targeted promotional efforts in the lead-up to VM2026. Tourism Malaysia will continue to intensify its promotional activities in Thailand through strategic partnerships, consumer engagement initiatives and trade collaborations to sustain growth momentum and maximise the impact of VM2026.

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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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