

VISIT MALAYSIA 2026 TAKES CENTER STAGE IN EASTERN AND NORTHERN CHINA



Group Photo of participants and delegates with the Guest of Honor of the Sales Mission to China Series 2

HANGZHOU, 1 September 2025 – Tourism Malaysia, in collaboration with State Tourism Bodies and the Malaysia Inbound Chinese Association (MICA), is intensifying its effort to capture the growing China travel market. From 1st to 5th September 2025, the Tourism Malaysia Sales Mission Series 2 will journey through the vibrant cities of Hangzhou, Taiyuan, and Xi'an, building stronger travel and business linkages between both nations.

This strategic initiative builds on the momentum from ITB Shanghai 2025 and the highly successful Sales Mission Series 1 earlier in March. The mission is designed to strengthen bilateral tourism cooperation, showcase Malaysia's diverse travel experiences, and unlock new business opportunities that reaffirm Malaysia's appeal as a premier destination for Chinese travellers.

Leading the mission is Mr. Chua Choon Hwa, Deputy Secretary General (Tourism), Ministry of Tourism, Arts and Culture (MOTAC) Malaysia, joined by YB Nicole Tan, Negeri Sembilan State Executive Councillor for Tourism, Arts and Culture, YBhg. Dato' Dr. Angie Ng, President of MICA, and representatives from 64 organisations including state tourism boards such as Tourism Perak, Malaysia My Second Home (MM2H) agents, hoteliers, tour operators, product owners, and airlines.

In his opening address, Mr. Chua emphasized, "This Sales Mission reflects Malaysia's strong commitment to deepening engagement with China. Beyond tourism, we are creating platforms for long-term collaboration through initiatives such as Malaysia My Second Home (MM2H), ensuring Malaysia remains a trusted and attractive destination for travellers, investors, and communities alike."

Through the mission, Tourism Malaysia and MICA are positioning Malaysia as more than just a holiday spot. The showcase highlights the country's rich cultural heritage, world-class education, agro-tourism, healthcare excellence, and investment opportunities. These diverse offerings ensure that Chinese travellers discover unique, memorable, and lifestyle-oriented experiences tailored to their preferences.

A key focus will be on the Malaysia My Second Home (MM2H) programme, underscoring Malaysia's readiness to welcome long-term visitors who seek quality of life, cultural immersion, and sustainable living.

In 2025, Tourism Malaysia's offices in Beijing and Shanghai have stepped up collaborations with Chinese travel agencies and airlines to expand accessibility and ease of travel. Currently, there are 599 weekly flights providing 119,846 seats between China and Malaysia, supported by key airline partners including AirAsia, Malaysia Airlines, Batik Air, China Southern Airlines, China Eastern Airlines, and other leading carriers.

This push comes at a time of strong growth. As of June 2025, Malaysia welcomed 2.17 million Chinese arrivals, a 35.6% increase compared to the same period in 2024. The surge reflects Malaysia's growing popularity, further boosted by the mutual visa exemption agreement between both countries.

As Visit Malaysia Year 2026 (VM2026) approaches, Tourism Malaysia is intensifying its efforts to position the country as a top-of-mind destination for Chinese travellers. By combining cultural authenticity, modern infrastructure, and exceptional hospitality, Malaysia is ready to welcome millions of visitors seeking meaningful travel experiences.

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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, 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:

Nor Hayati Zainuddin Deputy Director International Promotion Division (Asia/Africa) norhayati@tourism.gov.my Tel: +603 8891 8203	Norshariza Mohd Saad Deputy Director Corporate Communications Division norshariza@tourism.gov.my Tel: +603 8891 8775
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