

TOURISM MALAYSIA WINS PRESTIGIOUS “ASIA BEST CHOICE TOURISM ORGANISATION AWARD 2025”



Asia Best Choice Tourism Organisation Award 2025

BANDUNG, 31 October 2025 - Tourism Malaysia has been honoured with the Asia Best Choice Tourism Organisation Award 2025, reaffirming its position as one of the leading tourism organisations in the region. The prestigious award was presented by Mediatama Award Management, in collaboration with the National Award Foundation, during the Asia Best Choice Award 2025 Ceremony held at Hotel Savoy Homann, Bandung, West Java.

The accolade was officially conferred upon YBhg. Datuk Manoharan Periasamy, Director General of Tourism Malaysia, and received on his behalf by Mr Hairi Mohd Yakzan, Director of Tourism Malaysia Jakarta.

Mr Hairi Mohd Yakzan, Director of Tourism Malaysia Jakarta stated: “We are truly honored in receiving this recognition. It reflects the dedication our team in Malaysia and Indonesia in continuously promoting Malaysia as a preferred destination. This award motivates us to strengthen our partnerships, explore new marketing strategies as well as create meaningful experiences for travellers from Indonesia and beyond.”

Mr Hairi Mohd Yakzan also highlighted that the recognition will further inspire the team to enhance promotional efforts and attract more visitors to Malaysia in the upcoming year.

This award marks another milestone for Tourism Malaysia, following its previous achievement as National Tourism Organisation of the Year for an impressive five consecutive years (2019, 2021, 2022, 2023, and 2024), awarded by the Indonesia Travel & Tourism Awards (ITTA) Foundation.

From January to August 2025, Malaysia welcomed 28.2 million international visitor arrivals—a significant increase of 14.5% compared to the same period in 2024. This remarkable growth highlights the country's appeal among travellers, especially with its vibrant urban destinations, varied culinary offerings, tranquil islands, and culturally rich heritage towns.

Looking ahead to Visit Malaysia 2026 (VM2026), Tourism Malaysia aims to further elevate the country's global tourism presence, targeting 47 million international visitor arrivals through continuous innovation and collaborative efforts.

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Tourism Malaysia

Malaysia Tourism Promotion Board, or Tourism Malaysia, is an agency under the Ministry of Tourism, Arts and Culture Malaysia. Tourism Malaysia is actively focused on the specific mission of promoting Malaysia as a preferred tourist destination. Since its establishment, Tourism Malaysia has grown into one of the leading players in the international tourism industry.

The upcoming Visit Malaysia 2026 (VM2026) campaign will celebrate the sustainability of the national tourism industry in line with the United Nations Sustainable Development Goals (UNSDG). In addition, Tourism Malaysia also supports the Indonesia-Malaysia-Thailand Growth Triangle (IMT-GT) initiative in realising the Visit IMT-GT Year 2023–2025, aimed at promoting the region as an integrated tourism destination. For more information, visit Tourism Malaysia's social media accounts on Facebook, Instagram, X, YouTube, and TikTok.

For enquiries, please contact:

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