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**TM. 79/2026**

**3 APRIL 2026**

# **TOURISM MALAYSIA REINFORCES MARKET ENGAGEMENT AT PAKISTAN TRAVEL MART 2026**

**KARACHI** — Tourism Malaysia returned to Pakistan Travel Mart 2026 (PTM 2026) after a five-year hiatus, participating from 3 to 5 April 2026 at the Karachi Expo Centre. The participation marks a strategic re-engagement with Pakistan’s travel trade and consumers, as Tourism Malaysia showcases the country’s diverse tourism offerings in line with PTM’s theme, *“Shaping the Future of Travel: Innovation, Sustainability & Global Connectivity.”*

This renewed participation follows the last appearance at PTM in 2019 and underscores efforts by Tourism Malaysia to rebuild market momentum while strengthening long-standing partnerships with key stakeholders in Pakistan. The 2026 edition of PTM introduces enhanced programming, including curated thematic districts and industry-focused platforms designed to encourage collaboration, promote sustainable tourism solutions and support global connectivity.

Tourism Malaysia’s presence at PTM 2026 is bolstered by a delegation of 8 Malaysian tourism sellers including travel agents and hotel representatives. These companies will engage in structured B2B meetings and networking sessions with Pakistani travel trade stakeholders. The primary objectives are to develop market-ready travel packages, strengthen distribution partnerships and explore joint promotional opportunities to stimulate travel demand to Malaysia.

“We are delighted to re-engage with Pakistan’s travel market at PTM 2026. This participation reflects Malaysia’s commitment to strengthening tourism ties, enhancing air connectivity and promoting sustainable holiday experiences, while also highlighting new growth segments such as MICE (Meetings, Incentives, Conferences and Exhibitions) and educational tourism. Through strategic collaborations, we aim to drive long-term visitor growth and generate mutual economic benefits,” said Mr. Mohd Amirul Rizal Abdul Rahim, Director General of Tourism Malaysia.

At the exhibition, the Malaysia pavilion features immersive content across key segments, including leisure tourism, MICE and halal-friendly travel. The delegation is also conducting media briefings and consumer outreach activities to promote direct air connectivity, curated travel packages and collaborative marketing initiatives with Pakistani partners. In parallel, Tourism Malaysia will explore new partnerships that leverage innovation and sustainability, the core pillars of PTM 2026 which are to support long-term tourism growth while delivering meaningful benefits to local communities.



PTM 2026 also features several concurrent programmes aligned closely with Tourism Malaysia's strategic priorities. Key highlights include the PTM Live Podcast which will host thought leadership discussions on emerging travel trends and the Sustainable Destinations Forum focusing on ecotourism, responsible destination management and community-based tourism.

The engagement continues with a two-day Islamabad Roadshow scheduled from 7 to 8 April 2026 aimed at strengthening engagement with travel trade partners and media in Pakistan's capital city. These platforms provide valuable opportunities for Tourism Malaysia to introduce new itineraries, cultural experiences and green tourism initiatives to both trade buyers and consumers.

Pakistan continues to be a consistent contributor to Malaysia's international visitor arrivals. From January to December 2025, Malaysia welcomed 135,867 visitors from Pakistan, representing a 27.7 per cent increase compared with 2024. This also reflects a 24.1 per cent growth compared with the 109,521 visitors recorded in 2019, successfully surpassing pre-pandemic levels.

This growth is supported by robust air connectivity between Malaysia and Pakistan. Currently, 14 weekly flights operated by Batik Air, AirAsia X and Pakistan International Airlines connect Kuala Lumpur with Karachi, Lahore and Islamabad, providing a total weekly seat capacity of 4,293, making travel between the two nations accessible and convenient.

Malaysia remains a premier holiday destination for the Pakistani market, offering diverse experiences, rich cultural attractions and halal-friendly tourism products tailored to the preferences of Pakistani 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](http://www.tourism.gov.my) and social media accounts on [Facebook](#), [Instagram](#), [X](#), [YouTube](#), and [TikTok](#).



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