

MEDIA RELEASE

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TOURISM MALAYSIA STRENGTHENS TOURISM PARTNERSHIP WITH CAMBODIA THROUGH B2B AND NETWORKING LUNCH 2026

PHNOM PENH, CAMBODIA – Tourism Malaysia successfully hosted the B2B and Networking Lunch 2026 today, connecting Malaysian tourism players with Cambodian travel agents, buyers, and media representatives to explore new business opportunities and build stronger partnerships.

The event highlights a shared commitment to boosting bilateral tourism and was attended by H.E. Dr. Shaharuddin Onn, Ambassador of Malaysia to Cambodia, and Oknha Chhay Sivlin, President of the Cambodia Tourism Association (CATA).

Speaking at the event, Madam Baizuri Baharum, Senior Director of International Promotions Division (Southeast Asia), Tourism Malaysia, highlighted the strategic importance of the Cambodian market to Malaysia's tourism industry.

"Cambodia is a highly promising market in our regional strategy. It is a market of great promise, and we remain firmly committed to deepening our engagement with our Cambodian partners through stronger business connections and closer industry collaboration," said Madam Baizuri.

Between January and July 2026, Malaysia welcomed 57,001 Cambodian visitors. This growing interest is supported by robust connectivity, with 51 weekly flights and 8,854 seats currently operating between the two countries to offer travellers convenient access.

To build on this momentum, Tourism Malaysia encouraged CATA and its members to feature Malaysia more prominently in their upcoming travel packages, while it stands ready to facilitate familiarisation (FAM) programmes and joint marketing promotions. These initiatives are designed to give Cambodian partners firsthand experience of Malaysia's diverse offerings, enabling them to market the destination to their clients with absolute confidence.

The B2B and Networking Lunch also served as an avenue to reinforce the extension of Visit Malaysia 2026 through 2027 (VM2026-2027). VM2026's promotional efforts will continue into 2027, providing further opportunities for Malaysian and Cambodian tourism industry players to collaborate in attracting more visitors between the two countries.

Tourism Malaysia also emphasised that the tourism relationship between Malaysia and Cambodia is mutual and reciprocal, welcoming more Cambodian visitors to Malaysia while encouraging Malaysians to discover Cambodia's diverse attractions such as Siem Reap and the magnificent temples of Angkor Wat.



The event concluded with presentations and business matching sessions, allowing participating Malaysian sellers and Cambodian buyers to engage in further networking, exchange ideas and explore opportunities to develop and promote Malaysia holiday packages in the Cambodian market.

Tourism Malaysia extends its sincere appreciation to the Cambodia Tourism Association (CATA) and all participating Malaysian and Cambodian industry partners for their continued support and collaboration in strengthening bilateral tourism relations. Moving forward, Tourism Malaysia looks forward to working closely with our Cambodian partners to ensure continued growth for both destinations.

For further details, kindly refer to media kit:

https://drive.google.com/drive/folders/1PgT8js_7ANfnDGAkpDwyh2FkM63wxKF8?usp=drive_link

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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 2026-2027 (VM2026-2027) 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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