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TOURISM MALAYSIA STRENGTHENS TIES WITH SAUDI TRAVEL INDUSTRY THROUGH 2025 SALES MISSION

JEDDAH, 4 May 2025 – Tourism Malaysia is currently embarking on a sales mission to the Kingdom of Saudi Arabia from 4 to 8 May 2025, covering two key cities: Jeddah and Riyadh. Held in conjunction with the launch of Visit Malaysia 2026 and Malaysia Culture Week 2025, the mission highlights Malaysia's commitment to strengthening its presence in the Saudi travel market.

The delegation is led by Dato Sri Tiong King Sing, Minister of Tourism, Arts and Culture Malaysia, signifying Malaysia's strong commitment to the region as a key tourism market. A total of 37 representatives from hotels, resorts, travel agencies, tourism products, and state tourism boards are taking part in the mission.

This initiative aims to showcase the best of Malaysia and boosting more visitor arrivals from the region by promoting the country's unique hospitality, diverse attractions, and engaging experiences. Tourism Malaysia will highlight specially curated travel packages, promotions, and new attractions tailored for families, luxury travellers, honeymooners, and Gen Z.

To further strengthen the relationship with the local tourism industry players, the mission is packed with seminars, business-to-business (B2B) meetings, and networking sessions, providing a valuable platform to showcase Malaysia's diverse tourism offerings, including its stunning beaches, lush rainforests, vibrant culture, and world-class cuisine.

"We extend a warm invitation to our Saudi friends to experience the wonders of Malaysia, especially as we gear up for Visit Malaysia 2026. Discover our rich culture, breathtaking landscapes, and warm hospitality. We are confident that Malaysia will offer unforgettable experiences and make you feel right at home," said Dato Sri Tiong King Sing.

Malaysia recorded 68,382 visitor arrivals from Saudi Arabia between January and December 2024, a significant 23.7% increase compared to the same period in the previous year.

This growth was further supported by enhanced air connectivity, with 41 weekly flights from Jeddah and Madinah to Kuala Lumpur, offering a total seating capacity of 12,747. The increased accessibility has played a key role in positioning Malaysia as a preferred travel destination among Saudi visitors.

Malaysia remains committed to attracting more Saudi visitors by offering diverse travel experiences, exceptional hospitality, and seamless connectivity.

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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). For more information, visit Tourism Malaysia's social media accounts on [Facebook](#), [Instagram](#), [X](#), [YouTube](#), and [TikTok](#).

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