

PRESS RELEASE

FOR IMMEDIATE RELEASE

4 JULY 2026

TM. 167/2026

STAR KARNIVAL CUTI-CUTI MALAYSIA (SKCCM) 2026 SETS OFF ON NATIONWIDE ROADSHOW WITH KUANTAN DEBUT

KUANTAN — Tourism Malaysia, in collaboration with Star Media Group Berhad (SMG), officially kicks off the Star Karnival Cuti-Cuti Malaysia (SKCCM) 2026 nationwide series with its first stop in Pahang, taking place from 3 to 5 July 2026 at East Coast Mall, Kuantan. Bringing together tourism stakeholders, local entrepreneurs, travel operators and visitors, the event showcases tourism products, destinations and experiences from across Malaysia.

Held in support of the Visit Malaysia 2026 (VM2026) campaign to boost domestic tourism demands, SKCCM 2026 carries the theme "Explore, Experience, Excite". The nationwide tourism initiative aims to stimulate domestic travel, strengthen tourism industry participation and showcase Malaysia's diverse tourism offerings. Expected to attract more than 200,000 visitors, the roadshow will travel through Pahang, Johor, Sabah, Penang, Selangor and Sarawak.

The Kuantan event is the first of six stops following the official launch of SKCCM 2026 at Menara Star in Petaling Jaya on 24 June 2026. While officiating the launch, YB Tuan Chiew Choon Man, Deputy Minister of Tourism, Arts and Culture, described the carnival as a valuable platform for tourism stakeholders to connect directly with consumers, promote travel offerings and inspire greater exploration of destinations across Malaysia in conjunction with the Visit Malaysia 2026 campaign.

Mr. Mohd Roslan bin Abdullah, Senior Director of Domestic and Events Division Tourism Malaysia said: "Tourism is powered by people, and platforms like Star Karnival Cuti-Cuti Malaysia help connect travellers with destinations, businesses, and experiences that drive the continued growth of Malaysia's tourism industry. Beyond providing exciting travel deals, this carnival creates meaningful opportunities for tourism operators, small businesses and local communities to showcase their products and services, encouraging greater collaboration across the industry."

Among the highlights of the Kuantan edition are local vendors from Pahang showcasing signature products and experiences, including traditional Pahang batik, heritage dishes such as patin tempoyak and Menara Kuantan 188, the tallest tower on the East Coast of Peninsular Malaysia. The carnival features 36 vendors and exhibitors representing various segments of the tourism industry, including travel agencies, hospitality providers, hotel operators, adventure and attraction operators, and transportation companies.



Representing Malaysia, the carnival also showcases exhibitors from other states, introducing visitors to distinctive regional flavours and tourism offerings. These include Terengganu's famous Nasi Dagang Atas Tol, handcrafted Sarawak kek lapis and Sabah-style cendol prepared using ingredients sourced exclusively from the state. To add to the excitement, visitors can also enjoy exclusive travel promotions, giveaways and lucky draw opportunities throughout the carnival. Batik Air, the campaign's official airline partner, is offering complimentary flight tickets to selected lucky draw winners as well.

In 2025, Malaysia's domestic tourism sector demonstrated strong performance, recording 290.1 million domestic visitors, a 21.3% increase from 260.1 million in 2024. Domestic tourism expenditure also reflected a significant growth of 13.3%, reaching RM121.0 billion compared to RM106.7 billion in the previous year, underscoring its prominent contribution to the national economy.

Tourism Malaysia will continue to enhance efforts in strengthening Malaysia's domestic tourism ecosystem through initiatives like Star Karnival Cuti-Cuti Malaysia while also working closely with industry partners like Star Media Group Berhad (SMG) to maximise the impact of public-private collaboration.

For those looking to join the excitement at SKCCM, Star Karnival Cuti-Cuti Malaysia 2026 will continue its journey in Johor from 31 July to 2 August 2026 at Paradigm Mall, Johor Bahru.

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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 and social media accounts on [Facebook](#), [Instagram](#), [X](#), [YouTube](#), and [TikTok](#).

About Star Media Group

Star Media Group Berhad is a Malaysia-based organisation specialising in news, lifestyle, entertainment, and education. As the custodian of its flagship brand, The Star, it has been a trusted source of English news since 1971. Today, the Group has grown into a multi-channel media powerhouse with a strong presence in print, digital, radio, as well as events and exhibitions, and remains steadfast in delivering high-quality content and integrated media solutions. Visit www.starmediagroup.my to learn more.



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