



MEDIA RELEASE

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MALAYSIA SETS THE STAGE FOR VM2026 AT KITF 2025, DRIVES TOURISM PUSH IN CENTRAL ASIA

ALMATY, 23 April 2025 – Tourism Malaysia is set to enhance its promotional efforts in Central Asia through its participation in the 23rd Kazakhstan International Exhibition “Tourism and Travel” (KITF) 2025. This premier industry event will be held at the Atakent International Exhibition Centre in Almaty from 23 to 25 April 2025.

KITF serves as a vital platform for strengthening Malaysia’s presence in the Central Asian market and showcasing its latest tourism offerings and developments. This year’s participation is particularly significant as Malaysia builds momentum towards Visit Malaysia 2026 (VM2026), which aims to highlight Malaysia’s rich cultural heritage, diverse tourism attractions, and unique experiences, with target this year of 45.0 million international visitors and RM270 billion in visitor receipts.

The official launch of the VM2026 campaign at Malaysia’s Pavilion at KITF 2025 is officiated by H.E. Mohd Adli Abdullah, Ambassador of Malaysia to the Republic of Kazakhstan, alongside Mr Nor Shazly Azmi, Director of the Tourism Malaysia Almaty. The Malaysian delegation comprises key industry players, including tour operators, tourism service providers, hotels, and airlines, such as Langkawi Development Authority (LADA), AirAsia X, Ormond Group Malaysia, Bella Vista Waterfront Langkawi, Fun & Sun Holidays, Embassy Alliance Travel, Nur Aero Travel Tech, Asia Premium Holidays, and Parlo Tours.

Mr Nor Shazly emphasised Kazakhstan’s growing importance as a source market: “Kazakhstan is a significant and rapidly growing tourism market for Malaysia within Central Asia. In 2024, Malaysia welcomed 39,159 visitor arrivals from Kazakhstan. Other key markets contributing to arrivals to Malaysia encompassed Uzbekistan (19,835), the Kyrgyz Republic (6,167), Tajikistan (2,537), and Turkmenistan (7,545).”

“AirAsia X currently operates direct flights between Almaty and Kuala Lumpur four times a week, providing up to 1,140 seats weekly. With AirAsia X’s plan to increase

this frequency to five times weekly from 2 July to 22 October 2025, it will improve accessibility and underscore the strong potential for collaboration between tourism industry players from Malaysia, Kazakhstan, and other Central Asian nations.”

Travel trade partners attending KITF 2025 are invited to the Malaysia Pavilion to explore tailored travel packages showcasing Malaysia’s stunning islands and beaches, ecotourism adventures, and rich cultural experiences. Attendees can also participate in an exciting lucky draw for a chance to win fantastic prizes.

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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](#), [Telegram](#), [YouTube](#), and [TikTok](#).

For enquiries, please contact:

Nor Shazly Azmi Director Tourism Malaysia Almaty norshazly@tourism.gov.my Tel: +7 727 355 1430/1439	Norshariza Mohd Saad Deputy Director Corporate Communications Division norshariza@tourism.gov.my Tel: +603 8891 8775
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