

PRESS RELEASE

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MALAYSIA EXPANDS INDIAN OUTREACH WITH VISIT MALAYSIA 2026 ROADSHOW IN NASHIK AND SAMBHAJINAGAR

NASHIK – Tourism Malaysia continues to strengthen its presence in the Indian market with Visit Malaysia 2026 (VM2026) Roadshow in Nashik and Sambhajinagar from 7 to 9th July 2026. This is part of the ongoing efforts to further enhance collaboration with the Indian tourism trade partners while promoting Malaysia's tourism offerings, unique experiences and upcoming events under the VM2026 campaign.

The roadshow provides an important platform for travel trade partners from the state of Maharashtra to engage directly with Malaysian industry stakeholders, reinforcing business relationships and exploring new collaboration opportunities. This initiative also highlights Malaysia's continuous commitment to delivering diverse, accessible and value-driven travel experiences tailored to Indian travellers.

Led by Ms. Haryanty Abu Bakar, Director of Tourism Malaysia Mumbai, the 11-member delegation comprises representatives from travel agencies, airlines, and tourism product operators. "India continues to be one of Malaysia's key source markets, and Maharashtra has shown tremendous growth potential for outbound tourism," said Ms. Haryanty Abu Bakar.

"Through this roadshow, we aim to enhance our partnerships with the travel trade fraternity in Nashik and Sambhajinagar, the tier-two cities in Maharashtra, while showcasing Malaysia's diverse tourism offerings and experiences during the ongoing Visit Malaysia 2026 (VM2026) campaign."

India is one of the key markets for Malaysia's tourism industry. In 2025, Malaysia welcomed 1.5 million visitors from India, marking a 14.6 per cent increase compared to 1.3 million in 2024. From January to May 2026, over 600,000 Indian visitors travelled to Malaysia, demonstrating Malaysia's tourism appeal to the Indian market as a premier destination.

Air connectivity between Malaysia and India remains prominent in boosting this momentum, with airlines such as Malaysia Airlines, AirAsia, Batik Air and IndiGo, connecting 11 Indian cities including Mumbai, New Delhi, Bengaluru, Chennai, Hyderabad, Kochi, Kolkata, Ahmedabad, Amritsar, Trivandrum and others to Malaysia. The India-Malaysia sector currently operates more than 200 weekly direct flights, further boosting travel convenience and tourism growth between the two countries. There are currently

17 weekly direct flights operating between Mumbai and Kuala Lumpur by Malaysia Airlines and Batik Air, providing convenient direct access to Malaysia for travellers from Maharashtra.

Tourism Malaysia remains committed to working closely with Indian travel trade partners, airlines, media, and stakeholders. By nurturing these vital relationships, we aim to elevate our market presence and drive sustainable visitor arrivals, ensuring the Visit Malaysia 2026 (VM2026) campaign delivers unforgettable experiences and mutual growth for all involved.

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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](#).

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