



PRESS RELEASE

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TOURISM MALAYSIA AND TRIPADVISOR FORGE STRATEGIC PARTNERSHIP FOR VISIT MALAYSIA 2026 SUCCESS AND BEYOND

PUTRAJAYA – Tourism Malaysia and Tripadvisor today formalised a strategic partnership through the signing of a Memorandum of Collaboration (MoC), marking an important milestone in advancing Malaysia's tourism growth agenda and strengthening the country's position as a preferred global travel destination ahead of Visit Malaysia 2026 (VM2026). This partnership represents a significant digital and public-private milestone for the national tourism campaign, underscoring the government's commitment to driving growth in international visitor arrivals.

The MoC was formalised by Mr Mohd Amirul Rizal Abdul Rahim, Director General of Tourism Malaysia, and Mr Scott Wegener, Director of Enterprise Sales, Asia Pacific (APAC) at TripAdvisor. Together, the two organisations will collaborate on a wide range of joint marketing, data sharing, and promotional initiatives designed to put Malaysia firmly on the radar of digital-savvy travellers worldwide.

Under the MoC, Tourism Malaysia will gain access to valuable travel insights and performance data from Tripadvisor, enabling more informed, evidence-based tourism planning and marketing strategies. Simultaneously, both parties will explore opportunities for co-branded marketing campaigns, digital innovation initiatives, and targeted programs that recognize and promote excellence within Malaysia's tourism and hospitality industry.

The collaboration will also focus heavily on supporting Malaysian tourism stakeholders by improving their digital presence and strengthening their capabilities within the global tourism ecosystem. By enhancing destination content and tourism listings, the partnership aims to increase visibility for Malaysian tourism products and experiences while helping local businesses connect more effectively with international travellers.

Mr. Mohd Amirul Rizal Abdul Rahim, Director General of Tourism Malaysia said the partnership comes at a strategically important time as Malaysia intensifies preparations for Visit Malaysia 2026 (VM2026). He noted that this partnership will strengthen the ability to make data-driven decisions, enhance destination marketing effectiveness, and



support the digital transformation of Malaysia's tourism industry to deliver long-term benefits for local stakeholders.

Meanwhile, Mr. Scott Wegener, Director of Enterprise Sales, Asia Pacific (APAC) at TripAdvisor welcomed the partnership and reaffirmed TripAdvisor's commitment to supporting Malaysia's tourism growth ambitions. He highlighted that through TripAdvisor's global platform, trusted traveller community, and deep travel insights, they are excited to showcase the country's unique attractions, multicultural heritage, and world-class hospitality to inspire millions of travellers worldwide.

The collaboration is further strengthened by Malaysia's continued recognition on TripAdvisor's 2026 Travellers' Choice Best of the Best Awards, reflecting the country's growing appeal among global travellers. Kuala Lumpur was recognised among the Top Food Destinations in Asia, reaffirming Malaysia's reputation as a world-class culinary destination. The iconic Petronas Twin Towers was also named among the Top Attractions in Asia, while Pantai Cenang, Langkawi, earned recognition among the Best Beaches in Asia. These accolades underscore Malaysia's diverse tourism offerings and reinforce the country's positioning as a preferred destination for international travellers ahead of Visit Malaysia 2026.

This digital push matches the exceptional upward trajectory of the national tourism sector. Throughout 2025, Malaysia recorded 42.2 million international visitor arrivals, representing an increase of 11.2 per cent compared to 38.0 million in 2024. This strong growth has successfully extended into the current year, with Malaysia recording 17.5 million visitor arrivals from January until May, marking a 3.4 per cent growth compared to the 16.9 million visitor arrivals captured during the same period last year.

Tourism Malaysia remains committed to fostering high-impact, strategic partnerships that elevate the nation's global competitiveness in an increasingly digitally connected travel landscape. By forging robust ties with global digital leaders like TripAdvisor, Tourism Malaysia continues to pave the way for sustainable economic expansion, which directly underscores the government's long-term commitment to enhancing Malaysia's overall tourism profile well beyond the campaign period.

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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 TripAdvisor

Tripadvisor is one of the world's largest travel guidance platforms, helping millions of travellers each month discover destinations based on trusted reviews, recommendations, and travel insights from a global community of travellers.

Travellers across the globe use Tripadvisor's website and app to discover where to stay, what to do and where to eat based on guidance from those who have been there before. With more than a billion reviews and contributions, travellers turn to Tripadvisor to find deals on accommodations, book experiences, reserve tables at delicious restaurants and discover great places nearby.

Tripadvisor LLC is a wholly owned subsidiary of Tripadvisor, Inc. (Nasdaq: [TRIP](#)). The subsidiaries of Tripadvisor, Inc. own and operate a portfolio of travel media brands and businesses, operating under various websites and apps.

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