

PRESS RELEASE

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TOURISM MALAYSIA INTENSIFY TOURISM PROMOTION IN SOUTH KOREA

SEOUL — Tourism Malaysia intensified its market engagement in South Korea through a dedicated tourism seminar and trade partner event in Seoul, bringing together key travel industry stakeholders to strengthen business collaboration, promote Malaysia's diverse tourism offerings and drive travel demand in conjunction with the Visit Malaysia 2026–2027 campaign.

A working visit to Seoul was held from 26 to 27 August 2026 led by YB Dato Sri Tiong King Sing, Minister of Tourism, Arts and Culture, and accompanied by YBrs. Mr Mohd Amirul Rizal Abdul Rahim, Director General of Tourism Malaysia. The visit focused on strengthening cooperation with key players in South Korea's tourism industry and exploring opportunities to further stimulate travel demand to Malaysia.

Held at The Westin Josun Seoul, the Tourism Malaysia and Batik Air Trade Event brought together approximately 60 South Korean travel agents, industry partners and media representatives to promote Malaysia's tourism offerings and explore opportunities for enhanced destination promotion and travel packages. Tourism Malaysia also engaged key travel companies, including Yellow Balloon Tour, Mode Tour Network, Hana Tour and Rakso Travel, to strengthen cooperation and drive travel demand to Malaysia.

The programme comprised a tourism seminar followed by the Batik Air Trade Partner Appreciation Night, which was also attended by YBhg. Datuk Chandran Rama Muthy, Chief Executive Officer of Batik Air. The sessions facilitated discussions among Tourism Malaysia, Batik Air and South Korean industry stakeholders on evolving travel trends, consumer preferences and business opportunities, while strengthening cooperation to promote Malaysia as a preferred holiday destination.

Malaysia's diverse tourism offerings, including culture and heritage, nature, islands and beaches, gastronomy and experiential tourism, were showcased to the South Korean travel trade. Key destinations such as Kuala Lumpur, Kota Kinabalu, Penang, Melaka and Langkawi were highlighted alongside niche segments including golf and family travel, catering to the evolving preferences of South Korean travellers.

The strategic collaboration between Tourism Malaysia and Batik Air encompasses joint promotional initiatives, including trade seminars, familiarisation trips and consumer campaigns supported under the Geran Sepadan Penerbangan Charter (GSPC). The



collaboration is aimed at strengthening Malaysia's market presence in South Korea, enhancing connectivity and stimulating travel demand.

South Korea remains an important source market for Malaysia, supported by strong air connectivity and sustained travel demand. As of July 2026, air connectivity between South Korea and Malaysia is supported by 45 weekly direct flights from Incheon and Busan, offering 10,844 seats per week. From January to June 2026, Malaysia recorded 250,898 visitor arrivals from South Korea, highlighting the market's continued importance and growth potential.

Through continued engagement with the South Korean travel trade and strategic collaboration with airline partners, Tourism Malaysia remains committed to expanding market reach, strengthening destination accessibility and converting travel interest into arrivals, while supporting the momentum of Visit Malaysia 2026–2027.

For further details, kindly refer to media kit :

https://drive.google.com/drive/folders/1DFDs2WQ7Wm_dBU6gejm7t-hjJ-Pu5RNe?usp=drive_link

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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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