

PRESS RELEASE

FOR IMMEDIATE RELEASE

04 OCTOBER 2026

TM. 246/2026

TOURISM MALAYSIA STRENGTHENS VIETNAM MARKET ENGAGEMENT THROUGH DIRECTOR GENERAL'S VISIT TO HO CHI MINH CITY

HO CHI MINH CITY — Tourism Malaysia deepens ties with the Vietnamese travel trade and Malaysian business community through a series of industry activities in Ho Chi Minh City, led by Mr. Mohd Amirul Rizal Abdul Rahim, Director General of Tourism Malaysia.

The engagements provide an opportunity to expand business cooperation, raise awareness of Malaysia as a tourism destination and explore new business opportunities in the Vietnamese market, in support of the Visit Malaysia 2026–2027 promotional efforts, which have been extended through 2027.

During the visit, Mr. Mohd Amirul Rizal engages with key travel agents and tourism industry stakeholders through networking sessions, including a luncheon and dinner. The discussions provide opportunities to exchange views on market trends, changing consumer preferences and potential areas for collaboration to further grow tourist arrivals from Vietnam to Malaysia.

The programme also includes a session with the Malaysia Business Chamber Vietnam (MBC), involving Malaysian companies and private sector representatives based in Ho Chi Minh City. The meeting facilitates closer ties between the tourism industry and Malaysian businesses in Vietnam, particularly in promoting Malaysia's diverse tourism products and experiences.

Beyond leisure travel, Tourism Malaysia is highlighting selected tourism segments with potential in the Vietnamese market, including Malaysia My Second Home (MM2H), medical and wellness tourism, Meetings, Incentives, Conferences and Exhibitions (MICE), and educational tourism. These segments complement Malaysia's broader tourism offerings and support opportunities for longer stays, repeat visits and more diverse travel purposes.

Mr. Mohd Amirul Rizal Abdul Rahim, Director General of Tourism Malaysia said, "Vietnam remains an important market for Malaysia, supported by strong air connectivity and close people-to-people ties between our two countries. Direct engagement with the Vietnamese travel trade enables us to better understand market needs, strengthen industry relationships and identify new opportunities to grow tourism flows to Malaysia."

He added that closer collaboration with Vietnamese travel agents and Malaysian private sector partners is important in broadening the range of Malaysian tourism products and experiences available to the Vietnamese market.



“Malaysia offers a wide range of tourism experiences beyond conventional leisure travel. There are opportunities to further promote Malaysia for business events, education, medical and wellness tourism, long-stay programmes and other specialised travel segments. By expanding these offerings, we can provide Vietnamese travellers with more reasons to discover Malaysia and encourage longer and repeat visits,” he said.

The visit forms part of Tourism Malaysia’s continued efforts to expand its presence in Vietnam through joint promotional activities, familiarisation programmes, product development and business-to-business initiatives with local industry partners.

Malaysia welcomed 217,121 visitors from Vietnam between January and August 2026. During the same period, air connectivity between the two countries recorded 167 weekly flight frequencies, with a total seat capacity of 31,037 seats. Tourism Malaysia continues to work closely with airlines, travel agents, tourism associations and industry partners to leverage existing air connectivity, enhance destination awareness and facilitate travel to Malaysia.

For further details, kindly refer to media kit :

https://drive.google.com/drive/folders/1NXR7ilgSCil1pSdrABlzGQNskTgQu0Ma?usp=drive_link

-END-

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 2026-2027 (VM2026-2027) 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](#).

For enquiries, please contact:

Amirah Nadiah binti Mazlan

Director

Tourism Malaysia Ho Chi Minh

amirahnadiah@tourism.gov.my

Tel: +842 832 58036

Norshariza Mohd Saad

Deputy Director

Corporate Communications Division

norshariza@tourism.gov.my

Tel: +603 8891 8775

