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TOURISM MALAYSIA AND MHTC STRENGTHEN STRATEGIC TIES FOR VM2026 AND MYMT2026

KUALA LUMPUR, 5 December 2025 – Tourism Malaysia and the Malaysia Healthcare Travel Council (MHTC) today formalised a landmark partnership through the signing of a Memorandum of Cooperation (MOC) in Kuala Lumpur. This collaboration marks a significant step in enhancing Malaysia's competitiveness in the global medical tourism sector as the country prepares for Visit Malaysia 2026 (VM2026) and the Malaysia Year of Medical Tourism 2026 (MYMT 2026).

The MOC establishes a strategic framework for both agencies to strengthen Malaysia's branding as a world-class medical and wellness destination. It outlines joint promotional efforts, enhances industry collaboration, and expands market outreach to attract high-value healthcare travellers. This supports the national tourism agenda for VM2026, which aims to welcome 47 million international visitors, with medical tourism positioned as a key contributor.

Commenting on the collaboration, Datuk Manoharan Periasamy, Director General of Tourism Malaysia, said: "This partnership reflects our commitment to elevating Malaysia as a premier destination that blends exceptional tourism experiences with world-class healthcare services. As we approach Visit Malaysia 2026, the medical tourism segment will play a vital role in attracting quality visitors and boosting tourism receipts. We are confident that this partnership with MHTC will foster meaningful opportunities for growth and further strengthen Malaysia's position on the global stage."

Mr. Suriaghandi Suppiah, CEO of MHTC, expressed his views by stating, "Malaysia Healthcare is proud to partner with Tourism Malaysia to promote the Malaysia Year of Medical Tourism 2026. This MOC is designed to strengthen joint promotional activities and provide healthcare travellers with a smooth experience. Our united efforts will help position Malaysia as a safe, reliable, and preferred destination for medical and wellness treatments."

Under this collaboration, Tourism Malaysia and MHTC will coordinate targeted promotional activities across priority markets, including ASEAN, South Asia (Bangladesh and Sri Lanka), East Asia (China), Middle East and Africa. These regions have been identified for their strong demand for quality medical and wellness treatments.

Joint marketing efforts, trade engagements, and data-sharing initiatives will support the development of integrated healthcare travel packages and strengthen Malaysia's presence in these markets. The partnership aims to increase global visibility, improve product offerings, and ensure seamless travel experiences that attract higher-spending international travellers.

Medical tourism remains one of Malaysia's most influential niche segments, contributing significantly to the tourism ecosystem through longer average stays, higher per-visitor expenditure, and multiplier effects across hospitality, retail, transportation, and wellness services. Malaysia's reputation for internationally accredited hospitals, highly skilled multilingual medical professionals, competitive treatment pricing, and exceptional hospitality continues to make the country an attractive choice for patients seeking quality healthcare abroad. This partnership is timely and essential as Malaysia aims to elevate its position among the world's leading medical tourism destinations.

This collaboration between Tourism Malaysia and MHTC represents a unified national effort to maximise the potential of medical tourism as Malaysia prepares to welcome millions of visitors in 2026, further strengthening the country's global tourism competitiveness and contributing to sustainable economic growth.

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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 Year, 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).

Furthermore, Tourism Malaysia actively endorses the Indonesia-Malaysia-Thailand Growth Triangle (IMT-GT), working towards the realisation of the IMT-GT Visiting Year 2023-2025, with the shared aim of promoting the region as a unified tourism

destination. For more information, visit Tourism Malaysia's social media accounts on [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), and [TikTok](#).

About Malaysia Healthcare Travel Council (MHTC)

Malaysia Healthcare Travel Council (MHTC), established in 2009 under the purview of the Ministry of Health (MOH) Malaysia, is entrusted with developing and nurturing the "Malaysia Healthcare" brand. MHTC enhances, coordinates, and promotes Malaysia's healthcare travel industry by fostering industry collaborations and building valuable public-private partnerships both domestically and internationally. With 80 member hospitals nationwide, MHTC continues to elevate the healthcare travel ecosystem through strong branding, seamless patient experiences, and strategic market initiatives. In line with these efforts, MHTC is spearheading the Malaysia Year of Medical Tourism (MYMT) 2026, the nation's first dedicated year to celebrate and advance healthcare travel. MYMT 2026 serves as a milestone initiative to showcase Malaysia's world-class healthcare offerings, strengthen its position as the premier global healthcare destination, and highlight the industry's significant contribution to the national economy.

More information can be found at <https://www.mhtc.org.my/>.

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