TOURISM MALAYSIA AND WEIXIN PAY FORMALISE STRATEGIC COLLABORATION TO ENHANCE EXPERIENCE AND STRENGTHEN TOURISM PROMOTION IN THE CHINA MARKET

PUTRAJAYA — Tourism Malaysia and Weixin Pay today formalised their strategic collaboration through the signing of a Memorandum of Collaboration (MoC), marking a significant milestone in strengthening Malaysia's tourism promotion efforts and enhancing the overall travel experience for Chinese visitors.

The collaboration reflects the mutual commitment of both parties to leverage their respective strengths, resources and expertise to promote Malaysia as a preferred destination among Chinese travellers, while supporting the sustainable growth and digital transformation of Malaysia's tourism industry.

Director General of Tourism Malaysia, Mr. Mohd Amirul Rizal said: "China remains one of Malaysia's most important tourism source markets. Today's Chinese travellers expect seamless digital integration throughout their journey, from trip planning to payment solutions. This strategic collaboration with Weixin Pay represents an important step forward in strengthening Malaysia's presence in the China market, enhancing engagement with potential visitors, and providing strong momentum for the Visit Malaysia 2026 (VM2026) campaign."

Mr Ben Yang, Weixin Pay's Managing Director for Southeast Asia and North America said "Weixin Pay is committed to strengthening its presence in Malaysia and across the region by working closely with local partners to deliver smooth cross-border payment experiences. This collaboration will enable our users to fully explore Malaysia's unique attractions and vibrant culture, offering an experience that feels both exciting and reassuringly familiar."

Aligned with the MoC, Tourism Malaysia and Weixin Pay will work closely on joint digital marketing initiatives, technology adoption, and integrated promotional efforts to enhance Malaysia's visibility and engagement in the China market. This will also support Malaysian merchants in leveraging WeixinPay's comprehensive suite of digital tools, enabling more seamless, convenient, and cashless experiences for Chinese visitors throughout their journey in Malaysia.

Weixin Pay has seen rapid adoption across Malaysia's transportation, dining and retail sectors, including key touchpoints such as the KLIA Ekspres airport rail link and Pavilion Kuala Lumpur. Collaboration between Weixin Pay and Payments Network Malaysia (PayNet) continues to deepen as a growing number of Malaysian SMEs are now able to accept Weixin Pay via DuitNow QR, allowing Chinese visitors to make payments effortlessly using their preferred method.

The impact of this digital integration is reflected in transaction data for the first half of 2025, as both Weixin Pay's transaction value and transaction volume in Malaysia recorded several-fold year-on-year growth. During China's National Day and Mid-Autumn Festival holidays in October, transactions processed through PayNet increased more than threefold in both volume and value compared to the same period in 2024.

At the same time, Malaysia's tourism industry continues to record strong growth momentum, with international visitor arrivals reaching 38.3 million from January to November 2025, a 12 per cent increase compared to the same period last year. This positive performance is further strengthened by robust growth from key source markets, particularly China, which recorded 4.3 million visitor arrivals, representing a 25.9 per cent year-on-year increase, underscoring China's continued importance to Malaysia's tourism recovery and expansion strategy.

With the mutual visa-free policy between Malaysia and China taking effect since July 2025, cross-border travel between the two countries has entered a new phase of robust and sustained growth. This collaboration is expected to further deepen tourism exchanges, strengthen bilateral cooperation and deliver tangible benefits to both nations' tourism industry and visitors.

The signing of this MoC underscores the shared commitment of Tourism Malaysia and Weixin Pay to position Malaysia as a competitive, digitally enabled and welcoming destination for the China market, reinforcing the nation's readiness to welcome the world for Visit Malaysia 2026 (VM2026).

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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.

<u>About Weixin Pay</u>

Weixin Pay, a leading mobile payment platform under Tencent, is widely used by hundreds of millions of users in China and internationally, offering seamless cashless payment solutions across retail, dining, transportation and tourism-related services. Its extensive digital ecosystem enables destinations to connect with Chinese travellers throughout their travel journey, from trip planning and payments to on-ground spending, making it a strategic platform for enhancing travel convenience and destination engagement.

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