



MEDIA RELEASE

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STRATEGIC TOURISM ACTIVATION IN KUALA LUMPUR

WORLD LABOUR DAY CELEBRATION CUM RAIN RAVE WATER MUSIC FESTIVAL TO BOOST VISITOR DEMAND AND SUPPORT LOCAL ECONOMY



PUTRAJAYA - Malaysia will continue to move forward in a measured and responsible manner as Kuala Lumpur prepares to celebrate the **World Labour Day Celebration cum Rain Rave Water Music Festival** from 30th April to 2nd May 2026 in Bukit Bintang. The festival presents an opportunity to welcome visitors from across the region and beyond to be part of a shared, cross-cultural experience in Malaysia.

In addition to the main event in Kuala Lumpur, seven states have also expressed their readiness to organise complementary related-themed activities, tailored to their respective local contexts and cultural elements. These include Negeri Sembilan, Johor, Melaka, Kedah, WP Labuan, Pahang and Terengganu, reflecting a broader nationwide participation in celebrating the occasion.

The event is co-organised by Tourism Malaysia and The Fame as part of the broader Visit Malaysia 2026 tourism ecosystem. While the global environment remains uncertain, it is precisely during such periods that we must place **greater emphasis on sustaining**

economic activity and ensuring that growth remains inclusive. Well-planned tourism initiatives play an important role in supporting local businesses, strengthening industry resilience, and ensuring that the benefits of tourism growth are more broadly distributed, including to B40 communities.

The Rain Rave Water Music Festival is positioned as a strategic urban tourism activation that **reflects Malaysia's multicultural society and promotes inclusivity**, bringing together industry players, creative partners and commercial stakeholders, while driving visitor traffic and stimulating spending across retail, hospitality and services sectors.

Beyond entertainment, **the festival integrates Malaysian multicultural elements, local creative talent and curated lifestyle experiences, reflecting the strength of Malaysia's creative industry ecosystem while appealing to both domestic and international audiences.** Visitors can expect immersive environments inspired by rain, a diverse lineup of international and regional DJs alongside Malaysian acts, as well as curated local market experiences featuring Malaysian food, culture and creative expressions.

Rain Rave remains rooted in Malaysian identity with a contemporary approach that reflects both tradition and modern creativity. Inspired by rain as a vital natural element in Malaysia's environment, the festival transforms this familiar element into a creative and cultural expression while showcasing Malaysia's diverse cultural traditions, through traditional performances, food, and games. Held in conjunction with Labour Day, the festival serves as a meaningful tribute to the contributions of all working communities and will be developed as a signature annual event, strengthening its role as a key highlight in Malaysia's tourism calendar and positioning the country as a youthful and energetic destination.

The event is further supported by a network of public and private stakeholders. Cultural and content support is provided by agencies such as Istana Budaya, Malaysian Handicraft Development Corporation, the National Department for Culture and Arts and the Department of National Heritage, enhancing the overall visitor experience.

Tourism Malaysia supports the initiative through destination promotion efforts under Visit Malaysia 2026, while the **Ministry of Tourism, Arts and Culture plays a facilitative and coordinating role, working alongside relevant authorities to ensure smooth execution, regulatory compliance and public safety.**

Comprehensive planning is in place, including traffic management, crowd control measures, safety protocols and coordination with enforcement agencies, to ensure a safe, orderly and well-managed environment for all visitors.

The Ministry remains committed to balancing economic priorities with responsible execution. As Malaysia navigates a complex global landscape, the focus remains clear to sustain growth, strengthen confidence and ensure that Malaysia remains competitive, stable and forward-looking.

Once again, Malaysia continues to welcome visitors from around the world.

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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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