

PRESS RELEASE

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TOURISM MALAYSIA SHOWCASES SOUTHERN MALAYSIA'S GREEN AND SOFT ADVENTURE EXPERIENCES THROUGH INTERNATIONAL MEDIA PROGRAMME

JOHOR — Tourism Malaysia organised a five-day International Media and Influencer Familiarisation Programme from 22 to 26 June 2026 to showcase Southern Malaysia's rich eco-tourism, soft adventure and cultural tourism experiences in support of the Visit Malaysia 2026 (VM2026) campaign.

Throughout the five-day itinerary, delegates experienced a diverse range of tourism products across Johor, highlighting the state's exceptional biodiversity, community-based tourism initiatives and outdoor recreational attractions.

Among the key highlights was the Beginner Trail Experience at Endau-Rompin National Park, where delegates discovered one of the world's oldest tropical rainforests renowned for its rich biodiversity and outstanding natural heritage. The itinerary also included an immersive cultural engagement with the Orang Asli community, providing participants with valuable insights into indigenous traditions, daily life and their deep-rooted relationship with the natural environment.

The programme brought together 13 international media representatives, content creators and influencers from Australia, Vietnam, Indonesia, Singapore and Thailand, alongside Malaysian media representatives from *The Star*, *Tamil Malar* and *Malaysia Talk*, as well as local content creator Tuan Hutan. The initiative aimed to enhance international awareness of Malaysia's sustainable tourism offerings while positioning Southern Malaysia as a preferred destination for nature-based, community-based and soft adventure experiences.

The programme further featured an ATV adventure along the Sungai Lebak trail, allowing participants to explore scenic off-road landscapes while experiencing Johor's natural beauty from a different perspective. In Tanjung Belungkor, delegates also embarked on a mangrove exploration that showcased the ecological significance of Malaysia's coastal ecosystems and ongoing conservation efforts.

To complement these nature-based experiences, delegates also visited X Park Iskandar Puteri, one of Johor's premier adventure tourism destinations, which offers a wide range of outdoor recreational activities suitable for adventure seekers, families and leisure travellers.



The programme concluded in Port Dickson, Negeri Sembilan, where delegates attended the Negeri Sembilan Rhythm Festival 2026, a vibrant celebration of Malaysia's multicultural heritage featuring traditional arts, music, cultural performances and local community experiences. The festival provided an excellent platform for international participants to experience the unique identity of Negeri Sembilan while fostering a greater appreciation of Malaysia's living cultural heritage.

The familiarisation programme reflected Tourism Malaysia's continued commitment to promoting sustainable and responsible tourism while creating greater opportunities for local communities to benefit from the tourism value chain. It also complemented the aspirations of Visit Johor 2026 by strengthening the state's international profile and encouraging greater appreciation of its diverse nature, culture and adventure tourism offerings.

In support of Visit Malaysia 2026, initiatives such as this international familiarisation programme continued to play an important role in strengthening Malaysia's destination visibility in key source markets, generating wider international media exposure and inspiring more travellers to explore the country's diverse tourism experiences beyond its major cities.

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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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