

PRESS RELEASE

FOR IMMEDIATE RELEASE

10 APRIL 2026

TM. 108/2026

TOURISM MALAYSIA LAUNCHES STRATEGIC PARTNERSHIP AT TRAVEL MALAYSIA FAIR IN SUPPORT OF VISIT MALAYSIA 2026 CAMPAIGN

SINGAPORE — The 38th edition of the Travel Malaysia Fair 2026 officially commenced today at Singapore Expo Hall 6A. Organised by the Express & Excursion Bus Association (EEBA) in partnership with Tourism Malaysia Singapore, the three-day event was inaugurated by His Excellency Dato' Indera Dr Azfar Mohamad Mustafar, High Commissioner of Malaysia to Singapore, at the Tourism Malaysia Pavilion (Booth C10). The fair runs from 10 to 12 April 2026, showcasing the very best of Malaysia's tourism offerings.

Featuring approximately 22 booths, visitors can enjoy attractive deals on coach tickets, hotel stays and travel packages. The fair presents a wide range of curated experiences tailored for the upcoming June school holidays in Singapore, making it an ideal platform for travellers to plan their mid-year getaways.

During the travel fair, Tourism Malaysia officially launched the Craft Trail Packages, a curated cultural tourism programme developed in collaboration with the Malaysian Handicraft Development Corporation (Kraftangan Malaysia). These packages showcase the diversity and authenticity of Malaysia's traditional crafts through immersive and experiential journeys, with prices starting from as low as RM109 per person.

Mr. Mohd Amirul Rizal Abdul Rahim, Director General of Tourism Malaysia stated, "Whether you are a traveller seeking meaningful keepsakes or a cultural enthusiast eager to uncover the stories behind Malaysia's handmade treasures, this package invites you to discover some of the nation's most iconic craft makers and witness their artistry brought to life."

Travellers at the fair can explore several new trails, including:

- **KL - Seremban Arts and Craft Trail:** A two-day one-night journey connecting guests with local artisans, offering first-hand experiences in batik painting and sculpture-making.
- **Jemari Halus @ Kuala Lumpur:** A unique day tour that combines traditional craftsmanship with a visit to the iconic Petronas Twin Towers Skybridge.
- **Heritage and Handicraft Showcase:** Multi-day explorations through Selangor and Negeri Sembilan, featuring hands-on sessions in pottery, songket weaving and wood carving.



The Tourism Malaysia Pavilion serves as a key showcase of Malaysian hospitality featuring 10 prominent co-exhibitors. These include unique attractions such as Camp5 Climbing Gym in Kuala Lumpur, Evolt Karting in Shah Alam, Desaru Fruit Farm in Johor and Monkeys Canopy Resort in Cheras. The pavilion also highlights notable accommodation partners including Meritz Hotel Miri in Sarawak, 1969 Business Suites Hotel in Ipoh, Lotus Desaru Beach Resort & Spa and ibis KLCC in Kuala Lumpur. Visitors who purchase travel packages from participating partners will also be eligible to redeem exclusive gifts from Tourism Malaysia.

Malaysia's tourism sector continues to demonstrate strong growth. In 2025, Malaysia recorded 21.1 million visitor arrivals from Singapore, representing an 11.8 per cent increase compared to the previous year. This performance underscores Singapore's importance as a key source market. By combining rich cultural heritage with evolving sustainable tourism offerings, Malaysia continues to present a compelling value proposition where familiar experiences are reimagined through a fresh lens of discovery.

-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 (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](#).

For enquiries, please contact:

Fiona Estrop
Marketing Manager
Tourism Malaysia Singapore
fiona@tourism.gov.my
Tel: +65 6532 6321

Norshariza Mohd Saad
Deputy Director
Corporate Communications Division
norshariza@tourism.gov.my
Tel: +603 8891 8775

