

PRESS RELEASE

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TOURISM MALAYSIA AND DORSETT HOTELS MALAYSIA FORGE STRATEGIC PARTNERSHIP WITH LAUNCH OF "JOM CUTI! BERSAMA WIRA & MANJA" CAMPAIGN IN CONJUNCTION WITH VM2026

KUALA LUMPUR – Tourism Malaysia, in collaboration with Dorsett Hotels Malaysia, today officially launched the "Jom Cuti! Bersama Wira & Manja" domestic tourism campaign. This strategic partnership aims to elevate domestic travel and instil national pride in conjunction with the Visit Malaysia 2026 (VM2026) agenda. The initiative has been revitalised under the Cuti-Cuti Malaysia (CCM) campaign theme: "Destinasi Indah, Harga Rahmah."

Seeking to inspire Malaysians to rediscover the beauty of local travel, the joint promotion combines family-friendly accommodation, themed activities, across the extensive network of 13 Dorsett hotels nationwide, from 9 June until 31 December 2026.

To directly incentivise local travellers and make luxury domestic destinations accessible without imposing excessive costs, the campaign introduces highly attractive, value-driven stay benefits. Guests will enjoy a generous 30 per cent discount on room rates, a flexible 26-hour stay experience with a late check-out facility subject to availability, and a RM50 dining voucher. Furthermore, families can look forward to exclusive Sun Bear-themed family experiences throughout the stay.

Mr. Mohd Amirul Rizal Abdul Rahim, Director General of Tourism Malaysia, stated: "Domestic tourism remains the absolute backbone of the industry, stimulating travel demand, driving local economies, and reinforcing the entire tourism ecosystem nationwide. This timely collaboration arrives at a defining moment as the mid-year mark of Visit Malaysia 2026 is crossed, ensuring the maintenance of powerful momentum and keeping domestic numbers soaring.

"By positioning the official national mascots, Wira and Manja, at the forefront, the partnership is not only creating a recognisable visual anchor to connect with families but also highlighting the biodiversity of Malaysia and promoting wildlife conservation, particularly the plight of the sun bear," he added.



Datin Jasmine Heng, Vice Chairman of Dorsett Malaysia, said: "The group is honoured to collaborate with Tourism Malaysia on this meaningful initiative that celebrates local exploration and family togetherness. Through 'Jom Cuti! Bersama Wira and Manja', the hope is to inspire Malaysians to create lasting memories while discovering destinations across the country.

"The unique hospitality footprint of the brand, paired with exclusive campaign mechanics like flexible stay timelines, ensures the properties offer an unparalleled experience for local holidaymakers," she added.

As part of this public-private alliance, the commitment of Tourism Malaysia to driving maximum market penetration includes comprehensive campaign amplification across official channels, joint branding initiatives, active collaboration at domestic travel fairs, and coordination of media and press launch activities.

To secure a powerful digital footprint, the nationwide campaign is supported by a robust, digital-first marketing strategy. This encompasses targeted social media campaigns across Facebook, Instagram, and TikTok, alongside strategic influencer collaborations, public relations outreach, search engine optimisation (SEO), and co-branded promotional activities designed to accelerate both intra- and inter-state travel movements.

This milestone framework aligns with the stellar tourism performance trajectory of Malaysia. Following a highly successful 2025, which welcomed 42.2 million visitors representing an 11.2 per cent increase over 2024, the first quarter of 2026 alone has recorded 10.6 million arrivals marking a 5.4 percent increase compared to the same period in 2025.

To complement this growth, Tourism Malaysia has also deployed the "2026 Malaysia Surreal Experiences" at www.malaysia.travel offering over 1,300 special-interest packages nationwide to enrich the domestic landscape and secure long-term hospitality sector recovery. Malaysia continues to foster a robust culture of domestic travel by inspiring citizens to discover local hidden gems, thereby ensuring the sustained resilience and vitality of the homegrown tourism economy.

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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](#).



About Dorsett Hospitality International

Dorsett Hospitality International is one of Asia's fastest-growing hotel groups. As a Hong Kong hospitality brand, we are proud to have an international footprint in 27 major cities worldwide with a total of 56 properties with our strategic partners TWH and AGORA Hospitality, including Dorsett Hospitality International's 3 core brands: Dorsett Hotels & Resorts, d.Collection, and Silka, each with their own distinct identity and offerings to cater to diverse travel needs.

Since the group's establishment in Hong Kong in January 2007, we have grown by leaps and bounds with hotels across China, Malaysia, Singapore, Japan, Australia, the United Kingdom, and Continental Europe; more properties are planned in the development pipeline. For more information on Dorsett Hospitality International, visit www.dorsett.com.

For enquiries, please contact:

Nadia Hanim Muhammad@Mansor

Deputy Director

Domestic and Event Division

nadiahanim@tourism.gov.my

Tel: +603 8891 8456

May Cheong

General Manager

Cosmo Hotel, Kuala Lumpur

may.cheong@cosmohotelkl.com

Norshariza Mohd Saad

Deputy Director

Corporate Communication Division

norshariza@tourism.gov.my

Tel: +603 8891 8775

