

PRESS RELEASE

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TOURISM MALAYSIA SHOWCASES MALAYSIA IN THE NETHERLANDS THROUGH VISIBILITY WITH KLM

THE HAGUE – Tourism Malaysia strengthened Malaysia's destination presence in the Netherlands through a series of promotional initiatives in collaboration with KLM, reinforcing the country's visibility among Dutch travellers in support of the Visit Malaysia 2026 (VM2026) campaign.

The campaign adopted a multi-channel approach to engage audiences across the Netherlands by showcasing Malaysia's rich cultural heritage, breathtaking natural landscapes and renowned hospitality. As part of the promotional efforts, Malaysia was prominently featured in KLM's Flying Dutchman publication, reaching a targeted audience of frequent flyers and travel enthusiasts.

The campaign also extended to outdoor advertising through the KLM Bus service operating between Maastricht Central Station, Maastricht Aachen Airport, Eindhoven Airport and Amsterdam Airport Schiphol. Since 12 June 2026, the bus had prominently featured imagery of Cameron Highlands, while passengers were introduced to Malaysia through the official Visit Malaysia 2026 promotional video screened onboard. The video offered an immersive journey through Malaysia's diverse tourism experiences, from the vibrant cityscape of Kuala Lumpur to the idyllic beaches of Langkawi and the ancient rainforests of Borneo.

Ms. Sharifah Hafsa, Director of Tourism Malaysia The Hague, said, "We are pleased to strengthen Malaysia's visibility in the Dutch market through this strategic collaboration with KLM. These initiatives play an important role in inspiring Dutch travellers to discover Malaysia's diverse tourism offerings and encourage greater travel to Malaysia in support of Visit Malaysia 2026."

Malaysia is a wonderful destination in our international network. Through this cooperation with Tourism Malaysia, KLM looks forward to inspiring many more travellers from the Netherlands to discover all that Malaysia has to offer," said Ms. Frédérique Pelger, Vice President Benelux, Dutch Caribbean & Suriname.

The promotional campaign was scheduled to continue through November 2026, with additional joint marketing initiatives planned later in the year, including a dedicated KLM campaign featuring Kuala Lumpur as one of its highlighted destinations.



Seamless Connectivity Between the Netherlands and Malaysia

Malaysia continued to enjoy strong air connectivity with the Netherlands through KLM's direct services between Amsterdam Airport Schiphol (AMS) and Kuala Lumpur International Airport (KUL). The route provided convenient access for Dutch travellers while further strengthening tourism, business and people-to-people exchanges between both countries.

The Netherlands continues to be an important source market for Malaysia. Between January and May 2026, Malaysia recorded 35,264 visitor arrivals from the Netherlands, reflecting continued interest in Malaysia as a preferred destination among Dutch travellers.

Through strategic collaborations with global airline partners such as KLM, Tourism Malaysia remained committed to enhancing Malaysia's international destination visibility, expanding market reach and attracting more international visitors in support of the Visit Malaysia 2026 campaign.

For more information on travel to Malaysia, please visit www.malaysia.travel

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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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