

PRESS RELEASE

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TOURISM MALAYSIA, SUNGEI WANG PLAZA TO HOST AUTUMN MUSIC & CULTURAL FESTIVAL

KUALA LUMPUR — Tourism Malaysia, in collaboration with Sungei Wang Plaza, will bring the heart of Bukit Bintang to life through the Autumn Music & Cultural Festival from 25 to 27 September 2026, further enhancing the area's appeal as a vibrant destination for tourism, shopping, entertainment and cultural experiences.

Held in conjunction with Sungei Wang Plaza's 50th anniversary and the Visit Malaysia 2026–2027 campaign, the festival reflects ongoing efforts to strengthen Malaysia's tourism offerings through events that showcase the country's diverse culture and create greater opportunities for visitor engagement and tourism-related businesses.

The festival also marks the return of a large-scale music and cultural event along Jalan Sultan Ismail after nearly 14 years. The initiative demonstrates the potential of strategic public-private sector collaboration in activating key tourism areas and creating programmes that contribute to the overall visitor experience.

A GRAND FINALE TO "AN AUTUMN REUNION"

The Autumn Music & Cultural Festival will serve as the grand finale of Sungei Wang Plaza's "An Autumn Reunion" campaign, which runs from 4 to 27 September 2026 in conjunction with the Mid-Autumn Festival.

The programme will showcase Malaysia's rich multicultural heritage through a variety of cultural performances, including the Lion and Dragon dances, Indian cultural performances, Gendang Muhibbah, as well as Zapin, Joget and other multicultural dances. Mangunatip, an interactive bamboo dance performance, will further engage visitors in experiencing Malaysia's diverse cultural traditions.

Building on the mall's recognition at the Malaysia Shopping Malls Association (PPKM) Best Experiential Marketing Awards for organising the largest lantern parade in Bukit Bintang, the festival will feature music, cultural performances and interactive activities, alongside more than 50 booths offering food, local products and handicrafts.

The three-day festival is expected to attract approximately 170,000 visitors, including local communities and domestic and international tourists, while showcasing Malaysia's multicultural identity and further enhancing Bukit Bintang's appeal as a vibrant tourism precinct in support of the Visit Malaysia 2026–2027 campaign.



TEMPORARY ROAD CLOSURE AND TRAFFIC DIVERSION

Members of the public and motorists are advised that a temporary road closure will be implemented along a section of Jalan Sultan Ismail in front of Sungei Wang Plaza to facilitate the festival. Visitors are strongly encouraged to use public transportation when travelling to the event.

The section of Jalan Sultan Ismail in front of PARKROYAL COLLECTION Kuala Lumpur and Lot 10 Shopping Centre will remain open, with an approved traffic diversion plan in place to facilitate traffic movement around the affected area.

Road Closure Schedule:

- **24 September 2026:** Road closure begins from **10.00 p.m. onwards** for event setup.
- **25–27 September 2026:** The affected section will remain closed throughout the festival period.
- **27 September 2026:** Dismantling works will commence from **10.00 p.m. onwards**.
- **28 September 2026:** The affected road is expected to **reopen by 5.00 a.m.**

GETTING TO SUNGEI WANG PLAZA

Park & Ride

Parking facilities are available at selected LRT stations, including Cempaka, Pandan Indah, Pandan Jaya, Pudu, Sungai Besi, PWTC, Salak Selatan and Sentul on the Ampang/Sri Petaling Line, as well as Gombak, Taman Melati, Putra Heights and Subang Alam on the Kelana Jaya Line. Visitors may continue their journey to Bukit Bintang via the urban rail network and KL Monorail.

LRT and KL Monorail

Visitors travelling on the Ampang/Sri Petaling Line may interchange with the KL Monorail at Hang Tuah or Titiwangsa stations, while passengers on the Kelana Jaya Line may interchange at KL Sentral. Visitors should alight at Bukit Bintang Monorail Station, which is connected to Level 1 of Sungei Wang Plaza via a covered pedestrian link.

MRT

Visitors may alight at Bukit Bintang MRT Station, exit via Entrance C, turn right and walk approximately 300 metres to Sungei Wang Plaza.

Rapid KL Bus

Rapid KL bus services serving the Bukit Bintang area are also available. Visitors are encouraged to check the latest routes and service information through the MyRapid PULSE application before travelling.

E-Hailing

Visitors using e-hailing services may select the Sungei Wang Plaza Main Entrance, Pelangi Entrance or Side Entrance as their drop-off point, subject to the temporary traffic diversion arrangements during the festival.



For further details, kindly refer to media kit :

https://drive.google.com/drive/folders/1b0wBLXz2yxLZla JsEfZuChQ8fMuOtSF?usp=drive_link

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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](#).

For enquiries, please contact:

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