

TOURISM MALAYSIA AND VIVO ANNOUNCE STRATEGIC PARTNERSHIP FOR VISIT MALAYSIA 2026 (VM2026)



Mr. Lee Thai Hung, Mr. Mike Xu, Madam Nuval Fadhilah Ku Azmi, and Mr. Justin He, gathered for a commemorative photo, celebrating the strengthened partnership between Tourism Malaysia and vivo Malaysia.

KUALA LUMPUR, 9 December 2025 – Tourism Malaysia and Vivo have signed a Memorandum of Collaboration (MoC) to launch a strategic partnership. This dynamic collaboration will leverage technology, innovation, and creative content to elevate Malaysia's global tourism appeal ahead of Visit Malaysia 2026 (VM2026).

Through this collaboration, both organisations will work closely to strengthen Malaysia's international visibility by integrating Tourism Malaysia's destination marketing capabilities with Vivo's advanced mobile imaging technology. The partnership aims to showcase Malaysia's diverse attractions through high-quality, visually engaging content that resonates with today's digital-first travellers.

Mr. Samuel Lee, Deputy Director General (Promotion II) of Tourism Malaysia, said, “This collaboration highlights the importance of public-private partnerships in achieving our national tourism goals. Together with Vivo, we aim to combine cutting-edge technology with Malaysia’s rich cultural and natural attractions to showcase the very best of the country and inspire more people to visit during VM2026.”

Mr. Mike Xu, Chief Executive Officer of Vivo Malaysia, added, “Innovation has always been about serving people and enriching their experiences. In partnering with Tourism Malaysia, we are committed to using Vivo’s technology to help more people discover the beauty of Malaysia, showcasing the nation’s unique stories as we support VM2026.”

Tourism Malaysia and Vivo will embark on joint promotional efforts aligned with the national objective of **welcoming 47 million visitor arrivals for VM2026**. These efforts will include collaborative content creation, co-branded marketing campaigns, and mutually supportive promotional activities designed to enhance Malaysia’s presence across key markets.

Vivo will also amplify the VM2026 campaign through its extensive global communication network, particularly in markets where Vivo has significant presence and growth potential, including China, India, and Southeast Asia. By tapping into Vivo’s strong reputation in mobile photography and consumer technology, the partnership seeks to inspire travellers through compelling imagery and storytelling that capture the essence of Malaysia’s natural beauty, cultural heritage, and modern attractions.

The tourism industry continues to gain remarkable momentum. **From January to August 2025, Malaysia welcomed 28.2 million international visitor arrivals—a significant increase of 14.5% compared to the same period in 2024**. Tourism Malaysia will be **welcoming all international visitors simultaneously at 52 entry points across the country on 1 January 2026 to welcome VM2026**.

The signing of this MoU marks a significant step forward in Malaysia's tourism revival efforts, reinforcing the nation's readiness to welcome the world for VM2026 and positioning Malaysia as a must-visit destination in the region.

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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 & Culture Malaysia. It focuses on the specific task of promoting Malaysia as a preferred tourism destination. Since its inception, it has emerged as a major player in the international tourism scene.

The next Visit Malaysia Year, set to take place in 2026, will commemorate the sustainability of the nation's tourism industry, which is also in line with the United Nations Sustainable Development Goals (UNSDG).

Furthermore, Tourism Malaysia actively endorses the Indonesia-Malaysia-Thailand Growth Triangle (IMT-GT), working towards the realisation of the IMT-GT Visiting Year 2023-2025, with the shared aim of promoting the region as a unified tourism destination. For more information, visit Tourism Malaysia's social media accounts on [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), and [TikTok](#).

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