

PRESS RELEASE

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GO MALAYSIA FAIR IN SINGAPORE: TOURISM MALAYSIA PARTNERS WITH BUSONLINETICKET.COM TO BOOST VISIT MALAYSIA 2026 (VM2026) CAMPAIGN

SINGAPORE — The GO Malaysia Fair, held in collaboration with Tourism Malaysia by Event & Exhibition Pte Ltd was officially launched today by His Excellency Dato' Indera Dr. Azfar Mohamad Mustafar, High Commissioner of Malaysia to Singapore. This vibrant event is meticulously designed to offer ready-to-book packages, making it easier and more accessible for travellers to explore the wonders of Malaysia.

Boasting a curated selection of approximately 25 exhibitors, the fair presents an abundance of exclusive savings on flights, coach, accommodations, and comprehensive vacation deals. It serves as the ultimate planning hub for the upcoming month-long June school holiday period in Singapore. Adding to the excitement, Proton Holdings Berhad will collaborate and highlight specialised 'Auto Vacation' packages tailored for road-trip lovers, with the highly anticipated Grand Lucky Draw offering package buyers the chance to drive home in a brand-new Proton e.MAS 5.

Tourism Malaysia hosted a dedicated booth comprising six of Singapore's leading travel experts including 96 Travel & Tours, Desaru Fruit Farm Tour & Travel, Senyum Pte Ltd, Singatour, Transtar Travel Group and WTS Travel & Tours. These prominent Singapore travel agents will offer an extensive range of exclusive packages, providing visitors with direct access to tailored holiday expertise.

As a major highlight of the opening day, Tourism Malaysia officially launched a strategic collaboration with BusOnlineTicket.com, a premier booking portal for bus, train, and ferry services. Officiated at the GO Malaysia Fair, this partnership is specifically designed to streamline the high-volume overland traffic between Singapore and Malaysia.

On this partnership, Mr Mohd Amirul Rizal Abdul Rahim, Director General of Tourism Malaysia said, "By strategically collaborating with service provider platforms like BusOnlineTicket.com, we are streamlining cross-border logistics to offer a frictionless travel experience. Given the currently challenging global tourism landscape, we anticipate that this collaboration will encourage more travellers to choose Malaysia as a safe, accessible, and preferred destination, providing a significant boost to our tourism arrivals, especially for Visit Malaysia 2026 (VM2026)."



Reflecting on this initiative, Mr. Bong Yong Chuen, Director of BusOnlineTicket Pte Ltd, stated: "We are thrilled to partner with Tourism Malaysia in this strategic initiative to support the Visit Malaysia 2026 (VM2026) campaign. By integrating our comprehensive booking platform with Tourism Malaysia's promotional efforts, we aim to provide a seamless and convenient travel experience between Singapore and Malaysia. Our goal is to make cross-border travel more accessible than ever, ensuring that every traveller can easily discover the diverse wonders Malaysia has to offer."

Running from 8 May to 31 August 2026, the campaign offers a frictionless booking experience for Singapore residents and international tourists alike, accessible exclusively via www.busonlineticket.com.

In 2025, Malaysia welcomed 21.1 million Singaporean visitors, representing an 11.8 per cent increase compared to the previous year. This continued growth underscores Singapore's continued importance as a key source market, particularly in the spirit of the Visit Malaysia 2026 (VM2026) campaign. The GO Malaysia Fair serves as a heartfelt invitation for travellers from Singapore to revisit and experience its familiar charm through extraordinary, surreal experiences.

As part of its promotional efforts, Tourism Malaysia continues to demonstrate dedication towards promoting Malaysia as a premier tourism destination with its presence at travel fairs like the GO Malaysia Fair. The GO Malaysia Fair will be held at Suntec City Singapore (Atrium Tower 1 & 2) from 8 to 10 May 2026 with the digital segment of the fair already launched on 4 May at www.gomalaysia.sg.

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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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