

## **PRESS RELEASE**

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### **TOURISM MALAYSIA AND AL FIRDAUS TRAVELS STRENGTHEN STRATEGIC COLLABORATION TO ADVANCE MUSLIM-FRIENDLY TOURISM**

**MELAKA** — Tourism Malaysia in collaboration with Al Firdaus Travels Pte Ltd., continues to strengthen strategic efforts to position Malaysia as a leading Muslim-friendly destination through the organisation of the Mother's Day Celebration Programme 2026, taking place from 9 to 10 May in Melaka.

The programme has attracted more than 600 visitors from Singapore, reflecting strong regional travel demand and Malaysia's continued appeal among family-oriented and Muslim-friendly travel segments.

Developed as a curated travel package, the initiative adopts a targeted approach to drive quality visitor arrivals from Singapore while promoting meaningful and value-driven travel experiences. Leveraging digital platforms for engagement and outreach, this collaboration forms part of ongoing efforts under the Visit Malaysia 2026 (VM2026) campaign.

The programme features renowned speakers, including Ustaz Syamsul Debat and Ustazah Asni Abu Mansor. Participants are also treated to a cultural showcase by Tourism Melaka, highlighting the rich heritage and cultural diversity of Melaka.

In line with growing demand for niche tourism segments, Tourism Malaysia continues to emphasise curated Muslim-friendly travel experiences. Other collaborative programmes with Al Firdaus Travels Pte Ltd. include Concert and Cultural Tourism featuring Wak Jeng at Tenera Hotel, Luxury and Romance packages in Langkawi, as well as Islamic Heritage and Learning journeys in Perak.

Mr. Mohd Amirul Rizal Abdul Rahim, Director General of Tourism Malaysia, said: "This collaboration reflects the growing demand for meaningful Muslim-friendly travel experiences among regional travellers, particularly from Singapore. Through strategic partnerships such as this, Tourism Malaysia remains committed to strengthening Malaysia's position as a preferred destination for Muslim-friendly tourism while supporting the broader aspirations of Visit Malaysia 2026."



In 2025, Malaysia recorded 21.1 million visitor arrivals from Singapore, representing an increase of 11.8 per cent compared to the previous year. This sustained growth highlights Singapore's continued importance as a key source market in support of the Visit Malaysia 2026 (VM2026) campaign.

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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](http://www.tourism.gov.my) and social media accounts on [Facebook](#), [Instagram](#), [X](#), [YouTube](#), and [TikTok](#).

**For enquiries, please contact:**

**Fiona Estrop**  
Marketing Manager  
Tourism Malaysia Singapore  
[fiona@tourism.gov.my](mailto:fiona@tourism.gov.my)  
Tel: +65 6532 6321

**Norshariza Mohd Saad**  
Deputy Director  
Corporate Communications Division  
[norshariza@tourism.gov.my](mailto:norshariza@tourism.gov.my)  
Tel: +603 8891 8775

