



# MEDIA RELEASE

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FOR IMMEDIATE RELEASE

No. 74/2025

## TOURISM MALAYSIA AND XIAOHONGSHU FORGE STRATEGIC COLLABORATION TO PROMOTE MALAYSIA AS A MUST-VISIT DESTINATION FOR CHINESE TRAVELLERS

SHANGHAI, 28 May 2025 – Tourism Malaysia has officially signed a strategic Memorandum of Collaboration (MoC) with REDBOOK Holdings Limited (Xiaohongshu), marking a new chapter in Malaysia's tourism promotion efforts targeting the Chinese market. The partnership aims to leverage Xiaohongshu's powerful lifestyle platform and digital influence to elevate Malaysia's presence as a preferred destination ahead of Visit Malaysia 2026 (VM2026).

The MoC emphasises both parties' commitment to enhancing cross-border digital content cooperation, creating immersive experiences, and deepening media engagement between Malaysia and China. This collaboration leverages Xiaohongshu's 'Discover-Plan-Experience' content ecosystem to drive interest and inspire travel among Chinese users. With more than 300 million monthly active users, Xiaohongshu plays a critical role in shaping consumer travel choices in China, especially among younger audiences.

Datuk Manoharan Periasamy, Director General of Tourism Malaysia, said: "Malaysia has been consistently trending on Xiaohongshu as one of the most searched and talked-about destinations among Chinese users. We are excited to formalise this strategic collaboration with Xiaohongshu. China remains as one of our top source markets, and this partnership aligns with our mission to deliver rich, engaging, and authentic experiences to Chinese travellers. By tapping into Xiaohongshu's unique digital storytelling ecosystem, we aim to elevate Malaysia's tourism appeal and welcome more visitors from China, especially in conjunction with Visit Malaysia 2026."

Ms. Qian Yue, General Manager of Xianghongshu Global Business Solutions, said: "We are thrilled to partner with Tourism Malaysia, and the signing of this MoC marks the beginning of an exciting collaboration. Xiaohongshu has always been committed to bridging high-quality content with authentic travel experiences, and Malaysia's rich culture, breathtaking landscapes, and delicious cuisine have long been a favorite source

of inspiration for our Chinese users. For the Visit Malaysia 2026, Xiaohongshu will fully leverage our platform resources to support Malaysia in becoming a must-visit and trusted destination for Chinese travellers. Through our unique 'Discover-Plan-Experience' content ecosystem, we aim to showcase Malaysia's diverse charm and help more travellers uncover The Beauty of Malaysia."

As part of the collaboration, Tourism Malaysia will operate an official Xiaohongshu account, publish engaging travel content across Malaysia's 13 states, and partner on digital campaigns and offline events. Xiaohongshu will provide strategic support through analytics, public opinion monitoring, and content dissemination. This partnership reinforces Tourism Malaysia's digital transformation and outreach efforts, placing authentic storytelling at the core of its international marketing strategy.

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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, 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](#), [X](#), [YouTube](#), and [TikTok](#).

**For enquiries, please contact:**

**NOR HAYATI ZAINUDDIN**

Deputy Director

International Promotion Division  
(Asia/Africa)

[norhayati@tourism.gov.my](mailto:norhayati@tourism.gov.my)

Tel: +603 8891 8203

**NORSHARIZA MOHD SAAD**

Deputy Director

Corporate Communications Division

[norshariza@tourism.gov.my](mailto:norshariza@tourism.gov.my)

Tel: +603 8891 8775