

TOURISM MALAYSIA PARTICIPATES IN THE 40TH SEOUL INTERNATIONAL TRAVEL FAIR (SITF 2025)



Guest of Honor HE Dato Mohd Zamruni Bin Khalid

SEOUL, 5 June 2025 – Tourism Malaysia officially launched the Malaysia Pavilion and kicked off the Visit Malaysia 2026 (VM2026) Promotional Campaign in Korea today at the 40th Seoul International Travel Fair (SITF 2025), held from 5 to 8 June at COEX Hall C, Seoul. The event was officiated by His Excellency Dato' Mohd Zamruni Khalid, Malaysian Ambassador to the Republic of Korea.

This launch marks a key milestone in strengthening Malaysia's presence in the South Korean market and aligning tourism promotion efforts with the upcoming Visit Malaysia 2026 campaign. Tourism Malaysia's vision is to welcome tourists who stay longer, engage meaningfully with local communities, and contribute positively to both the environment and Malaysia's economy.

The mission has been led by Mr. Azmi bin Abdullah, Senior Deputy Director of the International Promotion Division (Asia/Africa) emphasized the country's diverse tourism offerings—from lush rainforests and vibrant urban centers to a rich cultural heritage and world-renowned cuisine.

Meanwhile His Excellency Dato' Mohd Zamruni Khalid expressed his confidence in the success of the Visit Malaysia campaign, highlighting the strong and growing cooperation between the Malaysian and South Korean tourism industries.

Together at Tourism Malaysia's pavilion are key partners including Education Malaysia Global Services, Batik Air, and a Malaysia My Second Home (MM2H) company providing information on studying in Malaysia, air connectivity, and the MM2H program. Visitors also enjoyed an engaging cultural showcase featuring traditional games, live *Teh Tarik* demonstrations, Malaysian cuisine, and a Malaysia-themed tourism quiz that attracted enthusiastic participation.

In 2024, Malaysia welcomed 38 million international tourists, generating RM106.78 billion in revenue. South Korea remained a key market, contributing over 550,000 visitors and RM2.9 billion in receipts. This positive momentum continued into early 2025, with visitor arrivals rising by 21% year-on-year, reaching 13.4 million between January and April.

With a target of 45 million visitor arrivals and RM270 billion in receipts by the end of 2025, Malaysia is strengthening connectivity with South Korea, where eight airlines currently operate 63 weekly direct flights from Incheon and Busan, offering over 15,000 seats.

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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](#).

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