

MEDIA RELEASE

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TOURISM MALAYSIA STRENGTHENS INDUSTRY PARTNERSHIP IN RIYADH TO SUPPORT VISIT MALAYSIA 2026-2027

RIYADH — Following the successful Jeddah industry engagement in July, Tourism Malaysia reinforces its commitment to the Saudi market by hosting its second industry networking event in Riyadh, Kingdom of Saudi Arabia, marking another important milestone in expanding Malaysia's presence in the country during Visit Malaysia 2026–2027 (VM2026–2027).

The exclusive gathering was graced by the presence of His Excellency Dato' Syed Mohamad Bakri Syed Abdul Rahman, the Ambassador of Malaysia to Saudi Arabia, alongside Mr Zaidi Kassim, Director of Tourism Malaysia Jeddah, and over 80 valued strategic partners from the travel trade and media organisations in Riyadh, such as Gulf Air, Saudia and Almosafer.

Speaking at the event, Mr Zaidi Kassim reaffirmed the commitment to continue strengthening tourism promotional efforts in Saudi Arabia. He also highlighted that this initiative will renew the strategic move to elevate promotional efforts with Saudi industry players in response to the impact of the current geopolitical crisis in West Asia.

Saudi Arabia remains an important market for Malaysia's tourism, characterised by high-yield, family-oriented segments, therefore contributing to consistently encouraging visitor arrivals. From January to June 2026, Malaysia recorded 17,302 visitors from Saudi Arabia. This reflects Saudi Arabia's significance as a key long-haul market with strong long-term potential for Malaysia.

The combination of direct air connectivity by major airlines, close bilateral relations between the two countries, and increasing interest in international travel creates a solid foundation for future growth. Tourism Malaysia is committed to working closely with strategic partners in Saudi Arabia to build destination awareness and branding, broaden industry partnerships, and encourage more Saudi travellers to choose Malaysia as the preferred destination for both leisure and business travel.

As one of the world's leading Muslim-friendly destinations, Malaysia offers travellers from the Middle East and North Africa (MENA) region a safe and traveller-friendly experience, complemented by its welcoming environment, extensive Halal facilities, rich Islamic heritage, value-for-money travel experiences, luxury shopping opportunities, family-friendly destinations, and a diverse range of eco-tourism offerings. Key promotional initiatives, including the "Surreal Experiences" travel packages, also play a vital role in



sustaining this momentum as Tourism Malaysia intensifies efforts to reinforce its promotional campaigns and attract more visitors, in conjunction with VM2026–2027.

Tourism Malaysia will continue to strengthen collaboration with international airline and travel trade partners to expand global connectivity and unlock new tourism market segments. This industry networking initiative marks a vital step in expanding Malaysia's reach into the MENA region, enhancing business relationships with local travel trade partners, exploring new collaborative initiatives, and sharing the latest developments in the country's tourism offerings.

Mr Zaidi Kassim concluded the event by urging Saudi travel trade partners, alongside national and international airlines, to leverage this networking platform to cultivate deeper commercial ties and discover new business opportunities, reiterating that Tourism Malaysia Jeddah stands ready to drive tourism growth between the two countries.

For further details, kindly refer to media kit :

https://drive.google.com/drive/folders/1hn8XLh6fGNK6w2RBh1I03p2J7D1Nm_cf?usp=drive_link

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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 2026–2027 (VM2026–2027) 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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