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MINISTRY OF TOURISM, ARTS AND CULTURE HOSTS RAMADAN IFTAR TO STRENGTHEN INDUSTRY SYNERGY AHEAD OF VISIT MALAYSIA 2026 (VM2026)

KUALA LUMPUR — The Ministry of Tourism, Arts and Culture (MOTAC) hosted a special Ramadan Iftar ceremony today at the Pavilion Hotel Kuala Lumpur, graced by YB Dato Sri Tiong King Sing, Minister of Tourism, Arts and Culture. Beyond a traditional gathering, the event provided a strategic platform to strengthen diplomatic ties with partner nations while fostering informal networking in an atmosphere of goodwill, unity and mutual appreciation.

The evening welcomed a high-level delegation comprising foreign diplomats, state tourism Exco members and key industry stakeholders, alongside the top management of Ministry of Tourism, Arts and Culture and Tourism Malaysia. Highlighting the Government's commitment to ensuring a safe and secure tourism environment, the programme featured a National Security Briefing by the Royal Malaysia Police, emphasising collaborative efforts to ensure Malaysia remains a safe, welcoming and preferred destination for global travellers.

The Iftar served as a key platform to promote Visit Malaysia 2026 (VM2026) and align stakeholders on the year's major programmes, reinforcing Malaysia's image as a moderate, inclusive nation where harmony and diversity form the foundation of the country's tourism identity.

Guests experienced Malaysia's rich culture through a spread of local cuisine, traditional music performances and an exclusive screening of the VM2026 promotional video. Following the Iftar, the Minister engaged with industry players in an interactive session to discuss sector challenges and exchange insights aimed at advancing the tourism and cultural sectors. These dialogues ensure that MOTAC's policies remain responsive and that industry collaboration is strengthened.

The evening concluded with a renewed sense of shared purpose, reinforcing the partnership between the government and private sector as Malaysia prepares for upcoming tourism milestones. This gathering underscored MOTAC's commitment to supporting industry players, the true heartbeat of the nation's cultural and economic landscape.



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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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