

MEDIA RELEASE

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VISIT MALAYSIA 2026: TOURISM MALAYSIA BOOSTS PROMOTION AT THE VIETNAM INTERNATIONAL TRAVEL MART 2026

HANOI – Tourism Malaysia will participate in the Vietnam International Travel Mart (VITM) 2026, taking place at the Hanoi International Centre for Exhibition from 9 to 12 April 2026. This year marks the 15th edition of VITM and Tourism Malaysia's 10th participation in the event, reaffirming its strong commitment to enhancing tourism cooperation and strengthening connectivity with the Vietnamese market.

Over the past decade, Tourism Malaysia has consistently recognised VITM as one of the region's most reputable and influential tourism platforms. Through its annual participation, Malaysia has built and strengthened long-standing partnerships with Vietnamese travel agencies, airlines and media organisations, contributing to increased tourism exchange and closer bilateral ties between the two countries.

At VITM 2026, Tourism Malaysia will showcase its presence at Booth No. 121 to 143, featuring a design inspired by the natural beauty and rich cultural heritage of Borneo. Renowned for its ancient rainforests, diverse ecosystems and vibrant indigenous communities, the region reflects the essence of Malaysia's unique appeal. In line with the Visit Malaysia 2026 (VM2026) theme, the booth presents Malaysia as a captivating destination where nature, culture and surreal experiences come together.

In conjunction with VITM 2026, Tourism Malaysia will also host the VM2026 Seminar on 8th April 2026 at the REY Hotel in Hanoi. The seminar aims to share Malaysia's tourism promotion strategies for this milestone year, while providing a valuable platform for travel agencies, airlines and tourism stakeholders from both countries to connect, exchange insights and explore future collaboration opportunities.

Ms Amirah Nadiah Mazlan, Director of Tourism Malaysia Ho Chi Minh City, said, "Our participation in VITM 2026 is especially meaningful as we actively promote the VM2026 campaign under the theme *Surreal Experiences*. We are showcasing the diverse offerings of Malaysia, from nature and culture to gastronomy and shopping. Through this campaign, we aim to attract more international visitors, particularly from Vietnam, while further strengthening tourism cooperation between our two nations. We also greatly appreciate the role of VITM and the Vietnam Tourism Association in fostering tourism exchange and connectivity between Vietnam and Malaysia."

Currently, there are 190 weekly flights connecting Vietnam and Malaysia, offering approximately 34,988 seats per week and serving as a key driver of bilateral tourism



flows. Amid global tourism shifts and the continued growth of intra-ASEAN travel demand, Malaysia and Vietnam are emerging as bright spots in the region, offering safe destinations, rich cultural experiences and diverse tourism products. This presents strong opportunities for both countries to deepen collaboration, boost bilateral travel and jointly attract international visitors to the region.

As part of the campaign, Malaysia will also introduce the Calendar of Events 2026, featuring a year-round line-up of cultural, sporting and entertainment events. Highlights include major festivals such as the Malaysia Mega Sales Carnival, Citrawarna Malaysia, the Rainforest World Music Festival and the National Day celebrations. The calendar will also feature the Petronas Grand Prix of Malaysia 2026, alongside iconic state-level festivals such as Tadau Ka'amatan in Sabah and Gawai in Sarawak.

Vietnam remains one of Malaysia's key source markets in Southeast Asia, while Malaysia continues to be a preferred destination for Vietnamese travellers due to its close proximity, strong air connectivity and cultural and culinary affinities. In addition, Malaysia is actively developing niche tourism segments including MICE, long-stay programmes such as Malaysia My Second Home (MM2H), as well as eco-tourism experiences across its nature reserves, islands and renowned coastal destinations.

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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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