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TOURISM MALAYSIA STRENGTHENS TIES WITH CHINA THROUGH SALES MISSION TO BOOST TOURIST ARRIVALS

KUNMING, 10 March 2025 – Tourism Malaysia, in collaboration with the Malaysia Inbound Chinese Association (MICA), have embarked on a first series of sales mission to explore cities in China from 9 to 17 March 2025. The sales mission kicked off in the city of Kunming, followed by Chengdu, Qingdao and Zhengzhou.

Headed by Dato' Yeoh Soon Hin, Deputy Chairman of Tourism Malaysia and accompanied by Mr. Lee Tai Hung, Deputy Director General (Promotion II) of Tourism Malaysia, the sales mission is joined by YB Loh Sze Yee, Member of Negeri Perak State Executive Council (Tourism, Industry, Investment & Corridor Development), Ms. Chua Yee Ling, Chief Executive Officer of Tourism Selangor, representatives from Negeri Sembilan Tourism Board, Sarawak Tourism Board, and Islamic Tourism Centre. Also joining the mission are Dato' Dr. Angie Ng Wai Sam, President of the Malaysia Inbound Chinese Association (MICA), as well as 87 organisations representing hotels, resorts, travel agents, Malaysia My Second Home (MM2H) agents, and tourism product owners.

Tourism Malaysia remains committed to strengthening its presence in the Chinese market by fostering bilateral tourism cooperation and forging new business partnerships. China has long been one of Malaysia's most important tourism markets, and the growing number of Chinese visitors reflects the strong and enduring bond between the two nations.

"China remains a priority market for Malaysia, and this sales mission underscores our commitment to deepening tourism collaboration and positioning Malaysia as a top

holiday destination for Chinese travellers, especially in the lead-up to Visit Malaysia 2026," said YBhg. Dato' Yeoh Soon Hin, Deputy Chairman of Tourism Malaysia.

Malaysia boasts a diverse range of attractions, from pristine beaches and lush rainforests to vibrant cities and rich cultural heritage, catering to the evolving preferences of Chinese travellers. This sales mission serves as a strategic platform to connect Malaysian tourism industry players with Chinese travel agencies and stakeholders, unlocking greater opportunities for travel, hospitality, and tourism investment.

Tourism Malaysia is dedicated to expanding partnerships with Chinese travel agencies and stakeholders to promote Malaysia as a must-visit destination. This initiative aligns with Malaysia's vision to boost its presence in the global tourism industry while enhancing the overall visitor experience.

In 2024, Malaysia recorded 3,725,894 visitors from China, reflecting an impressive 130.9% year-on-year growth. Looking ahead, Tourism Malaysia is confident in achieving its 2025 target of 7 million Chinese visitors, especially with the extension of visa-free policy for Chinese nationals until December 2026.

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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 Year, 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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