

MEDIA RELEASE

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TOURISM MALAYSIA EXTENDS SUPPORT FOR HOMEGROWN WELLNESS INITIATIVE IN CONJUNCTION WITH VM2026–2027

KUALA LUMPUR — Tourism Malaysia extended its support for the strategic efforts by JYY Group to advance Malaysia's premier wellness tourism through its flagship store opening at Pavilion Kuala Lumpur today. The opening creates a new touchpoint for both international travellers and local visitors to discover Malaysia's impeccable wellness experiences, warm hospitality, and cultural stories.

Tourism Malaysia's support reflects its continued efforts under Visit Malaysia 2026–2027 (VM2026–2027) to work with homegrown Malaysian brands to highlight local wellness products and experiences to a broader audience. The ceremony was officiated by Mr Mohd Akbal Setia, Deputy Director General (Promotions) and Head of the Visit Malaysia 2026–2027 Secretariat, Tourism Malaysia, together with Mr Lee Thai Hung, Deputy Director General (Promotions II), Tourism Malaysia.

This collaboration is crucial to VM2026–2027's ambition of enhancing the overall quality of the traveller experience throughout their journey. By anchoring homegrown wellness brands within key tourism landmarks such as Pavilion Kuala Lumpur, Tourism Malaysia can extend the visitor journey beyond conventional attractions and into everyday touchpoints of shopping, wellness, and cultural discovery, giving both local and international visitors more reasons to travel and engage with Malaysia's natural and cultural heritage.

Adding to the significance of the opening was the appearance of Malaysian singer and actor Nicholas Teo. Hailing from Kuching, Sarawak, he shared an East Malaysian connection with the brand's Trigona honey, which is sourced from the highlands of Malaysian Borneo. This reinforces the homegrown, region-rooted storytelling Tourism Malaysia seeks to showcase to a wider audience through VM2026–2027 while fostering stronger appreciation of Malaysia's rich natural biodiversity and its role in supporting everyday wellness, which forms an integral part of the country's diverse tourism products.

By supporting such initiatives, Tourism Malaysia aims to further encourage greater public engagement with homegrown wellness products that incorporate locally sourced ingredients, giving them their distinctive Malaysian identity. In turn, this motivates homegrown wellness brands to continue innovating and showcasing their exceptional-quality, locally inspired products to the world, in support of Malaysia's wellness tourism ecosystems. This collaboration also further underscores Tourism Malaysia's ongoing commitment to advancing accessible and convenient wellness experiences that benefit



both international visitors and the wider Malaysian public during VM2026–2027 and beyond.

In addition, a series of limited-time privileges, comprising promotions, discounts, and complimentary items, are available across the brand's outlets, in line with its flagship outlet opening and Malaysia's National Month. This will not only ensure that both local and international visitors support homegrown brands but also have access to affordable, high-quality wellness offerings across key tourism areas, including the heart of Kuala Lumpur, thereby providing greater comfort throughout their journey.

For further details, kindly refer to media kit:

https://drive.google.com/drive/folders/1ln2Fh8lT2af0HvmUuj2Px6_FZEWms3T?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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