

PRESS RELEASE

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TOURISM MALAYSIA FORGES STRATEGIC PARTNERSHIP WITH SUNWAY HOSPITALITY GROUP

KUALA LUMPUR – Tourism Malaysia today signed a Memorandum of Understanding (MoU) with Sunway Hospitality Group, marking a major milestone for Visit Malaysia 2026 (VM2026). This partnership represents one of the most significant public-private collaboration for the national tourism campaign, underscoring the government's commitment to driving growth in international visitor arrivals.

The MoU was formalised by Mr Mohd Amirul Rizal Abdul Rahim, Director General of Tourism Malaysia, together with Mr Alex Castaldi, CEO of Sunway Hospitality Group. Together, the two organisations will collaborate on a wide range of joint marketing and promotional initiatives designed to put Malaysia firmly on the radar of travellers worldwide.

Under the MoU, Tourism Malaysia and Sunway Hospitality Group will boost Malaysia's tourism sector through several key initiatives. The partnership will showcase Sunway's premier hotels and resorts through hosted familiarisation (FAM) trips for international media, influencers, and travel trade partners. Simultaneously, it will leverage joint overseas sales missions, co-branded digital marketing, and targeted activations to aggressively amplify Malaysia's profile in high-potential regional and long-haul markets.

The partnership brings together Tourism Malaysia's global promotional reach with Sunway's exceptional portfolio for hospitality. Flagship properties such as Sunway Resort Hotel in Sunway City Kuala Lumpur, as the home to Gordon Ramsay Restaurants and The Banjaran Hotsprings Resort in Ipoh, named Malaysia's Best Destination Hotel by Tatler and an award-winner at the Travel + Leisure Luxury Awards Asia Pacific, exemplify the world-class experiences that VM2026 proudly showcases to all visitors. On top of that, Sunway's membership in the Global Hotel Alliance (GHA) and its 35 million-member GHA DISCOVERY loyalty programme further extends the international reach of this partnership, connecting Malaysia's hospitality offer with a vast global base of engaged travellers.

To celebrate this strategic partnership and support the goals of VM2026, Sunway Hospitality Group will launch a special promotional campaign. The campaign offers guests up to 30 per cent off room rates and a complimentary room upgrade across participating hotels and resorts in Malaysia, along with double DISCOVERY Dollars (D\$) for members of the GHA DISCOVERY loyalty programme. The offer is available for bookings made until 31 July 2026 for stays through to 30 September 2026 via www.sunwayhotels.com. This

initiative is designed to encourage travellers to discover more of Malaysia while enjoying greater value and rewarding experiences throughout their stay.

Malaysia's tourism industry is on a strong upward trajectory. The country welcomed 42.2 million international visitors in 2025, compared to 38.0 million visitors in 2024, marking approximately an 11.2 per cent increase. As of April, Malaysia recorded 14.0 million visitor arrivals, marking a 4.7 per cent growth compared to 13.3 million visitor arrivals in the same period last year. This reinforces its position as one of the most-visited countries in Southeast Asia. VM2026 builds on this momentum, inviting the world to experience the country's extraordinary diversity: from pristine rainforests and UNESCO World Heritage sites to vibrant multicultural cities, world-renowned cuisine and warm authentic hospitality.

Tourism Malaysia remains committed to fostering high-impact, strategic partnerships that elevate the nation's global competitiveness. By forging robust ties with key industry leaders like the Sunway Hospitality Group, Tourism Malaysia continues to pave the way for sustainable economic expansion, which directly underscores the government's long-term commitment to enhancing Malaysia's overall tourism 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](#).

For enquiries, please contact:

Mohd Akbal Setia

Head of Visit Malaysia 2026 Secretariat

Senior Director of Advertising and Digital Division

akbalsetia@tourism.gov.my

Tel: +603 8891 8700

Norshariza Mohd Saad

Deputy Director

Corporate Communications Division

norshariza@tourism.gov.my

Tel: +603 8891 8775

