

MEDIA RELEASE

FOR IMMEDIATE RELEASE
TM. 223/2026

12 SEPTEMBER 2026

TOURISM MALAYSIA COLLABORATES WITH MYSTA & BIKE AID SINGAPORE TO BOOST CYCLING TOURISM

KLUANG — Tourism Malaysia is leveraging **Ride for Rations 2026**, a cross-border cycling event between Singapore and Malaysia, as a strategic platform to strengthen Malaysia's position as an experiential sports tourism destination while developing new cycling tourism products for the international market.

Organised by **Bike Aid Singapore**, Ride for Rations has been held for 15 years and is entering its 16th edition this year. The 2026 edition takes place from **11 to 13 September 2026**, covering the route from **Singapore to Kluang and Batu Pahat, Johor**, with approximately **70 cyclists and 30 support crew** participating.

A total of **seven cycling tourism packages**, developed by **five travel agencies**, were officially launched today as part of the programme's key highlights. The initiative marks a significant step towards expanding and diversifying Malaysia's tourism offerings, particularly in cycling and sports tourism, while creating new opportunities for industry players and local communities.

The event adopts a unique leisure cycling concept centred on **"Ride, Eat and Ride Again"**, allowing participants to explore local destinations while stopping at local food outlets, attractions and community areas along the route. Through this approach, cyclists can experience Malaysia's rich offerings beyond conventional travel journeys in a more authentic and immersive way.

Tourism Malaysia, through its collaboration with the **Malaysia Sports Tourism Association (MySTA)**, is utilising the event as a pilot platform to further develop small-group and Free Independent Traveller (FIT) cycling tourism products. The collaboration introduces the experiential tourism concept of **"The Ride, The People & The Destination"**, integrating cycling with local food, cultural heritage, community interactions, and attractions.

The initiative is expected to benefit not only cyclists and industry players, but also local communities, food operators, attractions, accommodation providers and small businesses along the cycling routes. The focus on small-group cycling also reflects the growing demand for flexible, personalised and experiential travel, particularly among leisure cyclists and FITs.

Beyond the event, the initiative is expected to contribute towards the development of a replicable cycling tourism model that can be adopted across other Malaysian destinations and cross-border routes, including potential **Thailand–Malaysia** cycling itineraries. The initial focus will be on the **Singapore market**, leveraging its geographical proximity and established interest in leisure and recreational cycling, before expanding to other international markets.



The programme will also generate media and digital exposure across Singapore, Thailand, and Indonesia, as well as the domestic market, showcasing Malaysia's cycling routes, local gastronomy, vibrant culture, welcoming communities and lively destination experiences. This further boosts Malaysia's position as a destination where visitors can **"Ride, Explore and Experience"** the country beyond conventional tourism attractions.

Malaysia continues to enjoy positive growth in visitor arrivals from Southeast Asia, with a total of 15.4 million visitor arrivals recorded from the region between January and June 2026. This represents a 1.8 per cent increase compared to 15.1 million during the corresponding period last year. This strongly demonstrates Southeast Asian travellers' confidence and interest in Malaysia's immersive tourism offerings.

For further details, kindly refer to media kit :

https://drive.google.com/drive/folders/1D3O6xR-Zxd-VjRhZbpggLDgf5m2FTP9?usp=drive_link

-END-

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 <http://www.tourism.gov.my> and social media accounts on [Facebook](#), [Instagram](#), [X](#), [YouTube](#), and [TikTok](#).

For enquiries, please contact:

Dr Khairul Hilmi Abd Manap
Deputy Director
International Promotions Division
(Southeast Asia)
khairulhilmi@tourism.gov.my
Tel: +603 8891 8279

Norshariza Mohd Saad
Deputy Director
Corporate Communications Division
norshariza@tourism.gov.my
Tel: +603 8891 8775

