

## PRESS RELEASE

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### VISIT MALAYSIA 2026 KICKS-OFF AT THE BENELUX'S LARGEST TRAVEL FAIR

**THE NETHERLANDS, 8 JANUARY 2026** – Tourism Malaysia launched the Calendar of Events 2026 in conjunction with Visit Malaysia 2026 (VM2026) at the Malaysia Pavilion during Vakantiebeurs 2026, held at Jaarbeurs Utrecht. Taking place from 7th to 11th January 2026, Vakantiebeurs is the largest travel fair in the Benelux region, attracting more than 72,000 visitors annually, and serves as an important platform for promoting Malaysia to the Dutch travel market.

The Malaysia Pavilion showcased Malaysia's diverse tourism offerings, including nature, wildlife, heritage, gastronomy, and urban experiences. Some highlights included live cooking demonstrations by award-winning Malaysian chef Norman Musa, alongside cultural performances and destination presentations showcasing Malaysia's rich traditions and travel experiences.

A major draw for visitors was a special consumer giveaway, sponsored by Turkish Airlines in collaboration with Pangea Travel. The giveaway offered participants the chance to win an eight-day holiday to Malaysia for two persons, inclusive of international return flights. The prize package also features visits to Kuala Lumpur, Taman Negara, Cameron Highlands, and Melaka, complemented by car rental, providing a comprehensive introduction to Malaysia's diverse destinations.

The soft launch ceremony was officiated by His Excellency Dato' Roseli Abdul, Ambassador of Malaysia to the Kingdom of the Netherlands, together with Madam Sharifah Hafsyah, Director of Tourism Malaysia The Hague, and representatives of participating co-exhibitors.

Led by Tourism Malaysia, with participation from the Sarawak Tourism Board, Dutch tour operators like Pangea Travel, Dim Sum Reizen, and Nomaya Travel, as well as Mike Bikes and Turkish Airlines, the Malaysia Pavilion demonstrated the strong collaboration efforts between Malaysian and Dutch tourism stakeholders.

From January to November 2025, Malaysia recorded 92,405 visitor arrivals from the Netherlands, representing a 7.4% increase compared to the same period in the previous year. This growth underscores the Netherlands' continued significance as a key source market and supports Tourism Malaysia's strategic focus on the Dutch market in the lead-up to Visit Malaysia 2026 (VM2026).

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

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