

PRESS RELEASE

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VISIT MALAYSIA 2026: TOURISM MALAYSIA ENGAGES VIETNAMESE MARKET AT ICONIC LUNAR NEW YEAR FESTIVAL

HO CHI MINH CITY – Tourism Malaysia is participating in the 23rd Nguyen Hue Flower Street Festival, held from 15 to 22 February 2026 in conjunction with Tet (Vietnamese Lunar New Year) celebrations. In line with the Visit Malaysia 2026 (VM2026) campaign, this participation underscores Malaysia's ongoing commitment to strengthening its tourism presence in the Vietnam market.

Recognised as one of Vietnam's most iconic annual events, the Nguyen Hue Flower Street Festival attracts approximately 1.2 million visitors each year, offering a strategic platform for Malaysia to enhance its visibility as a premier destination and engage directly with Vietnamese travellers. This engagement helps raise awareness of Malaysia's diverse tourism offerings. As part of the celebrations, Tourism Malaysia is also actively promoting the Visit Malaysia 2026 (VM2026) Calendar of Events, which features over 300 events and festivals across Malaysia throughout the year.

Under the theme of *Spring Convergence – Steady Steps*, Malaysia's participation celebrates heritage, harmony and unity. The theme highlights the shared cultural values between Malaysia and Vietnam, while showcasing Malaysia's multicultural identity and its steady positioning as a preferred travel destination within Southeast Asia.

At the Tourism Malaysia booth, with emphasis on the *Surreal Experiences* tagline, destinations such as Sabah and Langkawi are highlighted as emerging travel options for the Vietnamese market. Visitors are introduced to Malaysia's broad natural landscapes, multicultural heritage as well as adventure and eco-tourism offerings, reflecting the growing interest among Vietnamese travellers in authentic, nature-based and experiential travel.

Commenting on Malaysia's participation, Ms. Amirah Nadiah Mazlan, Director of Tourism Malaysia Ho Chi Minh City said, "Our presence at the Nguyen Hue Flower Street Festival 2026 offers a meaningful opportunity to engage with Vietnamese travellers during an important cultural celebration. Through the Visit Malaysia 2026 (VM2026) campaign, we aim to inspire travel by showcasing Malaysia's diversity and accessibility. Sabah and Langkawi, in particular, provide distinctive experiences that resonate with the evolving preferences of Vietnamese travellers, ranging from nature and adventure to cultural immersion."



Malaysia's participation in the festival demonstrates Tourism Malaysia's ongoing commitment to strengthening tourism cooperation between Malaysia and Vietnam, while supporting the broader objectives of the Visit Malaysia 2026 (VM2026) campaign to promote sustainable tourism growth.

Tourism Malaysia remains committed to enhancing Malaysia–Vietnam connectivity through increased travel, business engagement, and cultural exchange. These expanded travel interactions will foster broader collaboration across related sectors, creating shared opportunities for both countries. Through the Visit Malaysia 2026 (VM2026) campaign, Malaysia aims to position itself as one of the world's premier travel destinations, with the Vietnamese market playing a crucial role in ensuring the campaign's success, further reaffirming tourism as a key driver of national economic growth.

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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](#).

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