



# MEDIA RELEASE

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## TOURISM MALAYSIA ELEVATES DIGITAL VISIBILITY WITH VM2026 CREATORS ONBOARD PROGRAMME

**DESARU, 16 December 2025** – Tourism Malaysia successfully concludes the VM2026 Creators Onboard programme from 10–12 December 2025, bringing together social media influencers and digital creators who actively support Malaysia's tourism promotion. This second edition highlights the vital role of digital storytelling in positioning Malaysia as a preferred travel destination ahead of Visit Malaysia 2026 (VM2026).

The 50 selected content creators participated in a curated 3-day, 2-night (3D2N) trip across Desaru, Johor, exploring a variety of eco-tourism offerings and nature-based attractions.

Participants visited Lebam River Cruise, Tanjung Balau Birdwatching, immersive stargazing, Adventure Waterpark Desaru Coast, Tanjung Balau Fishermen Museum, Ostrich Farm Desaru and experienced ATV rides for farm tours at Desaru Fruit Farm, and a Canon Digital Workshop at The Els Club Desaru Coast, where they enhanced their photography and videography skills using Canon cameras, all while capturing Johor's rich biodiversity and natural beauty.

The programme concluded with a special Appreciation Dinner at The Westin Coast Desaru, themed "VM2026 Creators On Board: Malaysia Through The Screen", celebrating the dedication and contributions of the influencers. The theme reflects the diversity of Malaysia's tourism, from serene coastal journeys and scenic road trips to breathtaking aerial experiences, while highlighting the creators' role in sharing Malaysia's unique offerings with global audiences.

Mr. Mohd Amirul Rizal Abdul Rahim, Director General of Tourism Malaysia, said: "The VM2026 Creators Onboard programme demonstrates the critical role digital content creators play in promoting Malaysia's tourism. By providing influencers with firsthand experiences and collaborative activities, we are enabling them to share authentic stories that showcase the beauty, culture, and diversity of our country to the

world. I am confident that initiatives like this will strengthen Malaysia's position as a top travel destination ahead of VM2026."

This edition of the programme was made possible through the support of partners, including Lembaga Kemajuan Johor Tenggara (KEJORA), Canon Malaysia, and Desaru Coast Travels Sdn Bhd, as well as through the ongoing efforts of the #MYTravelNation community initiative, reinforcing Tourism Malaysia's commitment to cultivating a network of passionate storytellers who elevate Malaysia's tourism brand globally.

Aligned with Visit Johor 2026 and the national Visit Malaysia 2026 preparations, which aim to attract 47 million international visitors by 2026, the programme highlights the role of digital creators in sharing Malaysia's unique tourism experiences and inspiring travellers worldwide.

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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 & Culture Malaysia. It focuses on the specific task of promoting Malaysia as a preferred tourism destination.

Since its inception, it has emerged as a major player in the international tourism scene. The next Visit Malaysia Year, set to take place in 2026, will commemorate the sustainability of the nation's tourism industry, which is also in line with the United Nations Sustainable Development Goals (UNSDG).

Furthermore, Tourism Malaysia actively endorses the Indonesia-Malaysia-Thailand Growth Triangle (IMT-GT), working towards the realisation of the IMT-GT Visiting Year 2023-2025, with the shared aim of promoting the region as a unified tourism destination. For more information, visit Tourism Malaysia's social media accounts on [Facebook](#), [Instagram](#), [X](#), [YouTube](#), and [TikTok](#).

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