



MEDIA RELEASE

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SWIPE RIGHT, EAT LOCAL: “NAK MAKAN APA” NOW TURNS INTO A FOOD-LED TRAVEL ADVENTURE

KUALA LUMPUR — Tourism Malaysia collaborates with Spritzer for the third edition of Spritzer's travel campaign, Air Love Cuti-Cuti: Jom Makan-Makan, with the homegrown natural mineral water brand as the official Hydration Partner. Built on the idea that food is central to every Malaysian's travel plan, this year's edition puts Malaysian food at the heart of the journey, encouraging people to revisit familiar favourites while experiencing vibrant cultures and discovering new dishes and destinations across Malaysia.

Now in its third year, Air Love Cuti-Cuti: Jom Makan-Makan reflects Tourism Malaysia and Spritzer's ongoing commitment to championing local travel and culture, turning a familiar craving into a reason to explore. Whether travelling to another state for a favourite dish or rediscovering a taste from home, this campaign shows how food, paired with trusted and quality hydration, can open the door to more of Malaysia's offerings.

This collaboration is vital to the campaign's impact: it pairs Tourism Malaysia's national reach and mandate to promote domestic travel with Spritzer's everyday presence in Malaysian households, allowing the message to reach travellers during crucial moments, including meals, road trips and weekend getaways, where the decision to explore more of Malaysia is made. This further reinforces the momentum, following the 74.7 million domestic visitors recorded in the first quarter of 2026, marking a 7.2 per cent increase from 69.7 million during the same period in 2025.

For Tourism Malaysia, it brings a well-loved consumer brand into efforts to inspire more Malaysians to explore their own country. For Spritzer, the partnership reinforces the brand's position as a trusted companion for Malaysians on the move, ensuring better hydration throughout the journey. Together, both parties share the belief that food, culture and quality hydration go hand in hand in shaping meaningful travel experiences, and that this kind of partnership remains key to sustaining the momentum of Visit Malaysia 2026–2027 (VM2026–2027).

At the centre of the campaign is the eatlocal.my website, Spritzer's swipe-to-discover platform is designed around a simple, familiar mechanic, making food and travel discovery more engaging. Users can browse over 100 Malaysian dishes, swipe right on those that appeal to them or left on those that do not, and discover places serving those dishes within a 15km radius. This dish-first experience answers the familiar Malaysian “Nak makan apa?” question. The featured dishes range from main meals such as nasi lemak and chicken rice to popular snacks and kuih, including curry puffs and apam balik.



By starting with a dish rather than a restaurant, the platform makes deciding what to eat the first step towards discovering gastronomically rich destinations.

The platform currently covers seven destinations, including Kuala Lumpur, Selangor, Penang, Johor, Perak, Melaka and Sabah. These destinations are selected for their rich food offerings and appeal to Malaysians seeking local culinary experiences. This campaign will include more states and destinations in the future. Beyond discovering food, users can check in at featured locations to earn points, which are redeemable on an ongoing basis for travel, dining and lifestyle rewards, while also qualifying for monthly lucky draws offering flights to Langkawi.

The campaign and platform showcase Malaysia's culinary heritage as an accessible, engaging way to experience the country's cultures, traditions and communities. By encouraging Malaysians and visitors to travel through food, Air Love Cuti-Cuti: Jom Makan-Makan also supports the continued growth of domestic tourism, in support of the VM2026–2027 goal of enhancing the overall quality of traveller experience throughout the journey. This kind of collaboration between a trusted homegrown natural mineral water brand and the national tourism agency will help sustain long-term interest in domestic travel, well beyond the campaign period.

Spearheaded by Spritzer, Air Love Cuti-Cuti: Jom Makan-Makan will continue throughout 2026 as an integrated food and tourism discovery campaign, with eatlocal.my serving as its central platform. The campaign will be brought to life through roadshows in participating states, travel content featuring local food experiences, a collaboration with local artist Bingka featuring a limited-edition tote bag inspired by Malaysian dishes, exclusive collectable rewards including a specially designed sun bear plushie, and ongoing promotional activities designed to encourage Malaysians to revisit the platform and continue exploring. Start swiping at eatlocal.my today. For more information, please visit <https://www.spritzer.com.my/air-love-cuti-cuti/>.

For further details, kindly refer to media kit :

https://drive.google.com/drive/folders/1BwrX9JqXBZWQn6crrvDa9LKx5NvN3FA?usp=drive_link

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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 2026–2027 (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 www.tourism.gov.my and social media accounts on [Facebook](#), [Instagram](#), [X](#), [YouTube](#), and [TikTok](#).

About Spritzer

Established in 1989, Spritzer Berhad is a leading Malaysian bottled water brand, sourcing natural mineral water from a protected 430-acre rainforest in Taiping. Naturally filtered through underground rock layers for over 15 years, our water is enriched with essential minerals like Silica, known to support skin, bones, hair, and nails.

Combining smart manufacturing with sustainable practices, Spritzer ensures every bottle meets the highest quality and safety standards. Our packaging is 100% recyclable and made from recycled materials, reflecting our commitment to environmental stewardship and a circular economy. Tested annually by SIRIM to be free from microplastics, Spritzer offers consumers trusted, natural hydration.

With a clear vision to become a fully circular brand by 2030, Spritzer leads the industry in innovation, quality, and sustainability. Spritzer — where nature, innovation, and sustainability come together in every bottle. For more information, visit the [Spritzer](#) and [Air Love Cuti-Cuti: Jom Makan-Makan](#) websites, [Instagram](#), [Facebook](#), and [TikTok](#).

For enquiries, please contact:

Mohd Akbal Setia

Deputy Director General (Promotions) &
Head of Visit Malaysia 2026–2027 Secretariat
akbalsetia@tourism.gov.my
Tel: +603 8891 8006

Norshariza Mohd Saad

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

Chan Shiao Chew

Head of Marketing
scchan@spritzer.com.my
Tel: +603 5191 8889

