

MEDIA RELEASE

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TOURISM MALAYSIA STRENGTHENS THE MALDIVES MARKET ENGAGEMENT IN SUPPORT OF THE VISIT MALAYSIA 2026–2027 CAMPAIGN

MALÉ — Tourism Malaysia continues to strengthen its international market outreach through the Visit Malaysia 2026–2027 (VM2026–2027) Product Briefing in the Maldives today, aimed at enhancing engagement with the Maldivian travel trade and introducing Malaysia's diverse tourism offerings and unique travel experiences.

The product briefing provides an important platform for Tourism Malaysia to engage directly with Maldivian travel agents, tour operators and tourism stakeholders, while strengthening business relationships and exploring new opportunities for collaboration. The initiative also supports Tourism Malaysia's ongoing efforts to position Malaysia as a preferred travel destination for Maldivian visitors under VM2026–2027.

Led by Ms Haryanty Abu Bakar, Director of Tourism Malaysia Mumbai, the programme showcases Malaysia's diverse tourism offerings that cater to the travel preferences of Maldivian visitors, including vibrant city experiences, shopping, education tourism, healthcare and wellness, gastronomy, nature and adventure, family holidays, as well as Malaysia's appeal as a leading Muslim-friendly destination.

The programme was also graced by His Excellency Mr Badli Hisham Haji Adam, the High Commissioner of Malaysia to Sri Lanka and the Maldives, as the Guest of Honour, underscoring the significance of strong diplomatic ties between Malaysia and the Maldives in strengthening Malaysia's tourism presence and engagement with the Maldivian market.

"Malaysia presents an attractive and diverse holiday proposition, complementing the Maldives' renowned island and luxury beach experiences with vibrant cities, world-class shopping, diverse culinary offerings, nature and adventure, education opportunities, and internationally recognised healthcare and wellness services. Through VM2026–2027, we look forward to welcoming more Maldivian visitors to Malaysia and encouraging them to discover the immersive experiences and diverse destinations our country has to offer," said Ms Haryanty Abu Bakar.

The Maldives is indeed an important and promising market for Malaysia, with 21,049 Maldivian visitors recorded from January to June 2026. This represents an 8.1 per cent increase compared with 19,471 visitors from the same market during the corresponding period last year. This encouraging performance reflects the market's strong potential and growing interest among Maldivian visitors in Malaysian destinations that offer diverse experiences beyond the traditional beach holiday.



Malaysia's appeal is further strengthened by its strong air connectivity with the Maldives. Kuala Lumpur offers direct services to Malé via Malaysia Airlines, AirAsia and Batik Air, with 25 direct flights offering over 4,700 seats weekly. The direct flight takes approximately four to four-and-a-half hours, making Malaysia an accessible option for both short breaks and longer holidays.

For leisure travellers, Kuala Lumpur offers a vibrant urban getaway with iconic landmarks, contemporary entertainment, halal-friendly dining, cultural attractions, and extensive shopping experiences. Beyond the city, destinations such as Penang and Melaka offer rich heritage and culinary experiences; Sabah and Sarawak showcase Malaysia's spectacular biodiversity, wildlife, and adventure-based experiences.

Tourism Malaysia remains committed to working closely with Maldivian travel trade partners, airlines, media and tourism stakeholders to enhance destination awareness, strengthen distribution networks, and create more opportunities for visitors from the Maldives to experience Malaysia, in line with the slogan "Surreal Experiences".

Through continuous engagement with the Maldivian tourism industry, Tourism Malaysia aims to establish stronger partnerships, diversify the range of Malaysian tourism products promoted in the market, and drive sustainable visitor arrivals under VM2026–2027.

For further details, kindly refer to media kit :

https://drive.google.com/drive/folders/15KqldqTk7f8a3ty78LxBrO54lC4En0De?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](#).

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