

MEDIA RELEASE

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TOURISM MALAYSIA, REDNOTE(XIAOHONGSHU)AND ATTITUDE ASIA GROUP JOIN FORCES TO GROW MALAYSIA'S TRAVEL CREATOR COMMUNITY

PUTRAJAYA – Tourism Malaysia, in collaboration with lifestyle platform rednote(xiaohongshu) and its official Malaysian partner, Attitude Asia Group, successfully hosted the Malaysia Creator Meetup, held at Tourism Malaysia headquarters today. With focus on travel and lifestyle content, the event gathered prominent Malaysian content creators to explore the platform growth, content trends and cross-cultural promotion opportunities.

Structured into two targeted sessions, the morning segment focused on Chinese-language creators, while the afternoon session engaged Malay-language content creators. Through these cross-lingual and cross-cultural exchanges, rednote(xiaohongshu) aims to encourage Malaysian creators to share local travel, culture, and lifestyle content in multiple languages, while actively onboarding non-Chinese language creators into the platform's growing ecosystem.

Representing Tourism Malaysia, Mr Samuel Lee Thai Hung, Deputy Director General (Promotion II), and Mr Mohd Akbal Setia, Deputy Director General (Promotion) and Head of Secretariat for Visit Malaysia 2026-2027, addressed the morning and afternoon sessions respectively, briefing participants on key promotional strategies for the national campaign. Also in attendance were Ms Yasmin Faedah Samsudin, Director of the Corporate Communications Division, and Mr Mohd Izal bin Mohd Nor, Director of the Advertising & Digital Division.

Outlining the opportunities available in the platform, Ms Mia Liang of rednote(xiaohongshu)'s Global Creator Growth team presented its development direction and content trends, highlighting community-building tools to support creators in expanding their influence.

Highlighting the optimisation of Malaysia's creator ecosystem, Mr Kien Lim, Founder and Chief Executive Officer of Attitude Asia Group, emphasised the importance of cross-industry collaboration among platforms, public agencies, and creators. A key highlight of the event was the official certification of Attitude Ideology, part of Attitude Asia Group as a Multi-Channel Network (MCN), expanding its scope in creator management, content development, and strategic platform partnerships to grant local creators enhanced access to resources and commercial opportunities.

The meet-up also featured practical sharing sessions by established travel creators. Ke En, a technology and travel content creator with over 500,000 followers across



platforms, shared tips on producing travel content that is useful, clear and engaging. Meanwhile, Evelyn (Travelyn), a rednote(xiaohongshu) travel creator who has visited more than 40 countries, her approach to travel content creation, covering content planning, destination storytelling and platform use.

This programme saw active participation from prominent Malaysian content creators and influencers, including Miko Wong, Alvin Teo, Meeki, Ceddy, among others who joined discussions on presenting Malaysia's authentic travel and lifestyle experiences to both local and international audiences.

During the event, Tourism Malaysia officially recognised Attitude Asia Group as a Strategic Partner in conjunction with Visit Malaysia 2026–2027 (VM2026–2027), with a Strategic Partnership Certificate presented to **Attitude Asia Group**. Representatives of rednote(xiaohongshu) and Attitude Asia Group also presented a Certificate and Token of Appreciation to Tourism Malaysia in recognition of its support and collaboration **for the Creator Program**.

Recognising the crucial role of digital media reach, Tourism Malaysia, rednote(xiaohongshu), and Attitude Asia Group strongly encourage and welcome all attending creators to continuously produce content on local destinations, culture, food, and lifestyle experiences in support of the VM2026-2027 campaign. This collaboration reflects a dedicated commitment to enhancing engagement and networking among Malaysian creators, offering them direct platform connections while fostering the continuous growth of local travel content talent.

For further details, kindly refer to media kit:

https://drive.google.com/drive/folders/1qvRd_PFSXlWlJWc4_DduARWJxNcl4VTL?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 rednote(xiaohongshu) and Attitude Asia Group

Attitude Ideology is rednote(xiaohongshu)'s official partner in Malaysia and is newly certified as a Multi-Channel Network (MCN), supporting local creator collaboration, content development and



platform partnerships. It is part of Attitude Asia Group, led by Founder and Chief Executive Officer Kien Lim. For more information, follow Attitude Asia Group official [Instagram](#).

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