

GO MALAYSIA FAIR - EXPRESS EDITION UNLEASHES YEAR-END TRAVEL BUZZ IN SINGAPORE



Group photo with Malaysian operators.

SINGAPORE, 14 NOVEMBER 2025 – The highly anticipated 'GO Malaysia Fair' is back, and this time around it's taking on a new and exciting version, GO Malaysia Fair - Express Edition! The fair aims to spark year-end wanderlust in both seasoned travellers and those embarking on their first adventure, further boosting the Visit Malaysia 2026 (VM2026) campaign by encouraging more Singaporeans to visit Malaysia multiple times a year.

Taking place from 14 to 16 November 2025 in collaboration with Tourism Malaysia Singapore, visitors to the fair can look forward to exclusive discounts from a vibrant lineup of product owners from Malaysia and package deals from Singapore travel agents. With 16 booths on display, the fair showcases a range of new hotels, attractions, and packages perfect for the upcoming year-end holiday season.

Tourism Malaysia hosted a dedicated pavilion which featured ten renowned Malaysian operators, including newer hotel properties such as **Sheraton Johor Bahru**, **1001 Nights Hotel Genting Highlands**, and **The Lisbon Melaka**.

YBhg. Datuk Manoharan Periasamy, Director General of Tourism Malaysia, stated: "Singapore continues to be the leading source of international visitors to Malaysia, contributing 13.96 million arrivals from January to August 2025. The fair serves as a strategic platform to support the VM2026 campaign and to further strengthen Malaysia's position as a preferred travel destination in the region."

Mr Foong Cheng Hon, the Organising Chairman of GO Malaysia Fair, expressed: "The GO Malaysia Fair - Express Edition is perfect for travel enthusiasts, families, and anyone looking to plan their year-end holiday with ease and confidence. With the convenience of the Express Edition, visitors can enjoy a condensed yet comprehensive travel fair experience."

Originally launched in 2024, the GO Malaysia Fair integrates both digital and physical elements, providing a diverse array of experiences that extend beyond traditional travel, transportation, arts, and culture.

The GO Malaysia Fair - Express Edition takes place at Marina Square, Singapore (Marina Foyer Atrium), Level 2. The digital fair segment commenced earlier on 10 November via www.gomalaysia.sg.

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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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