

## **PRESS RELEASE**

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### **TOURISM MALAYSIA CELEBRATES CHINESE NEW YEAR WITH FESTIVE AIRPORT GREETINGS**

**SEPANG** — In conjunction with the Visit Malaysia 2026 (VM2026) campaign, Tourism Malaysia marked the Chinese New Year festive season with a series of celebratory engagements for both domestic and international visitors at Malaysia's main gateway, KLIA Terminals 1 and 2. These initiatives highlight Malaysia's rich multicultural heritage while reaffirming the nation's reputation for warm hospitality, vibrant festivities, and cultural inclusivity.

The main welcoming event was held today at Kuala Lumpur International Airport (KLIA) Terminal 1 and 2, one of the country's primary international gateways. YB Dato Sri Tiong King Sing, Minister of Tourism, Arts and Culture, personally greeted arriving visitors by presenting Visit Malaysia 2026 souvenirs. The event was attended by representatives from Malaysia Airports Holdings Berhad (MAHB) and key stakeholders from the Malaysian tourism industry, reflecting strong public-private collaboration in enhancing visitor experiences.

The celebrations were further enlivened by a cultural highlight of Chinese New Year that represents unity, abundance, and shared prosperity. Visitors were also treated to a vibrant showcase of Malaysian traditional attire reflecting the nation's diverse cultural tapestry, followed by an energetic lion dance performance synonymous with the festive season. Adding to the celebratory atmosphere, the official Visit Malaysia 2026 mascots, Wira and Manja, appeared in specially designed festive-themed attire, delighting visitors and creating engaging photo opportunities that enhanced the overall arrival experience.

Celebrating the first day of the Chinese New Year today, Malaysia's premier gateways welcomed a significant amount of visitors, with 32 flights carrying a total of 8,840 passengers recorded during the peak arrival windows between 07:00 and 10:30 at KLIA Terminal 1 and Terminal 2, especially in accordance with the Visit Malaysia 2026 (VM2026) campaign.

These Chinese New Year airport activations form part of Tourism Malaysia's broader strategy under VM2026 to elevate first-touch visitor experiences, strengthen destination branding, and showcase Malaysia as a welcoming, safe, and culturally rich destination throughout the year. Festive engagements at international gateways also play an important role in reinforcing positive first impressions and encouraging sustained travel interest.



As part of these ongoing efforts, Tourism Malaysia continues to elevate Malaysia's global tourism profile while celebrating the nation's multicultural identity, in support of Visit Malaysia 2026 while fostering sustainable long-term growth for the tourism sector.

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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 (VM2026)** 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](http://www.tourism.gov.my) and social media accounts on [Facebook](#), [Instagram](#), [X](#), [YouTube](#), and [TikTok](#).

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