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**FOR IMMEDIATE RELEASE
TM. 196/2026**

19 AUGUST 2026

VISIT MALAYSIA 2026 CAMPAIGN VIDEO “SURREAL EXPERIENCES” CLINCHES PATA GOLD AWARDS 2026

KUCHING — Tourism Malaysia continues to earn international acclaim after securing a PATA Gold Award 2026 at this year's official presentation ceremony organised by the Pacific Asia Travel Association (PATA). The award was presented yesterday at the PATA Gold Awards 2026 Gala Dinner, held in conjunction with the PATA Travel Mart (PTM) 2026 in Kuching, Sarawak.

The award was proudly received by Mr Mohd Akbal Setia, Deputy Director General (Promotions), Tourism Malaysia. Presented in the "Marketing – Travel Video" category, the Visit Malaysia 2026 campaign video, titled "Surreal Experiences", highlights the essence of Malaysia's unique tourism offerings, including its diverse attractions, rich culture, and authentic travel experiences.

The three-minute promotional video encapsulates Malaysia's unity, harmony, warmth, and cultural diversity. Set to an uplifting soundtrack by renowned local artiste Ernie Zakri, the visual narrative is enriched by soulful lyrics rendered in the diverse languages of Malaysia's multiracial society, a musical celebration of the nation's enduring harmony. Since its launch in 2025, the video has been featured at major international travel shows, exhibitions, roadshows, and sales missions worldwide to promote Malaysia as a premier global destination.

This recognition comes amidst strong international tourism performance, with Malaysia recording 21.2 million visitor arrivals in the first half of 2026, reflecting a 2.5 per cent growth compared to 20.6 million in the same period in 2025. Key promotional videos such as "Surreal Experiences" play a vital role in sustaining this growth as Tourism Malaysia works towards its target of arrivals for the Visit Malaysia 2026–2027 campaign.

The PATA Gold Awards recognise excellence in tourism marketing and sustainable initiatives across two primary categories: Marketing and Sustainability & Social Responsibility. This year, winners across each category were selected by an independent



panel of 25 international judges, with 27 awards presented alongside Grand Title Winners for best-of-show entries.

PTM 2026 offers networking and contracting opportunities to help travel and tourism organisations access key decision-makers, meet new clients, expand market reach, establish new relationships, and consolidate existing business partnerships, further reinforcing its position as a premier B2B travel trade event in the Asia-Pacific region.

The Malaysian sellers comprised six member organisations from the PATA Malaysia Chapter: Malai Adventure Sdn. Bhd., Langkawi Development Authority (LADA), Langkawi MICE Holidays & Tours Sdn. Bhd., FIC Hospitality Sdn. Bhd., World Express (M) Sdn. Bhd., and U2 Travel & Tours Sdn. Bhd.

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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), with the extended campaign to 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, with the extended VM2027.

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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