

MEDIA RELEASE

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TOURISM MALAYSIA STRENGTHENS PROMOTIONAL EFFORTS THROUGH SALES MISSION TO CHINA 2026

BEIJING — Tourism Malaysia continues to strengthen Malaysia's presence in the Chinese market through the second series of its Sales Mission to China 2026, taking place from 12 to 19 October 2026. The mission covers four strategic cities in northern and eastern China, including Beijing, Zhengzhou, Wuxi and Jinan. Beijing marks the first stop, with engagements aimed at strengthening industry partnerships and promoting Malaysia as a preferred destination for Chinese travellers.

The delegation is led by Mr Lee Thai Hung, Deputy Director General (Promotions II), Tourism Malaysia. Also present are key state representatives, including YB Loh Sze Yee, Perak Executive Councillor; Mr Suhaimi Abu Hassan Shari, Chief Executive Officer of Tourism Perak; and Ms Chua Yee Ling, Chief Executive Officer of Tourism Selangor.

The mission is further strengthened by the participation of 72 organisations representing the Malaysian tourism industry, including the Langkawi Development Authority (LADA), Labuan Corporation, Malaysia My Second Home (MM2H), Malaysia Convention and Exhibition Bureau (MyCEB) and National Association of Private Educational Institutions (NAPEI), as well as various hotels, travel agencies, and tourism product owners.

Mr Mohd Amirul Rizal Abdul Rahim, Director General of Tourism Malaysia, noted, "China remains Malaysia's second largest source market for international visitor arrivals, underscoring its strategic importance to the country's tourism industry. In line with the Visit Malaysia 2026–2027 (VM2026–2027) campaign, this sales mission aims to strengthen industry collaboration, enhance air connectivity, and maintain accessibility to Malaysia amid ongoing geopolitical uncertainties, while reinforcing Malaysia's position as a preferred destination for the Chinese market."

The sales mission includes business-to-business (B2B) meetings, networking sessions, and industry engagements with China's travel trade partners to strengthen relationships and appreciate their continued support. The sales mission is expected to strengthen partnerships with China's travel trade, generate new business opportunities, and support higher visitor arrivals from China. Through closer industry collaboration and improved market access, Tourism Malaysia aims to reinforce Malaysia's position as a leading travel destination among Chinese travellers in support of VM2026–2027.

Furthermore, Tourism Malaysia and the Wuxi Municipal Bureau of Culture, Radio, Television and Tourism will formalise their strategic partnership through the signing of a Memorandum of Understanding (MoU) in Wuxi, the third stop of the sales mission. The MOU aims to strengthen tourism cooperation, promote two-way visitor exchanges, support joint promotional activities and facilitate the development of distinctive tourism products and travel itineraries.



Meanwhile, the Langkawi Development Authority (LADA) continues to strengthen Langkawi's presence in the Chinese market through the launch of *Naturally Langkawi* on Xiaohongshu (REDnote). The initiative showcases the island's attractions and experiences through engaging visuals, authentic recommendations and travel stories, inspiring more Chinese travellers to discover Langkawi.

From January to August 2026, Malaysia recorded 3.7 million visitor arrivals from China, a 13.4 per cent increase from 3.3 million in the same period last year. As of August 2026, air connectivity between Malaysia and China remains strong despite ongoing geopolitical uncertainties, with approximately 750 weekly flights offering a total capacity of 145,991 seats across more than 30 cities.

By strengthening engagement across key Chinese cities, Tourism Malaysia aims to encourage repeat visits and increase tourism spending among Chinese travellers. Tourism Malaysia also expresses its sincere appreciation to all industry partners and stakeholders for their continued support in promoting Malaysia as a premier travel destination and welcoming more Chinese travellers to experience the country's diverse attractions, filled with Surreal Experiences.

For further details, kindly refer to media kit:

https://drive.google.com/drive/folders/1fu31VNcWVpMFTK34yJcM775gU1fLRN5C?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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