

PRESS RELEASE

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THE MALAYAN SUN BEAR: THE ICONIC FACE OF VISIT MALAYSIA 2026, EXPLORE THE NATURAL HABITAT OF WIRA AND MANJA ACROSS MALAYSIA'S PREMIER TOURISM DESTINATIONS

In conjunction with the Visit Malaysia 2026 (VM2026) campaign, Malaysia is showcasing the nation's rich biodiversity by promoting the Malayan Sun Bear as a key highlight of the country's ecotourism offerings. This strategic focus aligns with the introduction of Wira and Manja, the official mascots of VM2026 inspired by this iconic and unique species.

The Malayan Sun Bear, an endangered wildlife species has been chosen as the campaign's official icon to symbolise Malaysia's steadfast commitment to wildlife conservation. Designed in a friendly and engaging animated form, Wira and Manja are crafted to appeal to visitors of all ages, evoking a sense of warmth and cheerfulness. This approach further enhances Malaysia's global image as a welcoming, vibrant and inclusive tourism destination.

Visitors can explore the natural habitats of the Malayan Sun Bear and interact with the VM2026 mascots at a range of key locations across the country, including:

- Bornean Sun Bear Conservation Centre (BSBCC) Sandakan, Sabah;
- Lok Kawi Wildlife Park, Sabah;
- Matang Wildlife Centre, Sarawak;
- Zoo Taiping and Night Safari, Perak;
- Lost World of Tambun, Perak;
- Zoo Negara Malaysia, Kuala Lumpur;
- 99 Wonderland Park, Kuala Lumpur;
- Sunway Lagoon Wildlife Park, Selangor;
- Zoo Melaka, Melaka;
- A' Famosa Safari Wonderland, Melaka;
- Zoo Johor, Johor Bahru; and
- Kemaman Zoo and Recreation Park, Terengganu

Through this campaign, Malaysia invites travellers to experience its unique wildlife, support conservation efforts and enjoy nature-based encounters that showcase the country's rich biodiversity and ecotourism offerings.



In line with the VM2026 theme, the initiative highlights Malaysia as a sustainable and culturally vibrant destination. Visitors are encouraged to discover the inspiration behind Wira and Manja, Malaysia's beloved mascots, in safe and protected environments. These experiences offer memorable journeys that celebrate the nation's natural and cultural heritage.

For more information on the Visit Malaysia 2026 (VM2026) campaign and Malaysia's diverse tourism offerings, please visit the official Tourism Malaysia website at www.tourism.gov.my.

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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 and social media accounts on [Facebook](#), [Instagram](#), [X](#), [YouTube](#), and [TikTok](#).

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