

MEDIA RELEASE

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TOURISM MALAYSIA HOLDS NETWORKING SESSIONS IN SOUTHERN THAILAND IN CONJUNCTION WITH 11TH MELAYU DAY 2026 PROGRAMME

NARATHIWAT — Tourism Malaysia Bangkok organised three networking sessions from 11 to 13 February 2026 with local travel agencies in the lower southern part of Thailand, namely in the Narathiwat, Pattani, and Songkhla provinces. These sessions were held in conjunction with participation in the 11th Melayu Day 2026 programme, which took place from 13 to 15 February 2026 in Yala province.

Led by Madam Baizuri Baharum, Director of International Promotion (ASEAN), these sessions focused on strengthening existing ties and building new networking opportunities with industry players from these provinces. The discussions centred on possible strategies to increase the arrival of Thai visitors through land borders. Based on the 2025 statistics for Thai visitor arrivals to Malaysia, 91.6 per cent of the total 2.5 million arrivals were via land borders. This number is expected to increase through strategic collaboration between industry players and Tourism Malaysia in promoting and marketing bordering destinations and beyond.

This platform was also used to discuss and address issues concerning border tourism, such as the adherence to rules by land transport operators and enforcement by the Malaysian authorities.

Tourism Malaysia Bangkok's participation in the 11th Melayu Day 2026 programme was aimed at creating awareness and promoting Visit Malaysia 2026 (VM2026) to the people of lower southern part of Thailand. Activities such as 'Wira & Manja' meet-and-greet sessions, information dissemination, lucky draws, and quizzes, alongside the sale of tourism packages, were conducted at the booth to attract and engage with the crowd.

Leveraging the strength of border tourism as the primary contributor of Thai visitors to Malaysia, these networking sessions and the participation in the 11th Melayu Day 2026 are expected to drive a larger number of Thai visitors to Malaysia through border crossings, encouraging them to take the opportunity to explore beyond the bordering states and experience what Malaysia Truly Asia has to offer.

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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](#).

For enquiries, please contact:

Baizuri Baharum

Director

International Promotion Division
(Southeast Asia)

baizuri@tourism.gov.my

Tel: +603 8891 8251

Norshariza binti Mohd Saad

Deputy Director

Corporate Communication Division
norshariza@tourism.gov.my

Tel: +603 8891 8775

