

MEDIA RELEASE

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SALES MISSION TO CHINA ENHANCES MALAYSIA'S VISIBILITY IN SUPPORT OF VISIT MALAYSIA 2026

GUANGZHOU – Tourism Malaysia has embarked on the first series of its sales mission to China from 8 to 15 April 2026 as part of its strategic efforts to strengthen Malaysia's tourism footprint in one of its most important international markets. The mission covers four key cities namely Guangzhou, Chongqing, Changsha and Xiamen, with Guangzhou serving as the starting point for this significant engagement with industry partners.

The delegation is headed by Mr. Lee Tai Hung, Deputy Director-General (Promotion II), and is supported by key state representatives, including YB Nicole Tan Lee Koon, Negeri Sembilan State Executive Councillor and YB Puan Leong Yu Man, Pahang State Executive Councillor for Unity, Tourism and Culture. Also joining the mission are Mr Ooi Chok Yan, Chief Executive Officer of Penang Global Tourism and Mr Suhaimi Abu Hassan Shari, Chief Executive Officer of Tourism Perak.

The mission is further strengthened by the participation of 76 organisations representing the Malaysian tourism industry including the Sarawak Tourism Board, Tourism Selangor, Malaysia My Second Home (MM2H), Malaysia Convention and Exhibition Bureau (MyCEB), Islamic Tourism Centre (ITC) and Education Malaysia Global Services (EMGS), as well as various hotels, travel agencies, and tourism product owners.

"China continues to hold a prominent position within Malaysia's tourism landscape. This sales mission reflects our strong commitment to deepening collaboration and positioning Malaysia as a preferred holiday destination in line with the Visit Malaysia 2026 (VM2026) campaign," said Mr. Mohd Amirul Rizal Abdul Rahim, Director General of Tourism Malaysia.

Through this extensive engagement, Tourism Malaysia aims to unlock new business opportunities and further strengthen bilateral cooperation. Malaysia offers a compelling range of attractions from pristine beaches to rich cultural heritage, catering to the evolving preferences of Chinese travellers. This initiative aligns with the nation's broader vision to enhance its global presence while elevating the overall visitor experience.

In 2025, Malaysia recorded 4.7 million visitor arrivals from China, representing a 25.1 per cent year-on-year increase. As of February 2026, air connectivity remains strong, with approximately 871 weekly flights offering a total capacity of 170,862 seats across 30 cities.

By enhancing accessibility and deepening engagement across multiple city tiers, Tourism Malaysia aims to encourage repeat visits and increase tourism spending. The organisation also extends its sincere appreciation to all partners for their continued support in welcoming more visitors to experience the diverse offerings of Malaysia.

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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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