

MEDIA RELEASE

FOR IMMEDIATE RELEASE

TM. 112/2026

18 APRIL 2026

VISIT MALAYSIA 2026 (VM2026) VAISAKHI FEST ENHANCES MALAYSIA'S CULTURAL TOURISM OFFERINGS

KUALA LUMPUR – Tourism Malaysia, under the auspices of the Ministry of Tourism, Arts and Culture (MOTAC), is pleased to highlight the successful celebration of the Visit Malaysia 2026 (VM2026) Vaisakhi Fest, held at Lanai @ Malaysia Tourism Centre (MaTiC), Kuala Lumpur.

Recognised as an official event in the Visit Malaysia 2026 (VM2026) Calendar of Events, the festival reinforces Malaysia's position as a vibrant, multicultural tourism destination while supporting VM2026's overarching goal to attract global visitors and promote Malaysia's vast canvas of cultural tourism offerings.

Organised by the Kuala Lumpur Sikh Sports and Recreation Club (KLSSRC), the festival welcomed both domestic and international visitors. The strong turnout reflects growing global appreciation for Malaysia's diverse cultural heritage and immersive travel experiences.

The festival featured a dynamic range of cultural performances, along with other local and regional performers celebrating Punjabi musical and cultural traditions. These performances provided visitors with unforgettable and immersive cultural experiences, showcasing the vibrancy and richness of Sikh and Punjabi arts. Visitors were also able to enjoy cultural exhibitions, as well as a food and lifestyle bazaar offering authentic flavours of Malaysia.

In conjunction with the vibrant Visit Malaysia 2026 (VM2026) Vaisakhi Fest, the Mega Fam Programme brings together 26 influential media representatives from ASEAN and East Asia markets including Cambodia, China, Chinese Taipei, Indonesia, Laos, Thailand and Vietnam. Held alongside the Vaisakhi celebration, this initiative serves as a strategic platform to strengthen engagement with international media, while positioning Malaysia as a destination renowned for its rich cultural diversity and dynamic tourism offerings, in line with the VM2026 theme, *Malaysia – A Culturally Rich and Sustainable Destination*.

"The Mega Fam Programme is a high-impact initiative that contributes directly to Malaysia's tourism growth by engaging global media and key opinion leaders. This time, with participants from ASEAN and East Asia markets, we are significantly amplifying Malaysia's global visibility and driving quality tourism demand in the said regions. This aligns with our data-driven approach to market prioritisation, ensuring stronger conversion, increased visitor arrivals and higher tourism receipts in the focus of Visit Malaysia 2026 (VM2026)," said Ms. Nuwal Fadhilah Binti Ku Azmi, Senior Director of International Promotions (Asia and Africa).



Anchored by the vibrant Vaisakhi Fest, participants will embark on a five-day, four-night familiarisation trip, exploring key attractions across Kuala Lumpur, Selangor and Negeri Sembilan. The curated itinerary will showcase Malaysia's multicultural heritage, unique experiences and warm hospitality, transforming each moment into compelling narratives that will inspire global audiences to discover Malaysia.

Rooted in Sikh values of unity, gratitude and renewal, the Vaisakhi Fest serves as a meaningful platform for VM2026 to showcase Malaysia's inclusive and multicultural identity. By offering authentic and immersive cultural experiences, the festival strengthens Malaysia's global tourism brand, encourages visitor arrivals and fosters meaningful cross-cultural exchange. It also creates opportunities for positive media exposure and strategic partnerships, further enhancing Malaysia's appeal as a year-round destination.

Looking ahead, Vaisakhi Fest is envisioned to evolve into a flagship annual event under the VM2026 platform, further supporting Malaysia's tourism growth, strengthening international visibility, deepening community engagement and reinforcing Malaysia's position as a premier destination for cultural tourism.

-END-

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:

Mohd Akbal Setia

Head of Visit Malaysia 2026 Secretariat
Senior Director
Advertising and Digital Division
akbalsetia@tourism.gov.my
Tel: +603 8891 8700

Norshariza Mohd Saad

Deputy Director
Corporate Communications Division
norshariza@tourism.gov.my
Tel: +603 8891 8775

