

PRESS RELEASE

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TOURISM MALAYSIA STRENGTHENS PROMOTION IN RAJKOT AND VADODARA THROUGH VISIT MALAYSIA 2026 ROADSHOW

RAJKOT – Tourism Malaysia Mumbai continues to strengthen its presence in the Indian market through the organisation of the Visit Malaysia 2026 (VM2026) Roadshow in Rajkot and Vadodara from 19 to 21 May 2026. The roadshow forms part of Tourism Malaysia’s ongoing efforts to further enhance collaboration with the Indian tourism trade partners while promoting Malaysia’s tourism offerings, unique experiences and upcoming events under the Visit Malaysia 2026 (VM2026) campaign.

The seminar is led by Ms. Haryanty Abu Bakar, Director of Tourism Malaysia Mumbai, together with delegations of 13 Malaysian tourism stakeholders, consisting of representatives from travel agencies, airlines, tourism and tourism product operators.

The roadshow provides an important platform for travel trade partners from the state of Gujarat to engage directly with Malaysian sellers, thereby reinforcing business relationships and exploring new collaboration opportunities. This initiative also highlights Malaysia’s continuous commitment to delivering diverse, accessible and value-driven travel experiences tailored to Indian travellers.

“India continues to be one of Malaysia’s key source markets, and Gujarat has shown tremendous growth potential for outbound tourism. Through this roadshow, we aim to enhance our partnerships with the travel trade fraternity in Rajkot and Vadodara, the tier-two cities in Gujarat, while showcasing Malaysia’s diverse tourism offerings and experiences during the ongoing Visit Malaysia 2026 (VM2026) campaign,” said Ms. Haryanty Abu Bakar.

Malaysia continues to enjoy strong air connectivity with India through airlines such as Malaysia Airlines, AirAsia, Batik Air and IndiGo, with direct connections from 16 Indian cities, including Mumbai, New Delhi, Bengaluru, Chennai, Hyderabad, Kochi, Kolkata, Ahmedabad, Amritsar, Trivandrum and others to Malaysia. The India-Malaysia sector currently operates more than 237 weekly direct flights, further boosting travel convenience and tourism growth between the two countries. For Gujarat specifically, there are currently 12 weekly direct flights operating between Ahmedabad and Kuala

Lumpur by Malaysia Airlines and AirAsia, providing convenient direct access to Malaysia for travellers from the state.

Tourism Malaysia remains committed to working closely with travel trade partners, airlines, media representatives and tourism stakeholders in India to further strengthen its market presence and drive visitor arrivals in support of the Visit Malaysia 2026 campaign.

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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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