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STAR KARNIVAL CUTI-CUTI MALAYSIA 2026 CONTINUES NATIONWIDE TOUR WITH SABAH EDITION

Three Days of Travel Promotions, Family Entertainment and Exciting Prizes

KOTA KINABALU — Tourism Malaysia and Star Media Group Berhad (SMG) continue their efforts to bring the Star Karnival Cuti-Cuti Malaysia (SKCCM) 2026 to Sabah, which will take place from 14 to 16 August 2026 at Imago Shopping Mall, Kota Kinabalu.

The three-day carnival will showcase a wide range of tourism products, attractive travel promotions and engaging activities, providing Malaysians with greater opportunities to discover and experience the diverse destinations and offerings available across the country. Visitors can look forward to exclusive holiday packages, travel deals, stage performances, interactive activities and exciting lucky draws featuring various travel-related prizes.

Held under the theme "Explore, Experience, Excite", SKCCM 2026 aims to inspire Malaysians to explore domestic destinations while supporting the growth of local tourism businesses. The six-state carnival tour covering Pahang, Johor, Sabah, Penang, Selangor and Sarawak is expected to attract more than 200,000 visitors, generate over RM1 million in sales, and provide a valuable platform for tourism industry players to engage directly with consumers.

The Sabah edition marks the third destination stop of SKCCM 2026, following its successful launch at Menara Star, Petaling Jaya on 24 June 2026. The initiative forms part of ongoing efforts to strengthen domestic tourism participation and complement the objectives of the Visit Malaysia 2026-2027 campaign.

Commenting on the Sabah edition of SKCCM 2026, YB Datuk Chan Foong Hin, Deputy Minister of Agriculture and Food Security, said, "Sabah continues to be one of Malaysia's most distinctive tourism destinations, offering exceptional natural landscapes, rich biodiversity, cultural heritage and diverse travel experiences.

Through initiatives such as Star Karnival Cuti-Cuti Malaysia 2026, Tourism Malaysia aims to inspire more Malaysians to explore destinations within our own country. The carnival also serves as a platform to promote domestic travel, including interstate and intra-state

journeys, while enabling tourism industry players to showcase their offerings and engage with consumers. Tourism Malaysia remains committed to strengthening domestic tourism in support of Visit Malaysia 2026-2027.”

The Sabah edition will feature participation from various tourism and lifestyle partners, including travel agencies, accommodation providers, attractions and experience operators from across Malaysia. Among the participating exhibitors are adventure and attraction providers such as Aquaria KLCC and KL Hop-On Hop-Off, hospitality brands including Lotus Desaru Beach Resort, Raia Hotels and Dairy Farm Kundasang, as well as local tourism and cultural offerings featuring culinary products such as Nasi Dagang Atas Tol and traditional batik arts.

Visitors will have the opportunity to explore holiday packages, discover new destinations, experience local flavours and engage with tourism industry players under one roof. The carnival will also feature interactive activities, stage performances and lucky draws offering attractive travel prizes, including great deals on Batik Air domestic flight tickets, shopping vouchers and tourism packages.

According to the Sabah Tourism Board (STB), Sabah recorded 2.3 million domestic visitor arrivals in 2025, reflecting the state's continued appeal among Malaysian travellers. This positive momentum aligns with the state's preparations towards Visit Malaysia 2026-2027 and Visit Sabah 2027, further highlighting Sabah's role in strengthening Malaysia's domestic tourism landscape.

The SKCCM 2026 series will continue its nationwide journey with the next edition taking place in Penang in September 2026. The initiative will continue to support domestic tourism by creating greater visibility for local tourism products, strengthening industry engagement and inspiring Malaysians to explore the diverse attractions and experiences available across the country.

For further details, kindly refer to media kit :

https://drive.google.com/drive/folders/1BbYu6l5FrqgigqUTGTFkT9s5sfFa3_of?usp=drive_link

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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 (VM2026-2027), with the extended campaign to 2027, 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](#).

About Star Media Group

Star Media Group Berhad is a Malaysia-based organisation specialising in news, lifestyle, entertainment, and education. As the custodian of its flagship brand, The Star, it has been a trusted source of English news since 1971. Today, the Group has grown into a multi-channel media powerhouse with a strong presence in print, digital, radio, as well as events and exhibitions, and remains steadfast in delivering high-quality content and integrated media solutions. Visit www.starmediagroup.my to learn more.

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