



MEDIA RELEASE

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TOURISM MALAYSIA AND BERJAYA HOSPITALITY GROUP PARTNER TO EXPAND GLOBAL REACH

KUALA LUMPUR – Tourism Malaysia today formalised a Memorandum of Understanding (MoU) with Berjaya Hospitality Group (BHG) in support of the Visit Malaysia 2026–2027 campaign. This pivotal public-private partnership marks a significant step towards strengthening the nation's global tourism presence and positioning Malaysia as a premier, world-class holiday destination.

Held at Berjaya Times Square Hotel, Kuala Lumpur, the MoU represents a joint effort to amplify Malaysia's visibility by capitalising on BHG's extensive international hospitality network. The memorandum was signed by Mr. Mohd Amirul Rizal Abdul Rahim, Director General of Tourism Malaysia, and Mr. Pravir Mishra, Group General Manager of Berjaya Hospitality Group, in the presence of Mr Mohd Akbal Setia, Deputy Director General (Promotions) and Head of Secretariat for Visit Malaysia 2026–2027, alongside Mr. William Tan, Head of Commercial of Berjaya Hospitality Group. The signing ceremony also featured the official unveiling of the *Stay Berjaya, Discover More of Malaysia* campaign before concluding with a hi-tea and networking session between both parties.

Under the MoU, Tourism Malaysia will collaborate with BHG on several key marketing and promotional initiatives to stimulate the tourism sector. A central focus of the partnership involves integrating BHG's support into Tourism Malaysia's international sales missions across key source markets, as well as hosting familiarisation trips for media, trade partners, and key opinion leaders to showcase domestic properties.

With 10 hotels and resorts across Malaysia, BHG offers a diverse portfolio encompassing vibrant city escapes, pristine island adventures, and tranquil highland retreats. BHG will also promote the Visit Malaysia 2026–2027 campaign through its hotels and resorts in Malaysia, the United Kingdom, the Philippines, Japan, Sri Lanka, Seychelles, Vietnam and Iceland. Both parties will co-create targeted marketing campaigns and exclusive packages, while Tourism Malaysia will amplify BHG's digital footprint through strategic social media engagement, influencer collaborations, and online platforms.

Mr. Mohd Amirul Rizal Abdul Rahim, Director General of Tourism Malaysia said, "This strategic partnership is a crucial step in ensuring Malaysia remains a top-of-mind destination for global travellers. By leveraging Berjaya Hospitality Group's network, we can elevate overall visitor engagement, encourage greater tourism spending, and drive sustainable growth across our local tourism sector."



Highlighting the importance of strong public-private collaboration, Mr. Syed Ali Shahul Hameed, Group CEO of Berjaya Property Berhad said, “As part of the Berjaya Group, BHG is well positioned to connect Malaysia with international travellers through our hospitality network and destination portfolio. We are committed to using our platforms, properties and partnerships to showcase the diversity of Malaysia and create meaningful opportunities for more visitors to discover and experience the country.”

To support the goals of Visit Malaysia 2026–2027 and celebrate the partnership, BHG has released the *Stay Berjaya, Discover More of Malaysia* campaign, a special promotional discount of up to 70 per cent for room rates. The offer requires a minimum stay of two nights at participating city hotels and three nights at participating resorts. Available for bookings made until 31 December 2026 for stays until 30 June 2027 via berjayahotel.com, the initiative also includes a collection of seven destination postcards presented upon check-out. Each postcard features an exclusive promo code valid for subsequent stays until 31 December 2027.

Through collaborations like this, Tourism Malaysia remains committed to driving a highly successful Visit Malaysia 2026–2027 by ensuring the country's rich tapestry of city, island, and highland experiences captivates an even wider international audience via the networks of its strategic partners.

For further details, kindly refer to media kit:

https://drive.google.com/drive/folders/1ET7rCoE1Mry0aiT4plfRZbC_3eAzl8W2?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) 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 Berjaya Hospitality Group

Berjaya Hospitality Group is a member of the Berjaya Corporation Group of Companies, a public listed Malaysian diversified consumer group with interests across various business sectors. As one of the leading hospitality groups established and headquartered in Malaysia, the group manages and/or operates over 30 hotels and resorts across 21 holiday destinations in 8 countries. Berjaya Hospitality Group is poised for significant growth with its curated collection of hotel brands and hospitality investments. With a strong international presence and a diverse portfolio of brands ranging from upscale to mid-range and affordable accommodations, the group caters to a wide spectrum of travellers, delivering exceptional experiences for holidaymakers worldwide. For more information, visit berjayahospitality.com.

For enquiries, please contact:

TOURISM MALAYSIA

Mohd Akbal Setia

Deputy Director General (Promotions) /
Head of Visit Malaysia 2026–2027 Secretariat
akbalsetia@tourism.gov.my
Tel: +603 8891 8006

Norshariza Mohd Saad

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

BERJAYA HOSPITALITY GROUP

Chin Kae Shyan

Manager, Corporate Marketing &
Communications
Berjaya Hospitality Group
ks.chin@berjayahotel.com
Tel: +603 2149 1912

Maya Kaur

Senior Manager, Corporate
Marketing & Communications
Berjaya Hospitality Group
maya.kaur@berjayahotel.com
Tel: +603 2149 1867

