

## **PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

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### **TOURISM MALAYSIA, ASTRO GEMPAK PARTNER FOR MY ESCAPE 2026 TO SHOWCASE PAHANG'S TOURISM OFFERINGS**

**GENTING HIGHLANDS** — Tourism Malaysia, in collaboration with Astro Gempak, organises MY Escape 2026, a three-day influencer explorace programme from 20 to 22 October 2026, to showcase Pahang's diverse tourism attractions, local culture and unique visitor experiences in conjunction with the Visit Malaysia 2026–2027 campaign.

The programme will take participants on a journey across Genting Highlands, Bentong, Kuala Gandah, Kuantan and Cherating, highlighting the state's combination of nature, wildlife, gastronomy, cultural attractions and local experiences. Through interactive challenges and destination-based activities, MY Escape 2026 aims to bring Pahang's tourism offerings to a wider audience through engaging and shareable digital content.

The programme brings together 24 media representatives, key opinion leaders (KOLs) and digital content creators from Malaysia and selected regional markets, including China, Laos, Philippines, Vietnam and Indonesia. The participants will work in teams of three, incorporating cross-cultural elements and collaborative challenges to encourage interaction and showcase destinations from different perspectives.

The collaboration with Astro Gempak reflects Tourism Malaysia's efforts to expand destination promotion through digital-first storytelling and content that resonates with contemporary audiences. By leveraging Astro Gempak's digital platforms alongside the reach of participating media and content creators, the programme aims to generate greater awareness of Pahang's attractions and encourage more people to explore Malaysia's diverse tourism offerings.

Mr. Mohd Amirul Rizal Abdul Rahim, Director General of Tourism Malaysia, said, "MY Escape 2026 reflects Tourism Malaysia's commitment to promoting Malaysia's destinations through immersive experiences and engaging storytelling. Our collaboration with Astro Gempak provides an opportunity to showcase Pahang's attractions, local culture, gastronomy and communities through content that connects with today's digital audiences.

"Through initiatives such as this, we aim to inspire more people to discover Malaysia's diverse tourism offerings, in line with Visit Malaysia 2026–2027 and Pahang First aspiration to prioritise the state's development and tourism potential. These efforts also strengthen the campaign's promotional momentum while showcasing Pahang's unique attractions and experiences to a wider audience."

Each team will receive a programme passport to track its progress through designated checkpoints. At each checkpoint, teams must complete a hidden task and obtain a green stamp to proceed to the next stage, while a red stamp indicates that a task has not been successfully completed. This format combines destination exploration with teamwork, creativity and problem-solving.

Among the programme highlights is a visit to the Kuala Gandah Elephant Conservation Centre, where participants will take part in elephant-feeding and bathing activities. At Bentong Farm, participants will identify locations or objects using visual clues and take part in an animal-feeding challenge. In Cherating, the challenges include tie-dye creation and an upcycling activity, while Kuantan 188 will host the Sky Walk challenge.

At Kuantan Art Street, the Colour of Kuantan challenge requires participants to capture creative photographs representing Kuantan and Pahang, inspired by an assigned colour. The itinerary also includes an overnight stay at Swiss-Garden, offering participants further opportunities to experience the destination.

Through continued collaboration with media organisations and digital content creators, Tourism Malaysia aims to strengthen destination awareness and extend its promotional reach. The programme also promotes self-drive tourism, encouraging travellers to explore Malaysia at their own pace, discover hidden gems and experience the country's diverse attractions in support of Visit Malaysia 2026–2027.

For further information, kindly refer to media kit: [MY ESCAPE 2026](#)

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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 2026-2027 (VM2026-2027)** 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](http://www.tourism.gov.my) and social media accounts on [Facebook](#), [Instagram](#), [X](#), [YouTube](#), and [TikTok](#).



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