

MEDIA RELEASE

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MALAYSIA DEEPENS TOURISM AND AVIATION TIES WITH UAE AND GCC THROUGH THE WORKING VISIT TO DUBAI

DUBAI, UNITED ARAB EMIRATES – Malaysia has reaffirmed its dedication to enhancing tourism and aviation ties with the United Arab Emirates (UAE) and the broader Gulf Cooperation Council (GCC) region. This commitment was demonstrated through a series of strategic engagements led by Mr. Chua Choon Hwa, Deputy Secretary General (Tourism), Ministry of Tourism, Arts & Culture Malaysia, during an official working visit to Dubai, from 13 to 17 September 2026.

With a focus on mitigating recent shifts and regional situation in the Middle East that have temporarily impacted aviation and tourism trades in the area, the primary objective of the visit was to foster collaboration with leading airlines, travel agencies, and key stakeholders within the tourism industry. Mr. Chua engaged in high-level discussions with prominent airline partners, including Emirates Airlines, Qatar Airways, Air Arabia, Gulf Air and Etihad Airways, as well as travel agencies and tourism industry players, including Emirates Holidays, Sharaf Travel, Al Rais Travel and Capital Travel (Tourism365).

A major milestone during this visit was the signing of Memorandums of Understanding (MoUs) with Emirates and Qatar Airways, with Tourism Malaysia Director General, Mr. Mohd Amirul Rizal Abdul Rahim, involved in the signing ceremonies. These agreements will strengthen cooperation in tourism promotion and joint marketing efforts, paving the way for increased Middle Eastern tourist traffic to Malaysia by enhancing air connectivity, expanding market access, and creating new commercial opportunities. These initiatives align with the national Visit Malaysia 2026–2027 campaign, which aims to boost international visitor arrivals including markets like UAE, GCC, and Middle East.

“Our priority is to build stronger and more practical partnerships that can directly support tourism growth. Air connectivity is fundamental to this effort. By working closely with leading airlines and travel industry partners, we will make Malaysia more accessible to travellers from the UAE, GCC, and



the wider Middle Eastern market. Dubai and Abu Dhabi, as important international flight hubs, will also open up greater opportunities for Malaysia to reach and tap into markets in the African continent and Europe,” stated Mr. Chua Choon Hwa.

From January to June 2026, Malaysia welcomed 30,257 visitors from the GCC region, demonstrating its significant potential in family holidays, luxury travel, Muslim-friendly tourism, shopping, wellness, gastronomy, nature, and experiential travel. In parallel with the VM2026-2027 theme of ‘Surreal Experiences’, Malaysia’s diverse tourism landscape aligns with the evolving preferences of GCC and Middle Eastern travellers seeking unique, high-value-for-money experiences.

This effort underscores Malaysia’s commitment to making the Malaysia Truly Asia experience accessible for travellers from the region. With Visit Malaysia 2026–2027 serving as the overarching platform, Tourism Malaysia will continue to leverage partnership and collaborative initiatives with industry alliances to drive sustained growth from the UAE and GCC region.

For further details, kindly refer to media kit:

https://drive.google.com/drive/folders/1koXIVQTjpeQinp6n04P2eCs0LX9AIJH5?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 2026-2027 (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 and social media accounts on [Facebook](#), [Instagram](#), [X](#), [YouTube](#), and [TikTok](#).

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