

MEDIA RELEASE

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TOURISM MALAYSIA RETURNS TO IFTM TOP RESA 2026, REINFORCING CONNECTION AND VISIBILITY IN FRENCH MARKET

PARIS – Tourism Malaysia makes a strong comeback at IFTM Top Resa 2026, taking place from 15 to 17 September 2026 in Paris, reaffirming its commitment to strengthening Malaysia's presence in the French market and deepening engagement with the French travel trade.

Reestablishing its presence at this year's edition, Tourism Malaysia leads a comprehensive delegation of Malaysian tourism industry partners at Stand A014. The pavilion features the Lenggong Tourism Council, Sarawak Tourism Board, Asian Overland Services, Asian Trails, Bamboo Adventures, Jans Tours, Malai Adventure, and Malaysia Airlines.

The three-day event serves as a vital platform for the delegation to reconnect with French tour operators, travel agencies, tourism professionals and media. Attendees can engage directly with Malaysian partners in B2B meetings while also experiencing Malaysia's cultural and culinary heritage via live cooking demonstrations by Chef Zaidah Ibrahim, traditional dance performances, and Songket craft displays.

France continues to show encouraging growth as a source market for Malaysia. From January to June 2026, Malaysia welcomed 116,232 visitors from France, an increase of 7.9 per cent compared to 107,735 visitors in the first half of 2025. This timely participation at IFTM Top Resa is a strategy to further boost the arrivals.

Ms Zalina Ahmad, Director of Tourism Malaysia Paris, said the positive performance reflects growing interest in Malaysia among French travellers and provides a strong foundation for further market expansion.

"The French market is crucial to Malaysia, and the recent numbers are very encouraging. IFTM Top Resa is an excellent opportunity for us to engage directly with the French travel trade and strengthen our existing partnerships to create new opportunities for us in this market," said Ms Zalina Ahmad. "We want French travellers to experience Malaysia beyond the traditional itineraries. Today, we are highlighting our country's diverse tourism offerings – from our culture, nature and gastronomy to adventure and authentic experiences," she added.

Aligned with the VM2026-2027 campaign, this participation spotlights culturally and ecologically rich hidden gems such as Perak, Sarawak, and Sabah. These destinations perfectly complement Malaysia's established attractions, offering the French market a deeper dive into the country's ancient rainforests, UNESCO World Heritage Sites, and unique culinary heritage.



By returning to IFTM Top Resa 2026, Tourism Malaysia aims to firmly reinforce Malaysia's position as a preferred destination in Asia while forging closer, long-lasting ties between Malaysian tourism stakeholders and the French travel industry. Trade visitors and media representatives are warmly invited to visit Stand A014 to explore exciting new partnerships and discover the captivating experiences Malaysia has to offer.

For further details, kindly refer to media kit:

https://drive.google.com/drive/folders/1OHBmDDJarL2wXienxCJ6X6TPowPYPDun?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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