

MALAYSIA WEEK 2025 LIGHTS UP BRUNEI AHEAD OF VISIT MALAYSIA 2026



Gimmick launch of Malaysia Week 2025 by His Excellency Datuk Mohd Aini Atan, High Commissioner of Malaysia to Brunei Darussalam accompanied by Tuan Haji Badarudin Haji Bagol, Acting Chief Executive Officer, Royal Brunei Airlines (left) and Ms. Hazrina Azman, Director of Tourism Malaysia Brunei Darussalam.

BANDAR SERI BEGAWAN, 18 October 2025 – Tourism Malaysia hosts Malaysia Week 2025, held from 18 to 19 October 2025 at the Atrium, Ground Floor, The Mall, Gadong. The event celebrates Malaysia's commitment to promoting its diverse destinations and strengthening partnerships with Brunei's travel industry, marking a key milestone in the lead-up to Visit Malaysia Year 2026 (VM2026).

The two-day event serves as a strategic platform to showcase Malaysia's rich tapestry of tourism experiences, from adventure and culture to wellness and lifestyle, while reaffirming the country's readiness to welcome more visitors in the coming year.

A total of eleven exhibitors representing the states of Selangor, Sarawak, and the Federal Territory of Labuan, alongside travel agents from Brunei Darussalam, are participating in the event. They are offering exclusive travel deals and special discounts on airfares, hotel stays, and holiday packages. To further excite visitors, the event also features interactive activities, children's games, and daily lucky draws with attractive prizes.

The Malaysia Week 2025 is jointly officiated by His Excellency Datuk Mohd Aini Atan, High Commissioner of Malaysia to Brunei Darussalam; Haji Badarudin bin Haji Bagol, Acting Chief Executive Officer of Royal Brunei Airlines; and Ms. Hazrina Azman, Director of Tourism Malaysia Brunei Darussalam.

“Brunei has always been one of Malaysia’s key tourism markets in ASEAN. Through Malaysia Week 2025, we aim to inspire more Bruneians to rediscover Malaysia, not just as a nearby getaway, but as a destination filled with culture, adventure, and authentic experiences. With Visit Malaysia Year 2026 on the horizon, we look forward to welcoming even more travellers to experience the beauty and warmth of our country.” said Ms. Hazrina Azman.

Touching on bilateral ties, His Excellency Datuk Mohd Aini underscored that “the strong tourism ties between Malaysia and Brunei reflect the enduring friendship and deep-rooted relationship shared by our two nations, a bond built on common culture, mutual respect, and people-to-people ties. Through this event, we hope to offer our Bruneian friends a glimpse of Malaysia’s vibrant lifestyle, diverse attractions, world-class hospitality, and unmatched connectivity.”

Brunei Darussalam remains one of Malaysia’s priority tourism markets within ASEAN. From January to August 2025, Malaysia recorded 1,005,423 visitor arrivals from Brunei, reflecting the country’s strong appeal as a preferred travel destination among Bruneians.

Looking ahead, Malaysia continues to expand its high-value tourism segments, including family-friendly holidays, eco and community-based tourism, wellness, education, long-stay packages, and MICE travel supported by world-class infrastructure and authentic local experiences. As the nation gears up for Visit Malaysia Year 2026, Malaysia stands ready to welcome millions of visitors seeking diverse and meaningful travel experiences.

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List of Exhibitors

1. Tourism Selangor
2. Miri City Council
3. Pullman Miri Waterfront
4. Labuan Rusukan Besar Resort
5. Palm Beach Resort
6. Monkeys Canopy Resort
7. Freme Travel Services
8. Darussalam Services
9. Pan Bright Travel Services
10. Straits Central Agencies
11. Southern Cross Travel

About Tourism Malaysia

Malaysia Tourism Promotion Board, also known as Tourism Malaysia, is an agency under the Ministry of Tourism, Arts & Culture Malaysia. It focuses on the specific task of promoting Malaysia as a preferred tourism destination. Since its inception, it has emerged as a major player in the international tourism scene.

The next Visit Malaysia Year, set to take place in 2026, will commemorate the sustainability of the nation's tourism industry, which is also in line with the United Nations Sustainable Development Goals (UNSDG).

Furthermore, Tourism Malaysia actively endorses the Indonesia-Malaysia-Thailand Growth Triangle (IMT-GT), working towards the realisation of the IMT-GT Visiting Year 2023-2025, with the shared aim of promoting the region as a unified tourism destination. For more information, visit Tourism Malaysia's social media accounts on [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), and [TikTok](#).

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