

TOURISM MALAYSIA KICKS OFF SALES MISSION TO TAIWAN WITH LAUNCH OF VISIT MALAYSIA 2026



Head of Delegation, Dato' Yeoh Soon Hin, Deputy Chairman of Tourism Malaysia, pictured with all Malaysian delegations — showcasing unity and commitment in promoting Malaysia on the global stage.

TAIPEI, 23 April 2025 – Malaysia officially launched the Visit Malaysia 2026 Promotional Campaign today in Taipei, marking a significant milestone in the country's efforts to boost tourism. The event, held during the Tourism Malaysia B2B Networking Session as part of the Tourism Malaysia Sales Mission 2025 to Taiwan, was officiated by Dato' Yeoh Soon Hin, Deputy Chairman of Tourism Malaysia.

The mission, taking place from 22 to 26 April 2025, will cover Taipei, Taichung, and Kaohsiung. The VM2026 campaign, which began in January 2025, aims to attract 45.0 million visitors and generate RM270 billion in tourism revenue by 2026. The campaign focuses on cultural, eco, and niche tourism, with a commitment to sustainability, inclusivity, and economic growth. Tourism Malaysia's vision is to welcome tourists who stay longer, engage meaningfully with local communities, and contribute positively to both the environment and Malaysia's economy.

This sales mission is part of Tourism Malaysia's ongoing efforts to boost tourist arrivals from Taiwan. In 2024, the number of visitors from Taiwan rose by 35.9%, reaching a total of 423,117. This growth has been supported by air connectivity with key airlines

such as Malaysia Airlines, Batik Air, AirAsia, China Airlines, EVA Air, and Starlux operating direct flights between Taiwan and Malaysia. These carriers collectively offer 15,056 seats per week, making Malaysia easily accessible to Taiwanese travellers.

As the 9th most popular destination for Taiwanese visitors, Malaysia is positioning itself as a preferred holiday destination offering diverse experiences. Beyond promoting Malaysia's attractions, the B2B networking session provides a platform to strengthen ties with Taiwan's travel industry, facilitating new partnerships and exploring opportunities to shape the future of tourism between the two countries.

Dato' Yeoh Soon Hin expressed his excitement about the mission: "This is more than just a campaign – it's a new chapter in our efforts to inspire even more Taiwanese travellers to explore Malaysia's rich culture, stunning landscapes, and world-renowned hospitality.

We are committed to creating unforgettable experiences for our visitors and look forward to welcoming many more Taiwanese tourists in the years ahead."

"This sales mission provides an invaluable opportunity to forge deeper connections with Taiwan's counterparts. By showcasing Malaysia's diverse offerings, from vibrant urban destinations to breathtaking natural beauty, we hope to inspire even more Taiwanese tourists to discover the warmth and hospitality that Malaysia is known for," he added.

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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 & 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](#), [X](#), [YouTube](#), and [TikTok](#).

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