

PRESS RELEASE

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TOURISM MALAYSIA AND STAR MEDIA GROUP UNVEIL STAR KARNIVAL CUTI-CUTI MALAYSIA 2026

The second edition of the nationwide tourism carnival covers six states to drive domestic travel and support Visit Malaysia 2026.

PETALING JAYA—Tourism Malaysia in collaboration with Star Media Group Berhad (SMG), today launched Star Karnival Cuti-Cuti Malaysia 2026, a nationwide tourism initiative aimed at stimulating domestic travel, strengthening tourism industry participation, and showcasing Malaysia's diverse tourism offerings in support of the Visit Malaysia 2026 (VM2026) campaign.

Held at Menara Star, the launch ceremony brought together tourism stakeholders, industry players and media representatives, reflecting the importance of strategic public-private partnerships in driving tourism growth, enhancing destination awareness and generating greater travel demand across the country.

Carrying the theme "Discover, Experience, Explore", Star Karnival Cuti-Cuti Malaysia 2026 will tour six states, Pahang, Johor, Sabah, Penang, Selangor and Sarawak, and is expected to attract more than 200,000 visitors nationwide. The carnival serves as a platform to inspire Malaysians to explore the country's rich tourism experiences while providing industry players with opportunities to engage directly with consumers and promote their products and services.

Visitors can look forward to destination showcases, exclusive travel promotions, tourism products and interactive experiences, as well as opportunities to engage directly with tourism operators and industry players. Bringing together state tourism organisations, hotels, resorts, attractions, airlines, travel agencies, adventure tourism operators, travel gear brands and tourism-related businesses under one roof, the carnival offers a convenient one-stop platform for travel planning and holiday purchases.

The initiative also supports efforts to stimulate domestic tourism spending, enhance consumer engagement and strengthen industry readiness ahead of Visit Malaysia 2026. In support of the "Destinasi Indah, Harga Rahmah" initiative, visitors will also have access to attractive travel offers and value-for-money holiday packages that encourage Malaysians to explore destinations across the country.

YB Tuan Chiew Choon Man, Deputy Minister of Tourism, Arts and Culture, expressed that tourism is a key contributor to the nation's economy and a catalyst for community

development. Beyond generating economic opportunities, tourism strengthens connections between visitors and local communities while supporting the livelihoods of businesses, entrepreneurs and tourism operators across the country.

“Every journey creates opportunities for homestay operators, tour guides, transport operators, e-hailing drivers, food vendors, handicraft entrepreneurs, and countless small businesses that form the backbone of our tourism sector. In this regard, Star Karnival Cuti-Cuti Malaysia 2026 plays an important role in supporting the objectives of VM2026. As part of the year's calendar of tourism events and promotional activities, the carnival provides a valuable platform for tourism stakeholders to engage directly with consumers, promote travel offerings and inspire greater exploration of destinations throughout Malaysia.”

He added, “As VM2026 continues to gain momentum, every partnership, programme and tourism initiative contributes towards strengthening Malaysia's position as a preferred destination while encouraging Malaysians to take pride in and explore the treasures within our own country.”

Star Media Group Chief Executive Officer, Mr. Chan Seng Fatt, said, "Star Karnival Cuti-Cuti Malaysia 2026 is designed to bring travellers and tourism businesses together through an engaging platform that makes travel discovery and holiday planning more accessible and convenient. Through this initiative, we aim to inspire greater travel participation while supporting the growth of Malaysia's tourism industry.

As a homegrown media organisation, Star Media Group is proud to collaborate with Tourism Malaysia in supporting the objectives of Visit Malaysia 2026. Leveraging our extensive media reach and platforms, we look forward to promoting Malaysia's unique destinations and encouraging more people to experience the country's rich tourism offerings.”

The carnival is open to the public and will feature exclusive travel packages, accommodation promotions, attraction deals, destination experiences, holiday giveaways, travel planning opportunities and a variety of interactive tourism activities designed to inspire visitors' next travel adventure.

The six-state Star Karnival Cuti-Cuti Malaysia 2026 series will be held according to the following schedule:

1. **Star Karnival Cuti-Cuti Malaysia Pahang**
Date: 3 – 5 July 2026
Venue: East Coast Mall, Kuantan
2. **Star Karnival Cuti-Cuti Malaysia Johor**
Date: 31 July – 2 August 2026
Venue: Paradigm Mall, Johor Bahru



3. **Star Karnival Cuti-Cuti Malaysia Sabah**
Date: 14 – 16 August 2026
Venue: Imago Shopping Mall, Kota Kinabalu
4. **Star Karnival Cuti-Cuti Malaysia Penang**
Date: 24 – 27 September 2026
Venue: Sunway Carnival Mall, Penang
5. **Star Karnival Cuti-Cuti Malaysia Selangor**
Date: 23 – 25 October 2026
Venue: Sunway Pyramid (Orange Zone), Selangor
6. **Star Karnival Cuti-Cuti Malaysia Sarawak**
Date: 30 October – 1 November 2026
Venue: Plaza Merdeka, Kuching

As Malaysia prepares to welcome visitors under Visit Malaysia 2026, initiatives such as Star Karnival Cuti-Cuti Malaysia 2026 will continue to play an important role in stimulating travel demand, strengthening industry collaboration and promoting the diverse experiences that make Malaysia a preferred tourism destination.

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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 (VM2026) 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](#).

About Star Media Group

Star Media Group Berhad is a Malaysia-based organisation specialising in news, lifestyle, entertainment, and education. As the custodian of its flagship brand, The Star, it has been a trusted source of English news since 1971. Today, the Group has grown into a multi-channel media powerhouse with a strong presence in print, digital, radio, as well as events and exhibitions, and remains steadfast in delivering high-quality content and integrated media solutions. Visit www.starmediagroup.my to learn more.



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