

## PRESS RELEASE

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### TOURISM MALAYSIA AND KL HOP-ON HOP-OFF LAUNCH DOMESTIC TOURISM CAMPAIGN IN SUPPORT OF VISIT MALAYSIA 2026

**KUALA LUMPUR** — Tourism Malaysia and Elang Wah Sdn. Bhd., the operator of the iconic KL Hop-On Hop-Off service, today launched the Tourism Malaysia Domestic Campaign on KL Hop-On Hop-Off buses as part of ongoing efforts to stimulate domestic travel and build momentum towards Visit Malaysia 2026 (VM2026).

The initiative reflects the continued commitment of both the public and private sectors in promoting domestic tourism, enhancing destination awareness and encouraging Malaysians to explore the diverse attractions and experiences available within the country.

The launch and flag-off ceremony, held at the KL Hop-On Hop-Off Kiosk at Plaza Sungei Wang, was officiated by YB Dato Sri Tiong King Sing, Minister of Tourism, Arts and Culture. The campaign aims to encourage both Malaysians and visitors to rediscover Kuala Lumpur through a convenient and immersive city sightseeing experience while supporting the broader objectives of VM2026.

YB Dato Sri Tiong King Sing, Minister of Tourism, Arts and Culture, said, "Domestic tourism remains an important pillar of Malaysia's tourism industry, contributing significantly to local economic growth, job creation and community development across the country. Initiatives such as this collaboration with KL Hop-On Hop-Off not only encourage Malaysians to rediscover the attractions and unique offerings available within our own cities, but also strengthen industry participation and enrich the quality of tourism products and services showcased under Visit Malaysia 2026.

Kuala Lumpur continues to serve as one of Malaysia's key tourism gateways, offering a distinctive mix of heritage, culture, gastronomy, retail and contemporary urban experiences. Through accessible and experience-driven tourism products such as KL Hop-On Hop-Off, we aim to further enhance destination visibility, encourage greater visitor engagement and support the continued diversification of tourism offerings within the capital city."

As a flagship city sightseeing service, KL Hop-On Hop-Off provides structured and convenient access to Kuala Lumpur's principal tourism attractions, including its key heritage sites, cultural enclaves and lifestyle precincts. The service plays a complementary role in strengthening urban tourism development by improving connectivity between attractions, supporting visitor flow dispersal, and contributing to the overall competitiveness of Kuala Lumpur as a premier city destination under Visit Malaysia 2026.



The campaign also complements Tourism Malaysia's efforts to encourage domestic travel through accessible and value-driven tourism experiences. Six KL Hop-On Hop-Off buses will feature wraps that highlight tourism destinations in 15 states and federal territories across Malaysia. For example, the Negeri Sembilan panel showcases the majestic Sri Sendayan Mosque and the traditional house of Minangkabau, while the Sarawak panel displays the breathtaking Pinnacles of Mulu and the iconic hornbill bird of Malaysia.

For smooth user experience, the bus wraps also incorporate QR codes that lead to information related to Visit Malaysia 2026 such as the Calendar of Events (COE), Surreal Experiences packages and travel deals, as well as Tourism Malaysia's network of social media and sites of respective State Tourism Body, as the touchpoint for state-level promotions. This acts as both a call-to-action and a collaborative effort with other government agencies to promote domestic tourism.

In 2025, the domestic tourism sector recorded a strong 21.3 per cent surge, welcoming 290.1 million visitors compared to 260.1 million in 2024. Aligned with this growth, total tourism expenditure also witnessed a 13.3 per cent increase, reaching RM121.0 billion in 2025 up from the RM106.7 billion recorded in 2024. By leveraging the visibility and reach of the KL Hop-On Hop-Off service, the initiative is expected to boost destination promotion, stimulate visitor movement and generate greater economic spillover benefits for local businesses and tourism stakeholders.

Through strategic collaboration with industry partners, Tourism Malaysia remains committed to strengthening Malaysia's tourism ecosystem, fostering innovation within the sector and creating meaningful travel experiences that benefit local communities and businesses. Such partnerships are instrumental in ensuring industry readiness and sustaining tourism growth ahead of Visit Malaysia 2026.

As Malaysia prepares to welcome visitors under VM2026, initiatives such as this demonstrate the importance of public-private collaboration in enhancing tourism offerings, expanding destination visibility and positioning Kuala Lumpur as a vibrant gateway for both domestic and international travellers.

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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](http://www.tourism.gov.my) and social media accounts on [Facebook](#), [Instagram](#), [X](#), [YouTube](#), and [TikTok](#).



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