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TOURISM MALAYSIA AND FOODIE MEDIA FORGE STRATEGIC PARTNERSHIP TO AMPLIFY VISIT MALAYSIA 2026-2027 CAMPAIGN

KUALA LUMPUR — Tourism Malaysia and Foodie Media Berhad, through its wholly-owned subsidiary Good Foodie Media Sdn. Bhd. (GFM), have formalised a Memorandum of Understanding (MoU) to strengthen the promotion of Malaysia's tourism offerings, particularly its rich culinary heritage, cultural attractions and lifestyle experiences, in support of the Visit Malaysia 2026-2027 campaign.

The collaboration provides a strategic platform for both parties to leverage their respective strengths in destination marketing and digital content creation to generate greater awareness of Malaysia as a preferred tourism destination, while encouraging both domestic and international travellers to discover the country's diverse tourism experiences.

Under the MoU, GFM will support the production and distribution of digital content related to VM2026-2027 and its events, provide on-ground media coverage of Tourism Malaysia-designated events, food festivals and heritage site activations, as well as amplify campaign content through its extensive portfolio of digital platforms and lifestyle brands.

Foodie Media operates 45 lifestyle-focused brands with a combined following of more than 50 million across various digital platforms, including Facebook, Instagram, TikTok, Threads, YouTube, RedNote, Lemon8, X, Douyin, Telegram and WhatsApp. Its portfolio includes food, travel and lifestyle platforms such as KL Foodie, Penang Foodie, Halal Foodie, Da Ma Chi Huo (“大马吃货”) and Malaysia Homie. Its portfolio also includes Malaysia, a brand dedicated to the whole of Malaysia, from its destinations and food to its culture and everyday life.

Through its established digital reach, the collaboration is expected to further strengthen the visibility of Malaysian destinations, gastronomy, heritage attractions and lifestyle experiences among audiences with a strong interest in travel, food and leisure.

Tourism Malaysia, meanwhile, will provide GFM with curated information on Malaysian tourism offerings encompassing gastronomy, lifestyle, attractions and emerging

destinations, while facilitating its participation in selected Tourism Malaysia events throughout 2026. The collaboration will further support the development and dissemination of content showcasing Malaysia's diverse tourism experiences to wider audiences.

The partnership comes at a strategic time as Malaysia continues to intensify promotional efforts under VM2026, which has been extended through the end of 2027. The extended campaign period provides greater opportunities for Tourism Malaysia and its industry partners to sustain travel demand, strengthen destination awareness and promote Malaysia's diverse tourism offerings across key markets.

The collaboration also complements Foodie Media's broader content ecosystem, which covers food and beverage, travel and tourism, property, home and living, technology, sports and automotive. Through destination storytelling, creator-led campaigns and on-ground coverage of tourism events and festivals, the partnership will further connect Malaysian tourism experiences with highly engaged digital audiences.

Mr. Mohd Amirul Rizal Abdul Rahim, Director General of Tourism Malaysia, said: "The collaboration with Foodie Media strengthens our efforts to leverage digital platforms and content-driven storytelling in promoting Malaysia's diverse tourism offerings under VM2026-2027. With its extensive digital reach and strong presence in the food, travel and lifestyle segments, Foodie Media provides an effective platform to bring Malaysia's destinations, gastronomy, culture and heritage closer to audiences in Malaysia and beyond.

"Strategic partnerships with media and industry players are important in expanding the reach of our promotional efforts and connecting more audiences with Malaysia's diverse tourism experiences. Through this collaboration, we aim to inspire greater interest in Malaysia and encourage visitors to explore, experience and appreciate the unique attractions, culture and hospitality that the country has to offer."

Nicholas Lim Pinn Yang, Chief Executive Officer of Foodie Media Berhad, said: "Promoting Malaysia has been our mission since day one. We started in 2016 with a single page about food in Penang, and everything we have built since has been about showing what this country has to offer. Last year we launched a brand called Malaysia. Working alongside Tourism Malaysia now lets us bring more of the country to audiences who already come to us for ideas on what to do and where to go."

The partnership reflects Tourism Malaysia's continued commitment to strengthening public-private collaboration and maximising digital and content-driven platforms to promote Malaysia's tourism offerings, in line with the objectives of VM2026 and the extended campaign period through 2027.

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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](#).

About Foodie Media Berhad

Foodie Media Berhad ("Foodie Media" or "the Group") is principally an investment holding company while its subsidiaries are principally involved in digital media publishing, key opinion leader marketing, short-film drama production, affiliate commerce, and event and community engagement services, aligned to its Content, Creator, Commerce and Community ("4C") pillars. The Group operates a portfolio of 45 brands centred on lifestyle focused content across five countries in Southeast Asia, namely Malaysia, Singapore, Thailand, Indonesia and the Philippines, with the largest combined follower base for lifestyle focused digital content in Malaysia of over 50.0 million followers across social media channels.

Through its brands including Malaysia, KL Foodie, Penang Foodie, Halal Foodie, Da Ma Chi Huo ("大马吃货"), Car Buddie Malaysia, Malaysia Homie, Nobudget.my, Dots Asia and Techie Malaysia, the Group connects brands and consumers by integrating content, creator, community and commerce.

For more information, please visit <https://foodiemedia.com/>



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