



# MEDIA RELEASE

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## MALAYSIA DESTINATION SEMINAR IN CONJUNCTION WITH VISIT MALAYSIA 2026 (VM2026) AT ISTANBUL

**ISTANBUL, 20 November 2025** – The Consulate General of Malaysia in collaboration with Tourism Malaysia Istanbul organised the **Malaysia Destination Seminar**, in conjunction with the upcoming Visit Malaysia 2026 (VM2026) campaign at Fairmont Quasar Istanbul Hotel, Türkiye. This event provides an excellent opportunity for Tourism Malaysia to explore potential collaborations with Turkish industry players in promoting Malaysia as a premier travel destination for the market.

The event brought together key players from the travel and tourism industry, including outbound tour operators, travel agents, airlines, media representatives, influencers, and members of the Malaysian diaspora. It served as a dynamic platform for participants to exchange insights, discuss emerging travel trends, and explore new avenues in expanding tourism between Malaysia and Türkiye.

The event was officiated by His Excellency Mr. Ahmad Amiri Abu Bakar, Consul General of Malaysia to Istanbul, who acknowledged the strong turnout and reaffirmed Malaysia's commitment to fostering closer people-to-people and industry-to-industry connections. He also highlighted the shared values and mutual aspirations that continue to strengthen the friendship and tourism cooperation between both nations.

Malaysia and Türkiye share a rich tapestry of historical, cultural, and economic ties. With growing flight connectivity and mutual interest in both leisure with business travel, VM2026 seeks to further enhance these bonds by offering tailored travel experiences for Turkish travellers to Malaysia.

His Excellency, Mr Ahmad Amiri Abu Bakar, the Consul General of Malaysia to Istanbul, stated: "Türkiye is a vital market for Malaysia's tourism growth. We are excited to invite our Turkish friends to explore Malaysia's vibrant cities, lush rainforests, pristine beaches, and diverse cultural heritage especially to celebrate the upcoming Visit Malaysia 2026 (VM2026)."

Tourism Malaysia welcomed outbound tourism industry players, airlines, and media in Türkiye to collaborate on promoting Malaysia's travel packages through a targeted

campaign. This initiative will be supported through a cost-sharing partnership, leveraging both digital platforms and traditional advertising. As part of the campaign, Tourism Malaysia will also engage prominent Turkish influencers and content creators to experience Malaysia firsthand and showcase the country's unique offerings.

From January to August 2025, Malaysia recorded 25,698 Turkish visitors travelled to Malaysia, representing a growth of 31.8% compared to the same period last year. This figure represent the highest number of Turkish arrivals since the past 15 years. Tourism Malaysia anticipate the number of visitors from Türkiye travelling to Malaysia will reach 30,000 by end of this year.

Looking ahead to Visit Malaysia 2026 (VM2026), Tourism Malaysia aims to further elevate the country's global tourism presence, targeting 47 million international visitor arrivals through continuous innovation and collaborative efforts.

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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, [Instagram](#), [Twitter](#), [YouTube](#), and [TikTok](#).

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