

## **MEDIA RELEASE**

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**TM. 138/2026**

**21 MAY 2026**

# **MALAYSIA EYES NORTH AFRICA MARKET AT SITEV 2026**

**ALGIERS** – Tourism Malaysia is intensifying promotional efforts in the North African market through its participation in the 25th *Salon International du Tourisme et des Voyages (SITEV) 2026*, held from 18 to 21 May 2026 in Algiers, Algeria, as part of the ongoing Visit Malaysia 2026 (VM2026) campaign to present Malaysia as a premier destination for leisure and business tourism.

North Africa continues to emerge as a high-potential market for Malaysia, driven by the increasing outbound travel demand and growing interest in long-haul destinations among travellers from the region. Algeria, in particular, has recorded encouraging growth, reflecting strong potential for further expansion in visitor arrivals to Malaysia. From January to December 2025, Malaysia welcomed 19,636 travellers from Algeria, representing a 14.53 per cent increase from the 17,145 travellers recorded in 2024. The upward trend in traveller arrivals from Algeria continues, with a total of 2,167 travellers recorded in the first quarter of 2026, marking a 7.86 per cent increase from the previous year. This growth reflects sustained interest in Malaysia as a preferred Muslim-friendly and long-haul travel destination.

A contributing factor to this strong momentum is the direct Air Algérie service between Algiers and Kuala Lumpur, which currently operates three weekly flights, playing a crucial role in enhancing accessibility and connectivity between the two destinations. The direct air link is expected to support further growth in tourism, business exchanges, and travel demand from the North African region.

As part of Tourism Malaysia's participation at SITEV 2026, a series of promotional initiatives is being organised, including destination presentations, business-to-business (B2B) sessions, and a networking dinner aimed at strengthening trade relations, enhancing destination awareness, and encouraging travel bookings to Malaysia.

Mr. Wizani Rosmin Acting Deputy Director General (Planning) of Tourism Malaysia, said, "SITEV 2026 provides a strategic platform for Tourism Malaysia to strengthen engagement with the North African market in support of Visit Malaysia 2026. Supported by improved connectivity through Air Algérie's direct service and strong collaboration with industry partners, we remain committed to positioning Malaysia as a preferred destination for both leisure and business travellers from the region."

Malaysia offers a diverse range of travel experiences that strongly appeal to travellers from Algeria and the wider North African region. From stunning tropical islands and ancient rainforests to vibrant cities with luxury shopping experiences, rich cultural attractions, and world-class gastronomy, Malaysia offers a unique combination of nature, lifestyle, and heritage experiences tailored to travellers seeking memorable long-haul

holidays. As one of the world's leading Muslim-friendly destinations, Malaysia also presents excellent accessibility to halal cuisine and Muslim-friendly services throughout the country, allowing visitors to explore Malaysia with greater comfort and convenience. Together with visa-free entry up to 90 days, these advantages continue to position Malaysia as an attractive destination for both leisure and business travellers, reinforcing Tourism Malaysia's efforts through SITEV 2026 to inspire more travellers from Algeria and the wider North African region to experience the country's hospitality firsthand.

Through SITEV 2026, Tourism Malaysia aims to continue strengthening destination awareness, increasing visitor arrivals, and enhancing tourism receipts from North Africa in support of the Visit Malaysia 2026 (VM2026) campaign.

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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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