

MEDIA RELEASE

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CUTI-CUTI MALAYSIA SURREAL EXPERIENCES PERLIS: A HIDDEN GEM TO EXPLORE IN CONJUNCTION WITH VISIT MALAYSIA 2026–2027 (VM2026–2027)

KANGAR — Tourism Malaysia continues to step up its efforts to promote Perlis as a unique tourism destination through the Cuti-Cuti Malaysia Surreal Experiences Perlis Media Familiarisation Trip, taking place from 22 to 25 September 2026. The programme provides media representatives with the opportunity to personally experience the state's diverse offerings, spanning nature, heritage, culture, and gastronomy.

Organised to strengthen the branding of high-potential domestic destinations, the initiative aims to boost publicity and raise public awareness of Perlis's rich tourism offerings. This directly supports ongoing efforts to bolster domestic tourism promotion in conjunction with the Visit Malaysia 2026–2027 (VM2026–2027) campaign.

Ms Yasmin Faezah Samsudin, Director of Corporate Communications Division, Tourism Malaysia, said, "Perlis is no longer merely a transit stop, but a comprehensive destination offering a complete tourism experience across nature, heritage, culture, and gastronomy. Tourism Malaysia is committed to consolidating Perlis's position as a northern tourism hub capable of lengthening tourists' average length of stay, whilst contributing sustainably to the growth of both domestic and international tourism."

She added that Perlis's strategic location as the country's northern gateway and border point with Thailand offers a strong advantage for the state to develop into a primary stopover destination along regional tourism routes.

Throughout the four-day programme, participants visited various key tourism products and attractions in Perlis, including the Gua Kelam Ecotourism Complex, Kangar Heritage Walk, Kampung Wai Tunnel, Wang Kelian Viewpoint, Alwi Mosque, FRIM Mata Ayer Research Station, Kota Kayang Museum and Padang Besar Street.

In addition to showcasing the state's natural beauty, heritage and culture, the programme also provided participants with exposure to community-based tourism products and local enterprises through visits to Mokti's Ice Cream, Saad Capal and HM Belacan, as well as experiences at Kampung Warna-Warni and Nipah Klasik. These experiences provided participants with an opportunity to gain a closer understanding of the unique products, handicrafts and local enterprises that form an integral part of Perlis' tourism identity.

Participants also had the opportunity to enjoy an authentic Perlis gastronomic experience through a variety of iconic dishes and traditional foods, including Perlis laksa, jagung ngoi nyok, boiled cassava with sambal, ketupat palas, chicken curry, bihun goreng kuah laksa and kuih loyang. The diversity of these local delicacies further highlighted the

richness of Perlis' local flavours as a tourism attraction with potential to be promoted to both domestic and international markets.

As a record, Malaysia recorded 74.7 million domestic visitors in the first quarter of 2026, representing a 7.2 per cent increase compared with 69.7 million domestic visitors during the same period in 2025.

According to data from the Department of Statistics Malaysia (DOSM), Perlis recorded a total of 3.7 million domestic visitors in 2025, compared with 3.2 million in 2024. The five most visited destinations among domestic visitors were Arked Niaga Padang Besar, Wang Kelian Viewpoint, Taman Eko-Rimba Bukit Ayer, Padang Waremart and Medan Ikan Bakar Kuala Perlis.

Also present at the programme's appreciation and closing ceremony was Mr. Abdul Hadi Che Man, Director of the Northern Region Office, Tourism Malaysia. In his speech, he said:

"Perlis' renowned destinations provide participants with an opportunity to experience first-hand the uniqueness and diversity of the tourism products offered by the state, including exploring the Terowong Kampung Wai (Y), enjoying the beautiful sunrise at Wang Kelian Viewpoint, and visiting local products and enterprises such as HM Belacan production and Capal craftsmanship.

"In addition, ecotourism destinations such as Gua Kelam showcase the uniqueness of Perlis' natural environment and geological heritage. These first-hand experiences are expected to inspire participants to produce creative, authentic and high-impact media content, while introducing the unique attractions of Perlis to a wider audience and supporting the objectives of the VM2026–2027 Campaign."

Through media exposure generated by this programme, Tourism Malaysia anticipates more tourists will opt to extend their stay in Perlis to explore its diverse offerings. This initiative is expected to drive domestic travel movement, invigorate the local economy, and elevate Perlis as a must-visit destination during VM2026–2027.

For further details, kindly refer to media kit :

https://drive.google.com/drive/folders/1kZVbc-GbCcUppAbzE1DXt2lm4xfnolg?usp=drive_link

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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](#).



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