

PRESS RELEASE

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TOURISM MALAYSIA STRENGTHENS SOUTHERN EUROPEAN PRESENCE AT FITUR, HIGHLIGHTING VISIT MALAYSIA 2026 (VM2026)

MADRID — Tourism Malaysia Paris, the dedicated tourism office overseeing promotions for France, Italy, Spain and Portugal, is once again participating in Feria Internacional de Turismo (FITUR), the Spain International Tourism Trade Fair in Madrid from 21 to 25 January 2026. This participation aims to accelerate Malaysia's promotional efforts across Southern Europe and Latin America, while solidifying its influence in key source markets.

In line with the sustained momentum of the Visit Malaysia 2026 (VM2026) campaign, Malaysia's presence at FITUR forms an integral part of the country's international tourism promotion strategy. The national initiative focuses on attracting high-yield travellers, extending the average length of stay, and championing the core values of sustainable and responsible tourism.

Spain remains a resilient and rapidly growing market for Malaysia. By the end of November 2025, Malaysia recorded 84,986 visitors from Spain, representing a remarkable 28.3% increase compared with the same period in 2024. Spain now ranks as Malaysia's sixth-largest European source market, following the United Kingdom, France, Germany, Russia and the Netherlands. The broader European region continues to play a pivotal role in Malaysia's tourism expansion, contributing approximately 1.5 million visitor arrivals as of November 2025, underscoring the strategic importance of a strong presence at major international trade fairs.

"Spain is a priority market for Malaysia due to its sustained growth and the evolving traveller profile, which shows increasing interest in authentic, cultural and nature-based experiences. Our participation at FITUR is essential to strengthening ties with the Spanish tourism industry, which further enhancing awareness of Malaysia among travel professionals and travellers alike," said Madam Zalina Ahmad, Director of Tourism Malaysia Paris.

The Malaysian Pavilion is located in the Asia-Pacific area, Hall 8, Stand 8C16, alongside a selection of distinguished co-exhibitors that reflect the diversity of Malaysia's tourism offerings, namely Turismo Asiático, Malai Adventure, Bamboo Adventure, Asia Experience, Ancasa Hotels & Resorts, and Destination Explore.

Under the Visit Malaysia 2026 (VM2026) campaign, Malaysia continues to advocate an experience-based tourism model that blends nature, culture, gastronomy and adventure. FITUR provides a strategic platform for engaging with tourism professionals, tour

operators, travel agencies and the media, while increasing Malaysia's visibility as a leading destination in Southeast Asia.

From ancient tropical rainforests and idyllic beaches to vibrant cities and immersive community experiences, Malaysia's tourism offerings are diverse and inclusive. Visitors to the pavilion can also enjoy Malaysia's cultural richness through traditional dance performances scheduled on the opening day and throughout the weekend at 11:30, 13:30, and 17:00.

Following the fair, on 26 January 2026, Tourism Malaysia will host a presentation and networking seminar, bringing together Spanish travel agents and Malaysian tourism partners at the Embassy of Malaysia in Madrid, with the valued support of H.E. Haznah Md Hashim, Ambassador-Designate of Malaysia to the Kingdom of Spain. The event is expected to provide a dedicated platform to further strengthen business relations and explore new opportunities for collaboration between tourism stakeholders.

Aligned with the Visit Malaysia 2026 (VM2026) campaign, which positions Malaysia as a sustainable and culturally rich destination, Tourism Malaysia continues to forge a strong commitment to ecotourism, sustainability, and the preservation of natural and cultural heritage while actively promoting the country's tourism industry.

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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 and social media accounts on [Facebook](#), [Instagram](#), [X](#), [YouTube](#), and [TikTok](#).

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