

PRESS RELEASE

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TOURISM MALAYSIA STEPS UP PROMOTION IN KAOHSIUNG AND TAIPEI TO DRIVE ARRIVALS FOR VISIT MALAYSIA 2026

KAOHSIUNG – Tourism Malaysia continues to strengthen its presence in the Chinese Taipei market through the organisation of B2B networking sessions in Kaohsiung and Taipei, held in conjunction with the Tourism Malaysia Sales Mission 2026 to Chinese Taipei. This initiative forms part of ongoing efforts to enhance bilateral tourism collaboration and promote Malaysia's diverse offerings under the Visit Malaysia 2026 (VM2026) campaign.

The programme, taking place from 20 to 24 April 2026, was officiated by Mr Hafiz Hazin, Director of Tourism Malaysia Chinese Taipei. The mission is supported by a delegation of over 60 Malaysian tourism stakeholders comprising travel agencies, hoteliers, tourism product operators, Malaysia My Second Home (MM2H) agents, industry associations and government agencies.

The networking sessions bring together tourism stakeholders, travel trade partners and media representatives from both Malaysia and Chinese Taipei, providing a strategic platform to strengthen partnerships, foster business collaboration and explore new growth opportunities. The strong participation reflects Malaysia's readiness to deliver high-quality tailored travel experiences that cater to the evolving preferences of travellers from Chinese Taipei.

Adding a unique experiential dimension to the programme, Tourism Malaysia is also showcasing the richness of Malaysia's cultural heritage and culinary diversity. Participants are introduced to the country's vibrant multicultural traditions and distinctive flavours, offering an immersive glimpse into the authentic experiences that await visitors from its diverse ethnic heritage to its renowned cuisine that reflects a harmonious blend of

"Chinese Taipei continues to be an important market for Malaysia's tourism industry. Through this sales mission, we aim to further strengthen our strategic partnerships with travel trade partners in Chinese Taipei while showcasing Malaysia's diverse tourism offerings including our rich culture and culinary heritage under the VM2026 campaign," said Mr Hafiz.

The initiative provides valuable opportunities for Malaysian tourism industry players to establish new business linkages and deepen existing collaborations with their counterparts in Chinese Taipei, in line with efforts to drive higher visitor arrivals.



He added, “Malaysia continues to benefit from strong air connectivity with Chinese Taipei through airlines such as Malaysia Airlines, Batik Air, AirAsia, China Airlines, EVA Air and Starlux Airlines, offering approximately 60 weekly flights with a total capacity of 15,559 seats between the two destinations. In 2025, Malaysia welcomed 445,635 visitors from Chinese Taipei, representing a 5.3 per cent increase compared to 2024, reflecting sustained travel demand from this market.”

According to the Tourism Administration, MOTC Republic of China (Taiwan), Malaysia is currently ranked as the ninth most popular outbound destination among travellers from Chinese Taipei, highlighting the growing appeal of Malaysia’s tourism offerings and the effectiveness of ongoing promotional efforts.

Tourism Malaysia remains committed to working closely with travel trade partners, airlines and media representatives in Chinese Taipei to further strengthen its market presence and drive increased visitor arrivals in support of the 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 and social media accounts on [Facebook](#), [Instagram](#), [X](#), [YouTube](#), and [TikTok](#).

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