

## MALAYSIA LAUNCHES SALES MISSION TO BEIJING TO BOOST TOURISM AHEAD OF VISIT MALAYSIA 2026



Malaysian sellers for MM2H Seminar and B2B session in conjunction with the Sales Mission program in Beijing from 22 until 23 May 2025.

**BEIJING, 26 May 2025** – The Ministry of Tourism, Arts and Culture Malaysia (MOTAC) alongside with Tourism Malaysia has embarked on a high-profile sales mission to Beijing from the 22<sup>nd</sup> until 23<sup>rd</sup> May 2025. This mission is held also in conjunction with the launch of Visit Malaysia 2026 (VM2026) Campaign and the Malaysia My Second Home (MM2H) programme, under the framework of the Malaysia MADANI vision – promoting values of sustainability, inclusivity, and shared prosperity in driving national progress through tourism.

Led by YB Dato Sri Tiong King Sing, Minister of Tourism, Arts and Culture Malaysia, the delegation comprises of 39 organisations, including 14 travel agencies, nine hotels and resorts, five tourism products, eight MM2H agents, two government agencies and Bank of China - all working in synergy to position Malaysia as a premier destination for Chinese travelers.

The mission features business-to-business (B2B) and business-to-consumer (B2C) sessions, alongside high-impact networking events. It aims to showcase Malaysia's vibrant multicultural heritage and renowned hospitality to leaders in China's tourism industry and the wider public. Acting as a strategic bridge, the mission connects Malaysian tourism stakeholders with Chinese counterparts, fostering stronger partnerships and opening doors for investment in Malaysia's tourism and hospitality sectors.

From January until April 2025, Malaysia recorded 13.4 million international visitor arrivals - a 21.0% increase compared to the same period in 2024. China stands as Malaysia's third-largest source market, following Singapore and Indonesia but ahead of Thailand and India. Notably, China visitors arrivals reached 1.4 million in the first four months of 2025, reflecting a significant 37.8% surge year-on-year. As such, Malaysia has set an ambitious target 45 million international visitors in 2025, with RM270 billion expected tourism receipts.

To sustain this growth, Visit Malaysia 2026 (VM2026) will emphasise sustainability, cultural diversity, and high-value tourism. These pillars are designed to stimulate economic growth, generate quality employment, and enhance Malaysia's global competitiveness as a leading travel destination. The campaign also reaffirms Malaysia's commitment to providing meaningful, inclusive, and sustainable travel experiences that align with values of Malaysia MADANI.

Tourism Malaysia will continue strengthen ties with Chinese travel agencies and stakeholders to promote Malaysia not only as a leisure destination but also for long stays and cultural immersion. In line with the Malaysia MADANI aspiration to elevate the nation through strategic collaboration and cultural diplomacy, this mission marks a key milestone in expanding Malaysia's global tourism footprint and reinforcing its position as a destination of choice in Asia.

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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, 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).

For more information, visit Tourism Malaysia's social media accounts on [Facebook](#), [Instagram](#), [X](#), [YouTube](#), and [TikTok](#).

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