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TOURISM MALAYSIA AND SINGAPORE AIRLINES PARTNER TO BOOST TOURISM AND CONNECTIVITY BETWEEN MALAYSIA AND SINGAPORE

KUALA LUMPUR — Tourism Malaysia and Singapore Airlines (SIA) signed a Memorandum of Understanding (MoU) in May 2026 at The Majestic Hotel, Kuala Lumpur, to boost tourism and enhance connectivity between Malaysia and Singapore.

The partnership underscores a shared commitment to promote Malaysia as a preferred travel destination and improve access between both countries by leveraging Singapore Airlines' extensive global network across key markets in Europe, Australia, and Asia-Pacific. This partnership also supports Malaysia's aviation and tourism recovery by strengthening regional hub connectivity through Singapore.

Mr Mohd Amirul Rizal Abdul Rahim, Director General of Tourism Malaysia said: "With global travel demand continuing to rebound, this collaboration with Singapore Airlines comes at a critical time as we accelerate efforts towards Visit Malaysia 2026 (VM2026) and beyond. Through this MoU, we aim to amplify Malaysia's visibility in high-yield markets, enhance connectivity, and roll out impactful joint campaigns that will stimulate demand and drive quality tourist arrivals into the country."

Mr Louis Leonard Arul, Regional Vice President South East Asia, Singapore Airlines, said: "Singapore Airlines' partnership with Tourism Malaysia reinforces our strong commitment to Malaysia's tourism growth and global connectivity. Through this MoU, we will align our efforts in key overseas markets with targeted campaigns and promotional initiatives that showcase Malaysia's rich heritage, warm hospitality and stunning natural beauty. Leveraging Singapore Airlines' extensive global network and seamless connectivity via Singapore, we aim to bring more visitors to Malaysia from around the world, supported by our industry-leading cabin products and world-class service."

The MoU will commence in May 2026 for a period of one year, strengthening the partnership between Tourism Malaysia and Singapore Airlines. This collaboration is expected to generate strong market traction and increase tourist arrivals, reinforcing the momentum of Visit Malaysia 2026 (VM2026) and sustaining growth into 2027.

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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](#).

About Singapore Airlines

The Singapore Airlines (SIA) Group's history dates to 1947 with the maiden flight of Malayan Airways. The airline was later renamed Malaysian Airways and then Malaysia-Singapore Airlines (MSA). In 1972, MSA split into Singapore Airlines and Malaysian Airline System. Initially operating a modest fleet of 10 aircraft to 22 destinations in 18 countries, SIA has since grown to be a world-class international airline group that is committed to the constant enhancement of the three main pillars of its brand promise: Service Excellence, Product Leadership, and Network Connectivity. Singapore Airlines is the world's most awarded airline. For more information, please visit <http://www.singaporeair.com>

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