

PRESS RELEASE

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TOURISM MALAYSIA RECEIVES ASEAN MASTER CLASS AWARD 2026 FOR INTERNATIONAL TOURISM PROMOTION & DESTINATION EXCELLENCE

PETALING JAYA — Tourism Malaysia has been honoured with the prestigious ASEAN Master Class Award 2026 under the category of International Tourism Promotion & Destination Excellence at the ASEAN Outstanding Business Award 2026, held at Sunway Resort Hotel, Petaling Jaya.

The award recognises Tourism Malaysia's outstanding contributions in strengthening Malaysia's position as a leading tourism destination through innovative marketing strategies, international promotional initiatives and sustained efforts in enhancing the country's global tourism competitiveness.

Organised by the ASEAN Retail-Chains & Franchise Federation (ARFF), the award celebrates organisations and individuals across the ASEAN region that have demonstrated excellence, innovation and impactful contributions to economic growth and sustainable development.

The award was received on behalf of Tourism Malaysia by Mr. Wizani Rosmin, Senior Director of Management, covering the role of Deputy Director General (Planning). The recognition reflects Tourism Malaysia's continued commitment to promoting Malaysia as a preferred destination for leisure, business, culture, gastronomy, nature and experiential travel.

Through strategic partnerships with industry stakeholders, international trade engagement, targeted marketing campaigns and enhanced destination development efforts, Tourism Malaysia has successfully strengthened Malaysia's tourism brand presence across key global markets.

Mr. Mohd Amirul Rizal Abdul Rahim, Director General of Tourism Malaysia, said, "This recognition is a testament to the collective efforts of Tourism Malaysia, our industry partners, state tourism organisations, airlines, travel trade partners and stakeholders who have continuously supported the growth and development of Malaysia's tourism industry.

As we continue to drive the Visit Malaysia 2026 campaign, this award further strengthens our resolve to showcase Malaysia's diverse tourism offerings, rich cultural heritage, world-class hospitality and unique experiences to the global market. We remain committed to enhancing Malaysia's competitiveness as a preferred tourism destination while delivering sustainable and inclusive growth that benefits communities and businesses throughout the country."



The award comes at a significant juncture as Malaysia intensifies promotional efforts under Visit Malaysia 2026 (VM2026). Between January and May 2026, Malaysia recorded 17.5 million visitor arrivals, representing a 3.4 per cent increase compared to the same period in 2025. The ASEAN region remains the primary contributor to Malaysia's tourist arrivals, accounting for 71.86 per cent of total inbound traffic.

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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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