

PRESS RELEASE

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TOURISM MALAYSIA INTENSIFIES VM2026 PROMOTION IN VIETNAM AS CAMPAIGN EXTENDS INTO 2027

HO CHI MINH CITY — Tourism Malaysia is intensifying its promotional efforts in Vietnam following the extension of the Visit Malaysia 2026 (VM2026) campaign through the end of 2027, providing greater opportunities to sustain travel demand, deepen industry engagement and strengthen Malaysia's position as a preferred destination among Vietnamese travellers.

Building on this extended campaign momentum, Malaysia will continue to strengthen destination promotion and industry engagement through key tourism and travel trade platforms, including Vietnam Travel Day 2026 in Gia Lai and HORECFEX Vietnam 2026 in Da Nang, both taking place in August.

Strengthening Trade Engagement at Vietnam Travel Day 2026

Taking place from 13 to 17 August 2026 in Gia Lai as part of the National Tourism Year – Gia Lai 2026, Vietnam Travel Day 2026 is organised by the Gia Lai Provincial People's Committee and the Vietnam Tourism Association, and is expected to bring together approximately 550 delegates from the travel and tourism industry, tourism promotion organisations and media.

Tourism Malaysia will leverage the platform to promote VM2026, strengthen engagement with Vietnamese travel trade partners and showcase Malaysia's diverse tourism offerings through networking and B2B engagements. As part of its market conversion efforts, Tourism Malaysia will encourage Vietnamese travel businesses to develop and expand Malaysia holiday packages by incorporating key events featured in the VM2026 Calendar of Events, including;

- VM2026 Food Festival (25–27 September 2026),
- Formula 1 Gulf Air Bahrain Grand Prix in Malaysia 2026 (2–4 October 2026),
- PETRONAS Grand Prix of Malaysia 2026 (30 October–1 November 2026); and
- BTS World Tour "Arirang" (12–13 December 2026).

Expanding Industry Outreach at HORECFEX Vietnam 2026

Tourism Malaysia will further expand its industry outreach at HORECFEX Vietnam 2026, taking place on 20–21 August 2026 at Ariyana Convention Centre, Da Nang, by engaging with key stakeholders from Vietnam's hospitality, tourism and business sectors.



The platform will be leveraged to promote Malaysia as a preferred destination for leisure and business travel, while strengthening industry linkages and exploring opportunities for greater collaboration and travel product development under the extended VM2026 campaign through 2027.

Ms Amirah Nadiah Mazlan, Director of Tourism Malaysia Ho Chi Minh City, said: “The extension of VM2026 into 2027 provides us with greater opportunities to sustain the momentum of our promotional efforts in Vietnam and further strengthen our engagement with the Vietnamese travel trade. Platforms such as Vietnam Travel Day and HORECFEX are valuable avenues for us to connect directly with industry partners, present Malaysia’s latest tourism offerings and encourage the development of more attractive and competitive travel packages.

“With the extended campaign period, Tourism Malaysia remains committed to strengthening our presence in Vietnam, deepening industry partnerships and converting market interest into actual travel demand. We will continue to work closely with our industry partners to position Malaysia as a destination that offers diverse, authentic and value-driven experiences for Vietnamese travellers.”

Vietnam remains one of Malaysia’s key source markets in Southeast Asia, with 156,747 visitor arrivals recorded from January to June 2026. Strong air connectivity continues to support travel demand between both countries, with 156 weekly flights recorded between Vietnam and Malaysia as of July 2026.

Malaysia continues to be a preferred destination for Vietnamese travellers, supported by its proximity, strong air connectivity, and cultural and culinary affinities, while niche segments, including MICE, Malaysia My Second Home (MM2H), ecotourism, and nature-based experiences, further diversify Malaysia’s tourism offerings.

Through sustained promotional and trade engagement initiatives, Tourism Malaysia aims to strengthen Malaysia’s destination visibility in Vietnam, encourage greater travel conversion and maximise the extended VM2026 campaign period towards 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 2026-2027 (VM2026-2027) 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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