MEDIA RELEASE

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STAR KARNIVAL CUTI-CUTI MALAYSIA 2026 DRIVES DOMESTIC TOURISM MOMENTUM IN SELANGOR

Three Days of Travel Promotions, Family Entertainment and Exciting Prizes

Selangor — Tourism Malaysia and Star Media Group Berhad (SMG) are bringing the Star Karnival Cuti-Cuti Malaysia (SKCCM) 2026 to Selangor from 23 to 25 October 2026 at Sunway Pyramid, Petaling Jaya. Featuring exclusive holiday promotions and attractive discounts, the three-day carnival allows visitors to explore holiday packages and book their next getaway directly.

The event boasts 40 booths representing 14 local travel agencies and a diverse range of exhibitors. Attendees can look forward to offerings from adventure and attraction providers such as Berjaya Times Square Theme Park, Skyline Luge Kuala Lumpur, and Bangi Wonderland Water Theme Park, MotoGP, alongside renowned hospitality brands including Trinidad Hospitality, Lotus Desaru Beach Resort & Spa, MÙ Hotel Ipoh, and The Host Hotel. Batik Air, representing airlines, together with online travel platforms TRIP.com and JOMHOTEL.com will also be present with open booths.

To add to the excitement, visitors can also enjoy deals from providers such as Space & Time Cube, Petrosains, the Chocolate Museum, the Port Dickson Ostrich Mini Zoo, Jungle Gym and Wet World Shah Alam and many more. Rounding out the experience is a lively programme of stage games, interactive activities, and giveaways to be won.

With the theme of "Explore, Experience, Excite", SKCCM 2026 serves as a vital platform for tourism businesses to connect directly with consumers in support of the Visit Malaysia 2026-2027 campaign. The Selangor edition is the fifth of six stops in a nationwide tour spanning Pahang, Johor, Sabah, Penang, Selangor, and Sarawak, expecting to attract more than 200,000 visitors overall. To date, the tour has already successfully doubled its initial sales target.

Building on the tour's momentum, Tourism Malaysia will continue working with industry partners, including SMG, on initiatives such as SKCCM to encourage more domestic travel. Mr Mohd Amirul Rizal, Director General of Tourism Malaysia said, “Tourism goes beyond mere arrival numbers; it is a vital economic sector that sustains local livelihoods. Through our 'Destinasi Indah, Harga Rahmah' initiative, this carnival ensures every Malaysian can

afford to experience our nation's extraordinary heritage and destinations, serving as a powerful catalyst to drive domestic momentum for Visit Malaysia 2026-2027."

"Star Karnival Cuti-Cuti Malaysia 2026 has shown how Malaysians are still eager to explore what our country has to offer as a tourist destination. Star Media Group remains ready to showcase domestic specialities to more Malaysians as well as to potential international visitors. I believe that the tourism industry in Malaysia can grow by leaps and bounds, building on a foundation of strong domestic tourism to attract international visitors," said Chan Seng Fatt, Group Chief Executive Officer of Star Media Group.

In 2025, Selangor recorded 36.4 million domestic visitors, coming in strong as the most-visited state by locals, including day-trippers and excursionists. This strong performance underscores Selangor's growing contribution to the national economy, making hosting the event in the state highly strategic for the campaign.

From January to June 2026, Malaysia recorded an overall of 151.6 million domestic visitor arrivals, up 5.6% compared to 143.5 million in the first half of 2025. Meanwhile, domestic tourism expenditure increased 14.0% from RM58.6 billion in the same period, to RM66.8 billion in the first half of 2026.

The participation of tourism and travel partners from across Malaysia reflects continued industry confidence in the domestic tourism sector. Until 25 October 2026, visitors are invited to experience the Selangor edition at Sunway Pyramid, Petaling Jaya and take advantage of attractive offers to get greater value from their next holiday.

For further details, kindly refer to media kit:

https://drive.google.com/drive/folders/1gjmCeYHlXgpDGn7hZa9fT5bvPmNwc3Qp?usp=drive_link

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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.

About Star Media Group

Star Media Group Berhad is a Malaysia-based organisation specialising in news, lifestyle, entertainment, and education. As the custodian of its flagship brand, The Star, it has been a trusted source of English news since 1971. Today, the Group has grown into a multi-channel media powerhouse with a strong presence in print, digital, radio, as well as events and exhibitions, and remains steadfast in delivering high-quality content and integrated media solutions. Visit www.starmediagroup.my to learn more.

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