

MEDIA RELEASE

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MALAYSIA STRENGTHENS AUSTRALIAN TRAVEL TRADE PARTNERSHIPS THROUGH ROADSHOW TO AUSTRALIA

MELBOURNE — In a bold step to further strengthen international tourism ties and amplify momentum for the ongoing Visit Malaysia 2026-2027 (VM2026–2027) campaign, Tourism Malaysia has kicked off an impactful Roadshow to Australia. The roadshow runs in Melbourne (25 August) and Sydney (27 August), bringing together industry leaders and tourism stakeholders to strengthen tourism partnerships and showcase Malaysia's vibrant tourism offerings under the unifying banner of Malaysia MADANI.

Spearheaded by Mr Mohamad Libra Lee Haniff, Director of International Promotion Division (Americas, Europe and Oceania), the Roadshow to Australia promotes VM2026–2027, the Malaysia My Second Home (MM2H) programme, and Malaysia's medical tourism through the Malaysia Healthcare Travel Council (MHTC), in an effort to elevate the nation's reputation and image as a sustainable and culturally rich travel destination.

The Malaysian delegation comprises 20 organisations, including travel agencies, hotels and resorts, associations, and MM2H agents, united in their goal to boost business opportunities through business-to-business (B2B) meetings, Malaysian Trade Evening sessions, and strategic networking events. Across both Melbourne and Sydney, the roadshow is expected to attract an estimated 300 buyers, further strengthening engagement and expanding Malaysia's reach within the Australian market. These sessions aim to promote Malaysia's multicultural appeal, modern infrastructure, and continued commitment to sustainable tourism.

Malaysia remains a leading travel destination in the Australian market, with visitor interest continuing to grow. As of June 2026, Malaysia recorded a total of 252,086 Australian visitors, representing an 8.1 per cent increase compared with 233,147 visitors from the same market in the corresponding period last year. This strong performance reflects the resilience and growing importance of the Australian market in sustaining Malaysia's tourism momentum and broadening its global appeal.

Mr Mohd Amirul Rizal Abdul Rahim said, "Australia remains one of Malaysia's key medium-haul markets, and this mission is a timely opportunity to renew partnerships and invite more Australians to rediscover Malaysia. With Visit Malaysia 2026 now in full swing and continuing into 2027, we are intensifying efforts to attract high-value travellers who appreciate our diversity, hospitality, and evolving tourism experiences."



Through this roadshow, Tourism Malaysia will continue to solidify partnerships with Australian tour operators, airlines, and media, ensuring Malaysia remains a preferred destination not only for holidays but also for long-stay programmes, cultural exchanges, and lifestyle migration.

The Roadshow to Australia serves as a pivotal platform to deepen Australia–Malaysia tourism ties while showcasing Malaysia’s cultural heritage, hospitality, and sustainable offerings, in line with VM2026–2027. This roadshow also reinforces the nation’s standing as a leading travel destination in the Asia-Pacific region, attracting travellers seeking enriching and culturally immersive experiences.

For further details, kindly refer to media kit:

https://drive.google.com/drive/folders/11LTu-kt2eQCXbWJRA33fq1lf993eA5Ui?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 (VM2026-2027), with the extended campaign to 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](#).

For enquiries, please contact:



Siti Hadijah Arifin
Deputy Director
International Promotions Division
(America, Europe & Oceania)
sitihadijah@tourism.gov.my
Tel: +603 8891 8368

Norshariza Mohd Saad
Deputy Director
Corporate Communications Division
norshariza@tourism.gov.my
Tel: +603 8891 8775

