

## PRESS RELEASE

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### MALAYSIA SHOWCASES AUTHENTIC HOMESTAY EXPERIENCES IN CELEBRATION OF EID AL-ADHA

**JOHOR, MALAYSIA** – Tourism Malaysia successfully organised the Eid al-Adha Celebration Package Showcase, held at Homestay Sarang Buaya, Muar. The programme further strengthens Malaysia’s positioning as a leading destination for cultural and experiential tourism via the Familiarisation Trip (Fam Trip) organised in conjunction with the celebration.

The Fam Trip involves seven travel agents from Singapore as well as five international and local media representatives, as part of ongoing promotional efforts under the Visit Malaysia 2026 (VM2026) campaign. The initiative also witnesses cooperation with industry partners including Homestay Kampung Sarang Buaya as the host and the Islamic Tourism Centre (ITC) in supporting promotions of culturally immersive and Muslim-friendly tourism experiences to Singaporean visitors.

In line with the VM2026 theme of “Surreal Experiences”, the programme underscores Malaysia’s strength in delivering immersive travel experiences rooted in cultural traditions and community living. It introduces a specially curated Eid al-Adha experience, offering visitors the opportunity to engage directly with village life while gaining a deeper appreciation of local customs and values.

As at March 2026, Malaysian Homestay Experience Programme (PPHM) continues to grow steadily, with more than 250 homestay clusters established across nearly 600 participating villages, supported by over 3,500 registered operators nationwide. In the first quarter of 2026, the programme recorded 176,376 visitor arrivals, comprising 160,390 international visitors and 15,986 domestic tourists, generating total receipts of approximately RM12.93 million. Beyond its tourism value, the initiative plays an important role in supporting rural livelihoods, sustaining cultural heritage, and strengthening community-based tourism offerings.

Positioned as a niche tourism product, the Eid al-Adha celebration package offers a distinctive village-based festive experience. Among the highlights are meat-cutting demonstrations (*melapah daging*) as part of the qurban practice, communal food preparation (*merewang*), as well as guided village activities and opportunities for cultural exchange with local communities. These experiences provide visitors with an insight into Malaysia’s festive traditions, where cultural practices are shared in a meaningful and engaging setting.



Mr Mohd Amirul Rizal Abdul Rahim, Director General of Tourism Malaysia said: “Malaysia offers more than destinations. We share experiences that allow visitors to connect with our people, culture and traditions. Tourism experiences that are authentic and community-driven like this homestay programme will not only enrich the visitor experience but also create economic impact for local communities.”

Throughout 2025, Malaysia recorded 21.1 million visitor arrivals from Singapore, reflecting an increase of 11.8 per cent compared to the previous year. This positive growth underscores Singapore’s continued importance as a key source market in supporting Malaysia’s tourism industry especially for Muslim-friendly niche.

Tourism Malaysia will continue to strengthen its promotional efforts by focusing on high-value segments, including Muslim-friendly tourism, cultural and experiential travel, and community-based tourism, with strategic support from agencies and partners such as Islamic Tourism Centre and Homestay Kampung Sarang Buaya to further position Malaysia as a preferred destination for meaningful travel experiences.

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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](http://www.tourism.gov.my) and social media accounts on [Facebook](#), [Instagram](#), [X](#), [YouTube](#), and [TikTok](#).

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