

MEDIA RELEASE

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TOURISM MALAYSIA REINFORCES INDIA MARKET ENGAGEMENT AT MELANGE 3.0 IN MUMBAI

MUMBAI — Tourism Malaysia is intensifying its promotional efforts in the Indian market by participating in Melange 3.0, held today at the Jio World Convention Centre, BKC, Mumbai. The participation forms part of Tourism Malaysia's ongoing efforts to promote Malaysia's rich tourism offerings, unique experiences, and upcoming events under the Visit Malaysia 2026–2027 (VM2026–2027) campaign.

This year, Tourism Malaysia, together with the Malaysian Association of Tour and Travel Agents (MATTA) and the Malaysian Indian Tourism and Travel Association (MITTA), participated in the highly anticipated travel trade gathering, bringing together a total of eight Malaysian tourism stakeholders, including tour operators, hoteliers, and tourism attractions.

The initiative aimed to strengthen trade partnerships, create new business opportunities, introduce Malaysia's latest tourism products, and further position the country as a preferred destination for Indian travellers. The presence of the presidents of both MATTA and MITTA further demonstrated strong industry collaboration and commitment to strengthening Malaysia's presence in the Indian market.

Ms Haryanty Abu Bakar, Director of Tourism Malaysia Mumbai, spearheaded the delegation. She noted, "By participating in Melange 3.0, known for its quality and carefully selected buyers, Tourism Malaysia aims to enhance our partnerships with the travel trade fraternity while showcasing Malaysia's diverse tourism products and experiences."

"India remains one of Malaysia's key source markets, with 738,709 Indian visitors recorded from January to June 2026. While current geopolitical developments and the evolving international travel landscape may influence travel sentiment in certain regions, Tourism Malaysia remains committed to maintaining a strong presence in the market and ensuring Malaysia continues to be the preferred destination among Indian travellers," added Ms Haryanty Abu Bakar.

Since the introduction of the visa-free entry policy for Indian nationals in December 2023, Malaysia's accessibility from India has continued to strengthen, supported by 176 weekly direct flights from more than 10 Indian cities throughout July 2026, offering a total weekly seat capacity of 33,412 to key Malaysian gateways, including Kuala Lumpur and Penang. Enhanced air connectivity plays a vital role in facilitating travel and supporting continued growth from the Indian market during VM2026–2027 and beyond.



For further details, kindly refer to media kit:

https://drive.google.com/drive/folders/1msZVG66iJe1Uekgw_RQaMbs86SzC5CV?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](#).

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