

MEDIA RELEASE

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TOURISM EXPO JAPAN (TEJ) 2026: MALAYSIA HIGHLIGHTS ITS DESTINATIONS AND EXPERIENCES, INTENSIFYING JAPAN PROMOTIONS

TOKYO, JAPAN – Malaysia is strengthening its tourism presence in the Japanese market through its participation in Tourism Expo Japan (TEJ) 2026, with the Malaysia Pavilion officially opened today at Tokyo Big Sight, showcasing the country's diverse tourism products, destinations and experiences.

The Malaysia Pavilion was officially launched by Mr Lee Thai Hung, Deputy Director General (Promotions II) of Tourism Malaysia, in the presence of Mr. Zainal Azlan Mohd Nadzir, Deputy Chief of Mission / Minister, Embassy of Malaysia, Tokyo, Malaysian tourism industry representatives and Japanese tourism industry stakeholders.

Malaysia's participation at TEJ 2026 also featured several key initiatives aimed at strengthening Malaysia-Japan tourism cooperation, including the signing of a Memorandum of Cooperation (MoC) between Tourism Malaysia and JTB Corporation, the launch of Edu+ 2.0 in collaboration with the National Association of Private Education Institutions (NAPEI), and the launch of the Malaysia Gourmet Book, "Tabetai, Aitai, Malaysia", highlighting Malaysia's diverse culinary offerings and gastronomic experiences.

Malaysia's participation at TEJ 2026 brings together key tourism industry partners, including the Sarawak Tourism Board, National Association of Private Education Institutions (NAPEI), Persatuan Pengurusan Homestay Malaysia (PPHM), Batik Air, AirAsia, Equatorial Hotel, Pan Pacific Hotel and Cosmos Plan (MM2H agent), further strengthening engagement between the Malaysian and Japanese tourism industries.

The Malaysia Pavilion also features a range of activities, including business-to-business (B2B) sessions and visitor engagements, designed to introduce the Japanese market to Malaysia's tourism offerings. Visitors can explore information on destinations and tourism products, interact with participating industry partners and take part in various promotional activities throughout the exhibition. These activities provide opportunities for visitors to discover Malaysia's diverse attractions and experiences while generating greater interest in travelling to Malaysia.

Mr Lee Thai Hung, Deputy Director General (Promotions II) of Tourism Malaysia said: "Japan remains an important and valued tourism market for Malaysia, with continued growth recorded in recent years. Malaysia's vast range of tourism offerings make it stand out as premier destination for many Japanese travellers. We are confident that our participation at Tourism Expo Japan 2026 will showcase new destinations, products and experiences, while fostering stronger travel trade between Malaysia and Japan."



Malaysia welcomed 416,492 Japanese visitors in 2025, an increase of 13.4 per cent compared to 367,182 visitors in 2024. From January to June 2026, arrivals from Japan recorded a further 7.2 per cent increase to 200,579 from 187,069 in the first half of 2025, reflecting continued positive momentum in the market.

This performance is backed by the strong air connectivity between Malaysia and Japan, with 78 weekly flights carrying 20,321 seat capacity between the two countries. The commencement of Malaysia Airlines' direct Fukuoka–Kuala Lumpur service on 3 September 2026, together with the upcoming ZIPAIR daily Narita–Kuala Lumpur service from 20 October 2026, is expected to further enhance accessibility and provide greater convenience for Japanese travellers visiting Malaysia.

In line with Malaysia's efforts to diversify its tourism offerings, the country is also promoting high-potential segments in the Japanese market, including education tourism, sport tourism, wellness, nature-based tourism, culture and gastronomy. These segments complement Malaysia's established leisure offerings while providing opportunities to encourage longer stays and higher-value visitor spending.

Through its participation in TEJ 2026 and continued engagement with the Japanese travel trade, Malaysia remains committed to strengthening its presence in the Japanese market and supporting the objectives of Visit Malaysia 2026–2027 by attracting quality visitors and creating greater opportunities for sustainable and high-value tourism growth.

For further details, kindly refer to media kit:

https://drive.google.com/drive/folders/1evzAo_pwrNOjfFcnyZwtsfmbqBwoS5en?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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