# MEDIA RELEASE

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# TOURISM MALAYSIA FORGES STRATEGIC COLLABORATION WITH IOI PROPERTIES GROUP, ELEVATING TRAVEL AND RETAIL EXPERIENCE

**SELANGOR** — Tourism Malaysia and IOI Hospitality Sdn Bhd, wholly owned by IOI Properties Group Berhad (IOIPG), today exchanged a Memorandum of Collaboration (MoC) to formalise a strategic partnership, aiming to boost Malaysia's appeal as a top-tier lifestyle and leisure destination in the spirit of *'Malaysia, Beautifully Yours'*.

The exchange of MoC documents between Mr. Mohd Amirul Rizal Abdul Rahim, Director General of Tourism Malaysia and Mr. Alan Yau, Head of Hotels, IOI Properties Group (IOIPG) marked a significant milestone in public-private sector collaboration. The ceremony was also witnessed by top management officials from both Tourism Malaysia and IOI Properties Group.

Through this partnership, both parties will collaborate on joint marketing campaigns, promotional activities, and experiential tourism initiatives. Leveraging IOIPG's extensive range of world-class shopping malls and accommodations, the partnership will enhance the overall visitor experience, extend the average length of stay, and increase tourism receipts through vast retail and lifestyle offerings.

Mr. Mohd Amirul Rizal Abdul Rahim, Director General of Tourism Malaysia, said, "Malaysia's greatest strength as a destination lies in our ability to offer a complete, world-class ecosystem, seamlessly blending our rich cultural heritage with modern lifestyle and leisure comforts. To elevate Malaysia's tourism landscape, we must forge alliances that redefine the visitor experience. Partnering with IOI Properties Group enables us to integrate warm hospitality with strong retail offerings, transforming brief stopovers into extended, high-value holidays."

"We are pleased to support Visit Malaysia 2026–2027 through this strategic collaboration with Tourism Malaysia. By leveraging IOI Properties Group's integrated hospitality, retail and leisure offerings, we aim to create more compelling travel experiences that encourage longer stays and attract both domestic and international visitors. Through joint marketing initiatives, curated travel packages and cross-promotional activities, we look forward to strengthening tourism demand while generating greater business opportunities across our hotels, shopping malls and the wider tourism ecosystem," said Tan Lee Fong, Assistant General Manager, Hospitality Management, IOI Properties Group.

Under this MoC, IOIPG supports the Visit Malaysia 2026-2027 campaign with special stop-over flight programme packages at IOI Resort City Hotels including Putrajaya Marriott Hotel, Le Meridien Putrajaya, Moxy Putrajaya, Palm Garden Hotel, Putrajaya, A Tribute Portfolio Hotel and Four Points by Sheraton Puchong, encouraging visitors to extend their length of stay. Accompanying the initiative are promotions via Club IOI, offering hotel stays to top loyalty point earners. Concurrently, Tourism Malaysia and IOIPG

will launch joint digital, physical, and on-ground marketing campaigns to maximise visibility across both domestic and international markets.

The collaboration is also timely as Malaysia extends its Visit Malaysia 2026 campaign through 2027, which provides further opportunities to strengthen the nation's position as a preferred and premier travel destination with holistic tourism offerings. It will catalyse growth across the local tourism ecosystem, providing a positive spillover effect for related sectors such as hotels, food and beverage operators, and retail tenants within and beyond IOIPG's properties.

From January to August 2026, Malaysia recorded 28.8 million international visitor arrivals, a 1.8 per cent increase compared to 28.2 million visitors during the same period in 2025. Domestic tourism also shows promising performance of 5.6 per cent increase, recording 151.6 million visitors in the first half of 2026, in comparison to 143.5 million in the same period last year.

Tourism Malaysia remains committed to strengthening strategic partnerships with key stakeholders across the retail and hospitality industries to elevate visitor experience, stimulate visitor demand, and support the sustainable growth of Malaysia's tourism sector.

**For further details, kindly refer to media kit :**

https://drive.google.com/drive/folders/1wefVrHkpgAj8J-DrUqDjjLvF4w0YuJ-y?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 IOI Properties Group (IOIPG) & IOI Hospitality Sdn. Bhd.**

IOI Hospitality Sdn Bhd. is wholly owned by IOI Properties Group Berhad (IOIPG), one of Malaysia's largest property entities by market capitalisation, with a legacy spanning over five decades.

Listed on the Main Market of Bursa Malaysia since 2014, IOIPG is a Top 10 award-winning property group in Malaysia, distinguished by its three core business segments of Property Development (PD), Property Investment (PI), and Hospitality & Leisure (H&L). The Group features flagship and state-of-the-art projects and developments across Malaysia, Singapore, and the People's Republic of China (PRC). Its extensive portfolio includes 10.67 million sq ft of net lettable area (NLA), comprising five retail malls and seven office buildings, nine hotels with 3,075 rooms, and two award-winning golf courses.

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