

TOURISM MALAYSIA WINS TOP HONOURS AT THE ARABIAN TRAVEL AWARDS 2025

DUBAI, 25 November 2025 – Tourism Malaysia is honoured to receive the top accolades **‘Best National Tourism Organisation (NTO) Southeast Asia’** and **‘Best Destination Marketing Initiatives’** at the 8th Arabian Travel Awards held at the Embassy Suites by Hilton Dubai Business Bay.

These recognitions underscore Malaysia’s strong position as a preferred travel destination for the Middle East market and reinforces Tourism Malaysia’s commitment in driving high-impact promotional and marketing initiatives towards **Visit Malaysia 2026 (VM2026)**. Mr. Mohd Faharuddin Hatmin, Director of Tourism Malaysia, Dubai, graciously accepted the awards on behalf of Tourism Malaysia. The awards ceremony was attended by over **100 key representatives from the Middle East travel trade, hospitality sector, and regional media especially for the Middle East market.**

“We are truly honoured by this recognition, which reflects Tourism Malaysia’s unwavering commitment to promoting the rich diversity of Malaysia’s tourism offerings. As we move towards Visit Malaysia 2026, **we will further intensify our market outreach, strengthen strategic partnerships, and expand air connectivity to ensure robust and sustainable growth for the region,**” said Datuk Manoharan Periasamy, Director General of Tourism Malaysia.

Malaysia recorded **28.2 million** international visitor arrivals from **January to August 2025**, representing a **14.5 per cent increase compared to the same period in 2024**. This positive growth reflects the strong appeal of Malaysia’s tourism landscape, which ranges from vibrant cities and idyllic islands to rich cultural heritage and diverse gastronomy.

Looking ahead, these accolades reinforce the nation's strategic preparations for Visit Malaysia 2026 (VM2026), which targets 47 million international visitors. Enhanced air accessibility forms part of this effort, including Batik Air daily flights from Dubai to Kuala Lumpur commencing 1 January 2026, complementing existing connections by Emirates, Etihad, Flydubai, Air Arabia and others.

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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 & Culture Malaysia. It focuses on the specific task of promoting Malaysia as a preferred tourism destination. Since its inception, it has emerged as a major player in the international tourism scene.

The next Visit Malaysia, set to take place in 2026, will commemorate the sustainability of the nation's tourism industry, which is also in line with the United Nations Sustainable Development Goals (UNSDG).

Furthermore, Tourism Malaysia actively endorses the Indonesia-Malaysia-Thailand Growth Triangle (IMT-GT), working towards the realisation of the IMT-GT Visiting Year 2023-2025, with the shared aim of promoting the region as a unified tourism destination. For more information, visit Tourism Malaysia's social media accounts on [Facebook](#), [Instagram](#), [X](#), [YouTube](#), and [TikTok](#).

For enquiries, please contact:

Mohd Faharuddin Hatmin Director Tourism Malaysia Dubai faharuddin@tourism.gov.my Tel: +971 4337 7578/9	Norshariza Mohd Saad Deputy Director Corporate Communications Division norshariza@tourism.gov.my Tel: +603 8891 8775
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