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TOURISM MALAYSIA AND AGODA JOIN FORCES TO ELEVATE MALAYSIA'S GLOBAL TOURISM APPEAL FOR VISIT MALAYSIA 2026

Kuala Lumpur, 29 May 2025 – Tourism Malaysia and Agoda, a digital travel platform have entered into a strategic collaboration to position Malaysia as a top travel destination in Southeast Asia, aligning with the national campaign for Visit Malaysia 2026 (VM2026). This partnership aims to leverage Agoda's digital prowess to highlight Malaysia's diverse attractions to a global audience.

Under a newly signed 2-year Memorandum of Collaboration (MOC), Tourism Malaysia and Agoda will roll out a series of targeted digital campaigns. These initiatives will offer travellers comprehensive insights into Malaysia's rich cultural heritage, natural landscapes, and urban experiences. By utilizing its digital platform and social media channels, Agoda will bring Malaysia's unique offerings, from its culinary delights to its scenic wonders, to the forefront of international travel.

The collaboration also supports Tourism Malaysia's goal of attracting 45 million international visitor arrivals this year. Agoda will share its vast global travel insights to benefit Tourism Malaysia's policy planning and bolster existing promotional efforts, focusing on both international and domestic travellers. Datuk Manoharan Periasamy, Director-General of Tourism Malaysia stated, "Embracing digitalization, we value our partnership with Agoda, a global digital platform, to leverage its industry expertise and innovative travel promotion strategies. Together, we are confident in attracting tourists and achieving our VM2026 objectives."

Fabian Teja, Country Director Malaysia at Agoda, shared, "This partnership underscores Agoda's dedication to connecting Malaysia with travellers worldwide through our innovative technology and engaging content. We're excited to collaborate with Tourism Malaysia to showcase the market's unique attractions, including its lush rainforests and rich cultural heritage."

Both parties are committed to sharing best practices and insights through joint workshops focusing on traveller behaviour and sustainable tourism development. This collaboration aims to enhance user experiences and help travellers explore Malaysia's diverse destinations.

The partnership not only highlights Tourism Malaysia and Agoda's commitment to making VM2026 a success but also serves as a catalyst for Malaysia's tourism industry growth. For great value deals on Malaysia travel, visit [Agoda's website](#) or download Agoda's mobile app.

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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 Year, 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](#).

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