

MEDIA RELEASE

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STAR KARNIVAL CUTI-CUTI MALAYSIA 2026 HEADS TO PENANG WITH EXCLUSIVE TRAVEL DEALS AND PRIZES

Three Days of Travel Promotions, Family Entertainment and Exciting Prizes

PENANG — Tourism Malaysia and Star Media Group Berhad (SMG) are bringing the Star Karnival Cuti-Cuti Malaysia (SKCCM) 2026 to Penang, taking place from 24 to 27 September 2026 at Sunway Carnival Mall, Seberang Perai. The four-day event will feature exclusive holiday promotions and special discounts, allowing visitors to explore holiday packages and book their next getaway with participating travel agencies.

Under the theme "Explore, Experience, Excite", SKCCM 2026 celebrates the richness of Malaysia's tourism offerings while encouraging more Malaysians to explore the country. The six-state tour, spanning Pahang, Johor, Sabah, Penang, Selangor, and Sarawak, is expected to attract more than 200,000 visitors and create valuable opportunities for tourism industry players to engage directly with travellers. The tour has already surpassed its RM1 million sales target, supported by Malaysians across the Pahang, Johor, and Sabah carnivals.

Building on the tour's momentum, Mr Mohd Roslan Abdullah, Senior Director of the Domestic & Events Division, Tourism Malaysia, noted that Malaysia will continue working with industry partners, including SMG, on initiatives such as SKCCM to encourage more domestic travel.

"The partnerships with SMG and industry partners will not only strengthen our national tourism industry but also create more opportunities for local industry players to showcase Malaysia's uniqueness through products and experiences to reinforce domestic tourism ecosystems," added Mr Mohd Roslan Abdullah.

Reflecting on the reception at the previous stops, Mr Chan Seng Fatt, SMG Group Chief Executive Officer, said he believes the Penang carnival can build on the success to date and provide opportunities for both participating industry players and visitors alike.

"The response to SKCCM so far shows that the carnival can create meaningful opportunities for both our industry partners and consumers. With the ongoing Visit Malaysia 2026–2027 (VM2026–2027) campaign, we look forward to building on this and bringing even more Malaysians closer to the many experiences our country has to offer," he said.



The Penang event is the fourth of six stops following the official launch of SKCCM 2026 at Menara Star in Petaling Jaya on 24 June 2026. The carnival serves as an important platform for tourism businesses to connect directly with consumers while encouraging more Malaysians to discover destinations in support of VM2026–2027.

A diverse range of exhibitors will be participating, including travel agencies from across Malaysia, adventure and attraction providers such as The TOP Penang Theme Park as well as renowned hospitality brands including Dorsett Regency Hotel, Ancasa Hotel & Resorts, Hompton by The Beach Penang, and many others.

To add to the excitement, visitors can also enjoy deals from adventure and attraction providers such as Aquaria KLCC and KL Hop-On Hop-Off. Rounding out the experience is a lively programme of stage games, interactive activities, and giveaways, with thousands of ringgit worth of travel prizes to be won.

Visitors can book their next getaway during the event while sampling local food and browsing crafts, souvenirs, and merchandise. The participation of tourism and lifestyle partners from across Malaysia reflects continued industry confidence in the domestic tourism sector. In 2025, Penang's domestic tourism sector recorded 17.7 million visitors, complementing the 290.1 million overall domestic visitors across Malaysia. This strong performance underscores Penang's growing contribution to the national economy and the tourism sector's success.

The momentum continues in 2026, with 74.7 million domestic visitors recorded during its first quarter. This represents a 7.2 per cent increase compared to 69.7 million domestic visitors during the corresponding period last year. This fulfils the aspiration of "Yang Indah Destinasi Kita", which encourages domestic visitors to explore Malaysia holistically.

For further details, kindly refer to media kit:

https://drive.google.com/drive/folders/1I5HqQM_pRdQtQGVw46gxGzMKW2FkKkhU?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 Star Media Group

Star Media Group Berhad is a Malaysia-based organisation specialising in news, lifestyle, entertainment, and education. As the custodian of its flagship brand, The Star, it has been a trusted source of English news since 1971. Today, the Group has grown into a multi-channel media powerhouse with a strong presence in print, digital, radio, as well as events and exhibitions, and remains steadfast in delivering high-quality content and integrated media solutions. Visit www.starmediagroup.my to learn more.

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