

## **MEDIA RELEASE**

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**TM. 38/2026**

**28 JANUARY 2026**

# **VISIT MALAYSIA 2026 KICKS OFF AT TRAVEX IN CONJUNCTION WITH ASEAN TOURISM FORUM (ATF) 2026**

**CEBU, PHILIPPINES** — Tourism Malaysia continues to strengthen its presence in the ASEAN region through its participation in the Travel Exchange (TRAVEX) 2026, held in conjunction with the ASEAN Tourism Forum (ATF) 2026. The Malaysian delegation is led by YB Dato Sri Tiong King Sing, Minister of Tourism, Arts and Culture Malaysia (MOTAC).

TRAVEX serves as a key marketplace for ASEAN tourism stakeholders, bringing together sellers, buyers, and media from across the region and beyond. The platform offers valuable opportunities to foster regional cooperation, generate business leads, and promote ASEAN as a competitive and diverse tourism destination.

Malaysia was represented by a robust delegation of 80 participants from 44 organisations, comprising state tourism bodies, hotels and resorts, travel agencies, airlines, and product owners. The Malaysian delegation showcased a wide array of tourism products and services to international buyers at TRAVEX, held at the Mactan Expo Center from 28 to 30 January 2026. A series of activities were organised throughout the event to promote Visit Malaysia 2026 (VM2026) and to warmly welcome ATF participants to the country.

The Malaysia Pavilion showcased the nation's vibrant cultural heritage and diverse tourism offerings. Key attractions included live Nyonya beaded shoemaking demonstrations, *Teh Tarik* performances, and food sampling featuring *Laksa Sarawak*, *Laksa Johor*, and *Kuih Nyonya*, complemented by traditional *Gambus* performances that celebrated Malaysia's rich traditions and cultural diversity.

In conjunction with VM2026, the Ministry of Tourism, Arts and Culture (MOTAC) welcomes collaboration with both domestic and international industry players. Malaysia's tourism industry continues to demonstrate strong growth momentum, with international visitor arrivals reaching 42,196,892 throughout 2025, representing a 11.2 per cent increase compared to the same period in 2024. This encouraging performance underscores the growing demand for travel to Malaysia as the nation prepares for VM2026. Anchored by its theme song, *Surreal Experiences*, the campaign promises a vibrant, year-long programme of festivals, cultural showcases, exhibitions, community celebrations, and uniquely Malaysian experiences.

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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 (VM2026)** 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](http://www.tourism.gov.my) and social media accounts on [Facebook](#), [Instagram](#), [X](#), [YouTube](#), and [TikTok](#).

**For enquiries, please contact:**

**Jamilah binti Abd Halim**

Senior Deputy Director

International Promotion Division  
(Southeast Asia)

[jamilah@tourism.gov.my](mailto:jamilah@tourism.gov.my)

Tel: +603 8891 8242

**Norshariza binti Mohd Saad**

Deputy Director

Corporate Communication Division  
[norshariza@tourism.gov.my](mailto:norshariza@tourism.gov.my)

Tel: +603 8891 8775

