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TOURISM MALAYSIA HOSTS MALAYSIAN LUNCHEON IN CEBU IN CONJUNCTION WITH THE ASEAN TOURISM FORUM (ATF) 2026

CEBU, PHILIPPINES — YB Dato Sri Tiong King Sing, Minister of Tourism, Arts and Culture Malaysia (MOTAC), officially launched *The Visit Malaysia 2026 (VM2026) Luncheon: A Taste of Truly Asia* today at the Dusit Thani Mactan Cebu Resort, held in conjunction with the ASEAN Tourism Forum (ATF) 2026.

Aimed at attracting more visitors from the Philippines, the wider ASEAN region, and beyond, Tourism Malaysia hosted the luncheon as a launchpad for Visit Malaysia 2026. The occasion provided an exclusive opportunity for international buyers and media representatives to savour the authentic flavours of Malaysian cuisine.

The occasion also showcased Malaysia's vibrant cultural heritage. Key attractions included live *Nyonya beaded shoemaking* demonstrations, *Teh Tarik* performances, and food sampling featuring *Laksa Sarawak*, *Laksa Johor*, and *Kuih Nyonya*, alongside traditional *Gambus* performances celebrating the nation's rich traditions and diverse travel experiences.

In addition, Tourism Malaysia is organising a *Food and Culture Promotion* from 27 to 30 January 2026 at the Dusit Thani Mactan Cebu Resort, offering residents of Cebu and surrounding areas a taste of Malaysia's vibrant culture, rich heritage, and celebrated culinary delights.

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, with international visitor arrivals reaching 42,196,892 throughout 2025, representing a 11.2 per cent increase compared to the same period in 2024. Notably, Malaysia welcomed 613,338 visitors from the Philippines during this period, marking a 7.3 per cent growth from 2024, reflecting the rising interest in Malaysia as a premier travel destination ahead of VM2026.

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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 and social media accounts on [Facebook](#), [Instagram](#), [X](#), [YouTube](#), and [TikTok](#).

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