



## PRESS RELEASE

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### **TOURISM MALAYSIA WINS GOLD AND SILVER AWARDS AT THE JAPAN WORLD'S TOURISM FILM FESTIVAL 2026**

**SHIGA, JAPAN** – Tourism Malaysia Tokyo is proud to announce its outstanding achievement at the Japan International Tourism Video Festival 2026. The organisation was awarded Gold in the Asian Competition Category and Silver in the Tourism Destination Country Category for its video titled “VM2026 Surreal Experiences.”

This prestigious recognition highlights the strength of Malaysia's storytelling and visual appeal in promoting its diverse tourism offerings to the Japanese and global markets. Competing against high-quality entries from across the region and beyond, “VM2026 Surreal Experiences” stood out for its compelling narrative, creative execution, and its ability to capture the essence of Malaysia's unique and immersive travel experiences.

Ms. Syaliza Abd Aziz, Director of Tourism Malaysia Tokyo expressed her gratitude for the recognition, stating: “We are deeply honoured to receive both Gold and Silver awards at this esteemed festival. This achievement reflects Malaysia's continuous commitment to showcasing our country as a vibrant and culturally rich destination. We hope these recognitions will further inspire Japanese travellers to explore the beauty and diversity of Malaysia.”

The Japan World's Tourism Film Festival (JWTF), a member of the International Committee of Tourism Film Festivals (CIFFT), is a renowned platform that celebrates excellence in tourism video marketing, bringing together destinations, filmmakers, and industry stakeholders from around the world. This year's JWTF saw more than 1,334 submissions competing for nomination.

In 2025, Malaysia recorded a total of 416,492 international visitor arrivals from Japan, representing a 13.4 per cent increase compared to 2024. This growth reflects the strong demand for Malaysia as a preferred travel destination and underscores the effectiveness of targeted promotional efforts in the Japanese market.

Tourism Malaysia remains committed to strengthening its promotional efforts in Japan through innovative campaigns, strategic collaborations, and engaging digital content to position Malaysia as a preferred destination for Japanese travellers.

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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](#).

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