

## MALAYSIA SHOWCASES VISIT MALAYSIA 2026 CAMPAIGN AT ATM DUBAI 2025



Tourism Malaysia and Emirates strengthened their strategic partnership through an MoU signing between YBhg. Datuk Manoharan Periasamy, Director General of Tourism Malaysia, and Mr. Orhan Abbas, Emirates' Senior Vice President, Commercial Operations, Far East. The ceremony was held in the presence of YB Dato' Sri Tiong King Sing, Minister of Tourism, Arts and Culture Malaysia.

**DUBAI, 28 April 2025** – Tourism Malaysia recently marked its 31<sup>st</sup> participation at the Arabian Travel Market (ATM) Dubai 2025, held from 28 April to 1 May at the Dubai World Trade Centre. The event continues to serve as a key platform for Malaysia to reinforce its presence in the Middle East and build strategic partnerships within the global tourism industry.

The Malaysian delegation is led by Dato Sri Tiong King Sing, Minister of Tourism, Arts & Culture Malaysia, accompanied by Datuk Manoharan Periasamy, Director General of Tourism Malaysia. This year, Malaysia is represented by 83 organisations including travel agents, hotels and resorts, tourism product operators, state tourism bodies and Batik Air as strategic partner.

Tourism Malaysia's participation in ATM Dubai 2025 serves as a key opportunity to provide an exclusive preview of the highly anticipated Visit Malaysia Year 2026 (VM2026) campaign. The campaign aims to highlight Malaysia's rich cultural heritage, diverse tourism offerings, and unique experiences, enticing travellers from around the world to discover the wonders of Malaysia in 2026.

"The Middle East has always been an important market for Malaysia, and we are excited to strengthen our ties at ATM Dubai 2025. With Visit Malaysia Year 2026 approaching, we look forward to welcoming more visitors and showcasing Malaysia's rich culture, attractions, and warm hospitality," said Dato Sri Tiong King Sing.

Tourism Malaysia invites industry partners and visitors to drop by the Malaysia Pavilion at ATM Dubai 2025 to explore the country's unparalleled tourism experiences and be part of the excitement leading up to Visit Malaysia Year 2026.

In 2025, Malaysia aims to welcome **45 million international visitors** and generate **RM270 billion in tourism receipts**. The continued growth in visitors from the Gulf region has further fuelled Tourism Malaysia's efforts to nurture this high-potential market.

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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, 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). For more information, visit Tourism Malaysia's social media accounts on [Facebook](#), [Instagram](#), [X](#), [YouTube](#), and [TikTok](#).

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