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STRATEGIC ENGAGEMENT SESSION FOR IMPACTFUL VM2026 CAMPAIGN

KUALA LUMPUR, 30 September 2025 – Tourism Malaysia hosted a pivotal strategic engagement session, bringing together its Overseas Directors from 29 full-fledged offices and four marketing representative offices, alongside key airline partners, to streamline and refine strategic action plans in gearing up for Visit Malaysia 2026 (VM2026).

The three-day event, held from 28 to 30 September, facilitated in-depth discussions on aligning international marketing efforts and strategising tourism promotion initiatives in key global markets, reinforcing Malaysia's commitment to strengthening global tourism ties and enhancing its international outreach.

A special session with YB Dato Sri Tiong King Sing, Minister for Tourism, Arts and Culture, was also held, where he imparted his strategic mandate and key expectations for efforts to amplify Malaysia's tourism presence globally.

Other highlights include town hall sessions with all divisions within Tourism Malaysia and key tourism-related agencies, such as the Malaysia Convention & Exhibition Bureau (MyCEB), Malaysia My Second Home (MM2H), the Policy Division (Culture) of MOTAC, and the National Film Development Corporation Malaysia (FINAS), to enhance inter-agency cooperation in promoting tourism through more cohesive and integrated initiatives.

A notable feature of the event was the breakout session with airlines, featuring an exclusive engagement with key airline partners and aviation stakeholders. Apart from three Malaysian-based carriers, 27 aviation industry players also participated in the B2B session, fostering direct discussions between the Overseas Directors and their representatives.

Datuk Manoharan Periasamy, Director General of Tourism Malaysia, emphasises the return on investment (ROI) and strategic airline collaboration in enhancing air connectivity, expanding route networks, and promoting Malaysia on the global stage.

“Visitor arrivals to Malaysia have demonstrated encouraging signs of recovery across various global regions. Notably, we have achieved full recovery in key markets across all regions, except for West Asia, Northern Africa, Southern Africa, and Western Africa. We remain committed to intensifying our efforts to stimulate growth in these regions and to achieving full recovery across all markets.”

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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). Furthermore, Tourism Malaysia actively endorses the Indonesia-Malaysia-Thailand Growth Triangle (IMT-GT), working towards the realisation of the IMT-GT Visiting Year 2023-2025, with the shared aim of promoting the region as a unified tourism destination. For more information, visit Tourism Malaysia's social media accounts on [Facebook](#), [Instagram](#), [X](#), [YouTube](#), and [TikTok](#).

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