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TOURISM MALAYSIA LEADS PROMOTIONAL EFFORTS IN TOURISM EXPO JAPAN 2023

OSAKA, 30 October 2023 – Tourism Malaysia participated in Tourism Expo Japan (TEJ) 2023 in Osaka from 26 to 29 October 2023, attracting travellers around the world and professional travel trade partners to build connections and promote Malaysia as a preferred travel destination and drive tourism growth in gearing up to Visit Malaysia Year 2026.

The Malaysian delegation was led by the YBhg. Datuk Mohd Zamri bin Mat Zain, Deputy Secretary General (Tourism), Ministry of Tourism, Arts and Culture Malaysia, comprising representatives from Sabah Tourism Board, Sarawak Tourism Board, Langkawi Development Authority (LADA), Pahang State Tourism, Malaysia Homestay Operator Association, Malaysia Airlines, Air Asia X and several travel agencies, including Bel Travel & Tours, I-World Travel & Tours, and WB Tours & Travel.

Aiming at showcasing the speciality of “Malaysia Truly Asia” and its commitment to sustainable tourism, the Malaysia Pavillion featured interactive displays and presentations that highlight these efforts, inspiring travellers to explore Malaysia in an environmentally conscious way.

YBhg. Datuk Mohd Zamri bin Mat Zain said: “We are excited to return to participate in this comprehensive annual travel trade festival. Japan has always been one of our vital source markets for Malaysia’s tourism industry. As of June 2023, Japanese tourists logged 89,678 arrivals to Malaysia, increasing tremendously compared to 15,811 recorded in the same period in 2022”.

“With robust promotional efforts and enhanced air connectivity, we are optimistic about achieving a higher number this year as we are targeting to woo more than 200,000 Japanese tourists this year.”

Malaysia is expecting 26.1 million arrivals in conjunction with Visit Malaysia 2026. As of June 2023, 9.2 million arrivals were recorded out of the targeted 16.1 million international tourists this year, with RM49.2 billion (USD 11.1 billion) in tourism receipts.

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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 Year, 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](#), [Twitter](#), [YouTube](#), and [TikTok](#).

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