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PRESS RELEASE

MINISTRY OF TOURISM, ARTS AND CULTURE

**OFFICIAL LAUNCH OF VM2026 IN COLLABORATION WITH THE MELAKA STATE GOVERNMENT**

**MELAKA, 27 September 2025 –** Tourism Malaysia, in collaboration with the Melaka State Government has officially launched Visit Malaysia 2026 (VM2026) in a prestigious ceremony, held at Encore Melaka. This momentous occasion is further underscored by its alignment with two major events—the celebration of World Tourism Day (WTD) and the hosting of the 7th World Tourism Conference (WTC) 2025. The launch reflects the spirit of **Malaysia MADANI**, embracing values of **sustainability, inclusivity, and cultural harmony**. It serves as a national commitment to elevate the tourism sector through innovative and responsible practices, while celebrating Malaysia’s rich heritage, diverse communities, and shared prosperity.

The highly anticipated event was officiated by the Honourable Prime Minister of Malaysia, YAB Dato’ Seri Anwar Ibrahim, and further honoured by the presence of YAB Datuk Seri Utama Ab Rauf bin Yusoh, Chief Minister of Melaka, YB Datuk Seri Tiong King Sing, Minister of Tourism, Arts and Culture Malaysia, alongside key state dignitaries and industry leaders, reflecting a unified commitment to the success of VM2026.

In his address, YAB Dato’ Seri Anwar Ibrahim, Prime Minister of Malaysia, emphasized the significance of the event, stating: “As we look toward VM2026, Malaysia is sending a clear message to the world that we are ready to welcome travellers with open arms and open hearts. We want every visitor to experience more than just a destination; we want them to gain a deeper understanding of who we are as a nation—diverse, dynamic, and deeply rooted in tradition with hospitality.”

YB Datuk Seri Tiong King Sing, Minister of Tourism, Arts and Culture Malaysia, further added: “A key focus of VM2026 is our strong commitment to sustainable and responsible tourism. By enhancing ecotourism offerings and protecting our natural assets such as, rainforests, marine parks, and national heritages—we aim to preserve Malaysia’s cultural identity while providing meaningful economic opportunities for local communities.”

VM2026 is expected to generate far-reaching benefits that extend well beyond the tourism sector, in line with the aspirations of Malaysia MADANI. The initiative is poised to deliver tangible prosperity to local communities, enhance the expression and preservation of cultural heritage, and stimulate inclusive growth across related industries such as hospitality, transportation, retail, and culinary services. By driving this broader and more sustainable economic impact, VM2026 aims to create lasting value for the nation and its people, fostering a tourism landscape that is resilient, people-centric, and guided by the principles of inclusivity, sustainability, and innovation.

Between January and July 2025, Malaysia welcomed 24.5 million international visitor arrivals—representing a significant 16.8% increase compared to the same period in 2024. Notably, this figure also marks a 16.0% rise over pre-pandemic levels in 2019. This sustained growth reflects Malaysia’s strengthened position as key travel hub in the region and sets a strong foundation for Visit Malaysia 2026 (VM2026), which targets 47 million international visitor arrivals.

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