

TOURISM MALAYSIA®

Pulau Hujung, Johor

Malaysia pushing niche tourism

As Malaysia announced Visit Malaysia 2026 this year, it became abundantly clear their strategies are to welcome travellers seeking mix of cultural richness, sustainability and unique travel experiences. Tourists from the Middle East countries came into focus as they are keen on wholesome travel experience, concept of cuisine and heritage and family-oriented experiences.

Dr Shehara Fernando

Sustainable and High-Yield Tourism Focus

The theme for Visit Malaysia 2026 is 'Malaysia: A Sustainable Destination, Rich in Culture,' aligns with global tourism trends and the United Nations Sustainable Development Goals. Their key focus is to attract travellers who seek richer and meaningful experiences, which would provide them a more sustainable journey.

Malaysia boasts some of the richest rain forests in the Asian region, yet to be explored by many travellers. The different areas of Malaysia bring in different aspects to be followed through as well. Attracting high-yield tourists is an easy feat for Malaysia as they have some of the best international and local properties, which cater to these tourists. Notably, their golf courses have always attracted the high-yield travellers among other events.

Official launch & strategy

The campaign was officially launched in the beginning of this year by Prime Minister of Malaysia, Datuk Seri Anwar

Ibrahim. The official Visit Malaysia 2026 logo represents the country's diversity, cultural harmony, and breathtaking natural beauty. He said Visit Malaysia 2026 theme is derived in keeping with the UN Sustainable Development Goals. To achieve this target of Visit Malaysia 2026, they will be focusing on three main pillars, specifically increasing tourist arrivals by converting short visits into extended stays.

For example, we have excursionists, and we want to convert these excursionists into tourists, especially those tourists who visited Singapore and Thailand, and at the same time, the Singaporeans and the Thais, the bordering countries, to convert them into non-excursionists to become tourists. Extending the length of stay by enriching our cultural and ecotourism experiences, empowering local communities and improving infrastructure. We want to encourage higher spending by promoting niche tourism experiences. They developed a special hash tag for those who could promote on their social media platforms. It is enriching to know that they still maintain the 'Malaysia



truly Asia' brand, because this has the biggest number of followers online.

Mascots for Visit Malaysia 2026

There are two official mascots for Visit Malaysia 2026, one male and one female. The icon is a 'Sun Bear' where the male is known as

'Wira' and female as 'Manja'. These mascots also create a new source market as they appeal to the younger generation. Malaysia has introduced these two cuddly and lovable characters to represent inclusivity and diversity.

Visitor target

As in all campaigns the target

remains on high aimed at domestic and international visitors for the next year. Their domestic target is set at attracting 261million domestic visitors with RM115.7billion revenue and 35.6million international tourists to generate RM 147.1billion in terms of revenue. They plan on some productive roadshows across the Middle East with the 32nd Arabian Travel Market 2025, followed by other key travel trade exhibitions, which provide them opportunities to showcase all the offerings. With a strategic focus on family-friendly travel and experiences tailored to the younger generation, Visit Malaysia 2026 aims to position Malaysia as a top destination for ME tourists. Through a commitment to

sustainability and cultural authenticity, the campaign seeks to redefine Malaysia's tourism landscape in the coming years. ▶

GUIDE VISIT MALAYSIA 2026

Increasing tourist arrivals

By converting short-term visitors into longer-stay tourists.

This includes attracting excursionists from neighbouring countries such as Singapore and Thailand and encouraging them to extend their trips.

Extending length of stay

Enhancing Malaysia's cultural and eco-tourism offerings, empowering local communities, and improving tourism infrastructure to make stays more immersive.

Encouraging higher spending

Promoting niche tourism experiences that cater to travellers seeking exclusive, off-the-beaten-path adventures under the tagline 'Surreal Experiences'.



Female Mascot - Manja



Male Mascot - Wira



Hon. Dato' Sri Tiong King Sing *Minister of Tourism, Arts and Culture* *Malaysia*

Marhaba and Selamat Datang to Malaysia!

It is with great pleasure and pride that I extend a heartfelt welcome on behalf of the Government of Malaysia and the Ministry of Tourism, Arts and Culture (MOTAC) to all esteemed delegates, partners, and travel professionals gathered here at the Arabian Travel Market 2025.

This prestigious event stands as a vital platform for fostering global tourism cooperation, sharing innovations, and creating impactful partnerships across borders. Malaysia is honoured to once again be a part of this dynamic marketplace, where cultures, ideas, and opportunities converge.

As we look ahead to an exciting future for global tourism, Malaysia remains committed to offering authentic, diverse, and sustainable travel experiences. From our lush rainforests and pristine islands to vibrant cities and rich cultural heritage, Malaysia truly has something for every traveller.

With Visit Malaysia Year 2026 on the horizon, we welcome the world to rediscover Malaysia — a land of warm hospitality, harmony, and unforgettable experiences. We invite our friends and partners from the Middle East and around the world to explore fresh collaborations and be part of Malaysia's tourism success story.

Speaking of Visit Malaysia 2026, I am thrilled to share that the campaign, launched earlier this year, aims to attract 45.0 million visitors and generate RM270 billion in tourism revenue by 2026. We are focusing on cultural, eco, and niche tourism, with an emphasis on sustainability, inclusivity, and economic growth. Our passion lies in welcoming tourists to stay longer, explore deeper, and engage with local communities and the environment. Let's continue to work together to build an even brighter future for tourism.

Thank you and enjoy a productive and inspiring Arabian Travel Market 2025.





Mulu National Park

Sarawak: Treasure trove of wonders

Explore Sarawak's wild splendour, a region where nature reigns supreme with hidden treasures awaiting discovery at every turn. Located in the heart of Borneo, it is a haven for those seeking adventure whilst being captivated by nature's bounty.

Imagine travelling through ancient rainforests, where towering trees tell stories from the ancient past and vivid wildlife thrive in the undergrowth. Marvel at stunning limestone caverns and their intricate forms etched by time, each revealing secrets about the Earth's history. Sarawak is more than just a destination; it is an invitation to immerse yourself in a place where wilderness meets magic.

Nature lovers will find themselves in a biodiversity hotspot, home to an extensive range of flora and fauna, many of which are unique to

BAKO NATIONAL PARK

How to reach the national park

To reach Bako National Park from Kuching, take a bus or taxi to Bako Jetty Terminal, followed by a 20-minute boat ride to the park

Public buses from Kuching to Bako Jetty terminal take about 45 to 60 minutes (red public bus number 1) and cost RM 3.50 per person

A minivan offers a quicker, more comfortable alternative

this region. From the elusive orangutans swinging through the canopies to the uncommon Rafflesia flower blooming in the forest, Sarawak offers rare interactions with nature that are as unique as they are remarkable.

So, join us as we explore Sarawak's breathtaking

sights. Allow the call of the wild to guide you to experiences that will truly excite your senses and deeply nourish your spirit.

Bako National Park

Established in 1957, Bako National Park is Sarawak's oldest, also the smallest national park, covering 27 square km. Despite its size, it has a wide range of habitats, including mangrove swamps, dipterocarp forests, peat swamps and coastal cliffs, acting as a microcosm of Borneo's natural legacy. The park is known for its peculiar proboscis monkeys, which are unique to Borneo. It also has long-tailed macaques, bearded pigs, silvered langurs and 190 bird species here.

Also, there are 16 colour-coded trekking and hiking routes that cater to various skill levels. Notable routes include the scenic Telok Pandan Kecil Trail for its breathtaking



Matang Wildlife Centre

coastline views and the circular Lintang Trail, which showcase the full range of Bako's unique biodiversity.

Mulu National Park

Mulu National Park was founded in 1974, then declared a UNESCO World Heritage Site in 2000. The park covers 52,864 hectares, encompassing three spectacular mountains: Mount Mulu, Mount Benarat and Mount Api. Mount Mulu, Sarawak's second-highest peak at 2,376 metres, dominates the park, while being known for its spectacular limestone formations, some of which date back over 1.5 million years.

The park is also home to world-renowned cave systems, including the Sarawak Chamber—the biggest natural subterranean chamber, Deer Cave—the longest

cave corridor, plus Clearwater Cave—Southeast Asia's longest cave system. The magnificent karst scenery, particularly at the pinnacles of Gunung Api, is extremely stunning. Mulu's biodiversity is just as amazing with over 2,000 plant species, including rare orchids plus carnivorous pitcher plants, alongside a diverse range of fauna such as bats, birds, insects and reptiles. Climb Mount Mulu and the Mount Api Pinnacle, explore the breathtaking caverns, take a boat trip down the Melinau River or hike through beautiful woodlands—there is truly something for every adventurer here.

Matang Wildlife Centre

Matang Wildlife Centre was founded in 1998. It is committed to treating and protecting Borneo's injured, orphaned and illegally traded wildlife.

The facility, located within Kubah National Park, covers 180 hectares of lowland forest which serves as a natural home for endangered species such as orangutans, sun bears and hornbills. Its well-kept enclosures mimic natural surroundings, providing a safe home for animals while educating visitors with interactive displays and guided tours. The centre also features some jungle experiences, which include four jungle trails specifically the Sungai Rayu Trail, Sungai Senduk Trail, Pitcher Trail and Sungai Buluh Trail, allowing for birdwatching with further exploration of the park's beautiful waterfalls of animal life. The remaining two trails are Pitcher Trail and Sungai Buluh Trail, which are temporarily closed. The centre started operating from 8 am to 5 pm daily, including Public Holidays. 📍



Bako National Park

Malaysian partners at ATM 2025

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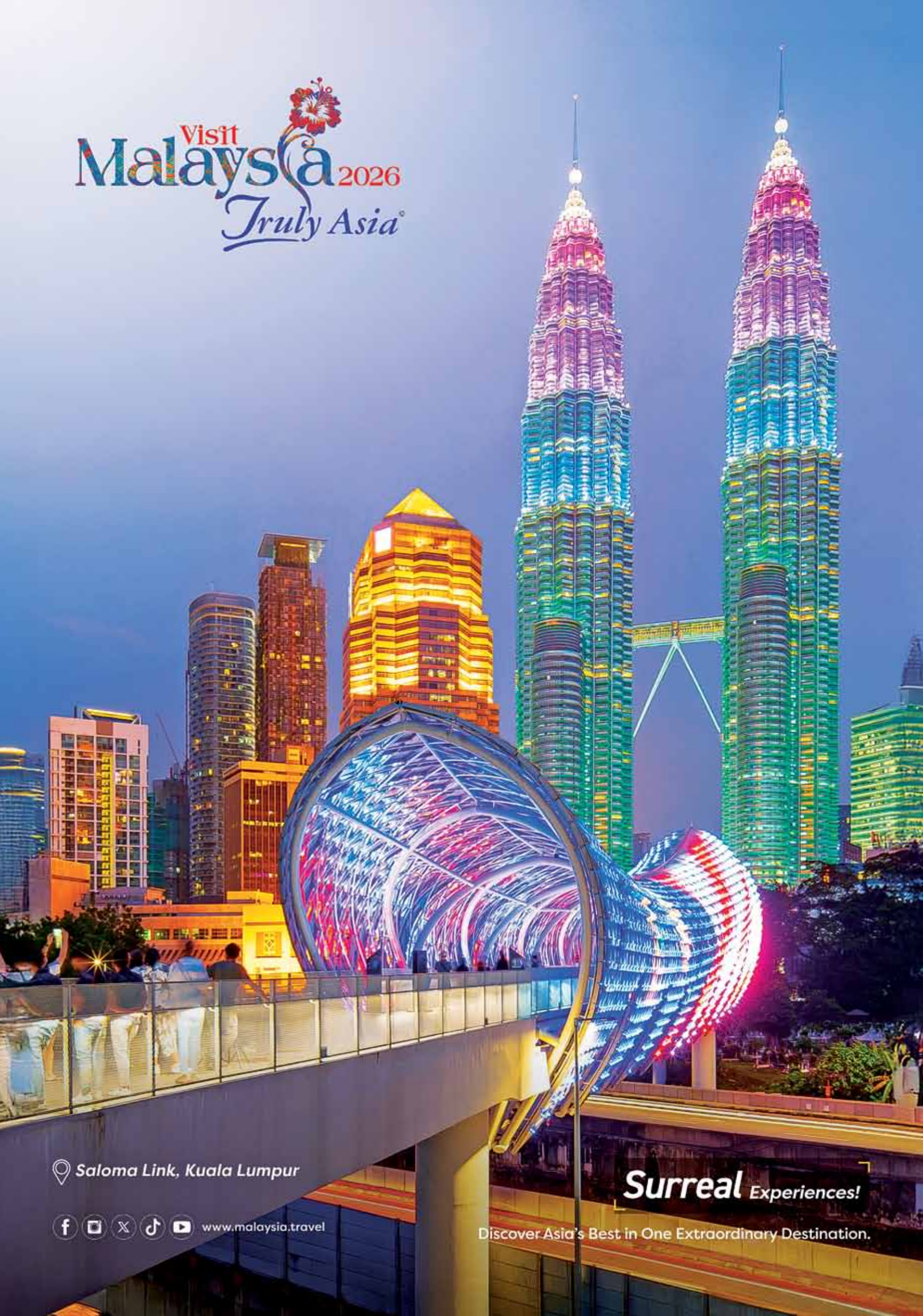


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