

VISIT MALAYSIA 2026

PM: ENSURE STATES BENEFIT FROM VM2026

Anwar calls on all ministries to boost tourism, investment and economic potential

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ALL ministries must boost the nation's tourism, investment and economic potential to ensure no state is left behind in the Visit Malaysia 2026 (VM2026) campaign.

Prime Minister Datuk Seri Anwar Ibrahim said yesterday that the campaign's goals, which include a projected revenue of RM147.1 billion and 35.6 million tourist arrivals, are achievable with everyone's help.

"VM2026 represents a fresh approach to positioning Malaysia as a premier tourist destination. It also marks the start of a sincere effort to achieve sustainable tourism growth.

"I call on all ministries to focus on strengthening Malaysia's tourism capabilities while expanding investment and economic opportunities, ensuring equitable benefits for every region and state," he said at the campaign launch.

Present were Deputy Prime Ministers Datuk Seri Dr Ahmad Zahid Hamidi and Datuk Seri Fadillah Yusof; Tourism, Arts and

Culture Minister Datuk Seri Tiong King Sing; Selangor Menteri Besar Datuk Seri Amirudin Shari; Chief Secretary to the Government Tan Sri Shamsul Azri Abu Bakar; and Communications Minister Fahmi Fadzil.

Anwar said achieving these projections would benefit various sectors.

"However, beyond these headline figures, our goal is to promote sustainable tourism that benefits the environment and communities.

"Tourism should be catalyst for economic growth while offering visitors meaningful, unforgettable and culturally enriching experiences.

"Malaysia is not just another destination; it is a unique, eco-friendly location enriched by its diverse, multicultural population."

Anwar said the campaign's goals align with the Madani framework, which prioritises sus-



Prime Minister Datuk Seri Anwar Ibrahim launching the Visit Malaysia 2026 campaign at the Malaysia Airlines Bhd Engineering Complex yesterday. With him (from left) are Communications Minister Fahmi Fadzil, Selangor Menteri Besar Datuk Seri Amirudin Shari, Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi, Tourism, Arts and Culture Minister Datuk Seri Tiong King Sing and Chief Secretary to the Government Tan Sri Shamsul Azri Abu Bakar. BERNAMA PIC

tainability and achieving higher progress and development levels.

"This aspect is often overlooked in the rush to achieve success and development, which frequently disregards environmental concerns.

"Therefore, as we promote Malaysia, we aim to present it as a sustainable and harmonious destination, showcasing a rich cultural heritage built on strong and inclusive values."

Anwar said the VM2026 campaign aligns with the government's efforts to prepare all states, as attractive tourism destinations in conjunction with Malaysia's Asean chairmanship this year.

The campaign features a fresh logo, mascots, a new theme song and aircraft livery.

Anwar described it as a transformative step towards positioning Malaysia as a world-

class tourist destination while fostering inclusive growth in all states.

"This campaign will drive tourism growth across the country.

"The theme song is an excellent example of inclusivity, representing all in Peninsular Malaysia, Sabah and Sarawak regions, each with their unique strengths."

Tiong said more partners would join the campaign in the coming months.

These partnerships, he said, would focus on cooperation with Tourism Malaysia to ensure the success of the campaign and make Malaysia a top travel destination for 2026.

"Together, we will boost Malaysia's tourism industry and create a dynamic and inclusive environment for all stakeholders."

In addition to the theme song *Surreal Experiences* sung by Ernie Zakri, the Malayan sun bear was unveiled as the campaign's official icon, symbolising its endangered status and Malaysia's commitment to wildlife conservation.

The sun bear is represented by two mascots, Wira and Manja.

Tourism Malaysia said the VM2026 campaign aims to boost tourism revenue, strengthen Malaysia's global competitiveness as a tourist destination, and position the sector as a key contributor to gross domestic product.

"With Malaysia's potential as a world-class tourist destination, VM2026 is set to not only enhance tourism, but also create jobs and improve the country's global image."

The launch saw the exchange of memorandums of collaboration with strategic partners, including the Malaysia Aviation Group, AirAsia, Batik Air, Malaysia Airports Holdings Bhd, Huawei, Mastercard, Shangri-La Kuala Lumpur, Shangri-La Hotels & Resorts and Marriott International.

Tourism Malaysia said the campaign will feature the Malaysia Sarong Music Run 2025, scheduled for Feb 8 at the Petronas Twin Towers in Kuala Lumpur.

It expects more than 20,000 attendees.

INFO BOX

RMK7.1B

Projected revenue of the Visit Malaysia 2026 campaign

35.6m

Projected tourist arrivals during the Visit Malaysia 2026 campaign