

Elevating M'sia in the world's eyes

VM2026 campaign kicks off with high hopes for tourism

SEPANG: The Visit Malaysia 2026 (VM2026) campaign has been launched with a logo, mascot, theme song and aircraft livery.

Prime Minister Datuk Seri Anwar Ibrahim said he hopes the launch of the campaign will boost the country's tourism sector and achieve its target of making Malaysia one of the main tourism destinations in 2026.

"If we look at the theme song for VM2026, titled *Surreal Experiences*, it captures the inclusiveness and encompasses all districts and states in the peninsula, Sabah and Sarawak, with each having its own strength," he said in his keynote address when launching VM2026 at Hangar 6 of the MAB Engineering Complex at the Kuala Lumpur International Airport here yesterday.

Also present were Deputy Prime Ministers Datuk Seri Dr Ahmad Zahid Hamidi and Datuk Seri Fadillah Yusof, Communications Minister Fahmi Fadzil, Tourism, Arts and Culture Minister Datuk Seri Tiong King Sing, Chief Secretary to the Government Tan Sri Shamsul Azri Abu Bakar and Selangor Mentri Besar Datuk Seri Amirudin Shari.

Tiong said the VM2026 campaign is built on two key pillars: high-yield and sustainable tourism.

The pillars reflect the country's commitment to offering meaningful experiences while also protecting its unique treasures, Tiong added.

"To achieve this, we have identified three main strategies: increasing tourist arrivals by converting short visits into extended stays by enriching cultural and ecotourism experiences; empowering local communities and improving infrastructure; and encouraging higher spending by promoting niche tourism experiences," he said in his speech after the launch.

At the event, the VM2026 logo was unveiled on Malaysia Airlines, Batik Air and AirAsia aircraft.

VM2026 has also adopted the Malayan sun bear, an endangered



It's official: Anwar with (from left) Fahmi, Amirudin, Ahmad Zahid, Fadillah, Tiong and Shamsul Azri, as well as mascots Wira and Manja, during the launch at the MAB Engineering Complex. - SAMUEL ONG/The Star

species and a symbol of Malaysia's commitment to wildlife conservation, as the official icon for the campaign.

The event also featured the exchange of memorandums of collaboration with key strategic partners including Malaysia

Aviation Group, AirAsia, Batik Air, Malaysia Airports Holdings Bhd, Huawei, Mastercard, Shangri-La Kuala Lumpur, Shangri-La Hotels and Resorts, Marriott International, as well as the Malaysian Association of Tour and Travel Agents and Malaysian

Association of Hotels.

As part of the build-up to VM2026, the Malaysia Sarong Music Run 2025 will be held on Feb 8 at the PETRONAS Twin Towers in Kuala Lumpur, which is expected to attract more than 20,000 participants.