



Anwar and Tiong shaking hands, accompanied by (from left) Communications Minister Fahmi Fadzil, deputy prime ministers Datuk Seri Dr Ahmad Zahid Hamidi and Datuk Seri Fadillah Yusof at the launch of the VM2026 campaign yesterday. - AMIRUL SYAFIQ/THESUN

# PM launches Visit Malaysia Year 2026 campaign

> Involvement of all states, parties would help achieve projected income of RM147.1b and 35.6m tourist arrivals: Anwar

**SEPANG:** Prime Minister Datuk Seri Anwar Ibrahim wants all ministries to focus on enhancing capabilities in the fields of tourism, investment and the economy, with the involvement of all states through the Visit Malaysia Year 2026 campaign.

Anwar, who is also finance minister, said every state and district has its own strengths to attract visitors.

"In fact, as we strive to make a success of the Asean chairmanship, we will ensure our programmes will equip all states, with no exceptions, to become tourism destinations this year and next year, in particular," he said at the launch of the Visit Malaysia Year 2026 (VM2026) campaign yesterday.

Anwar said the comprehensive involvement of all parties would help the nation achieve a

projected income of RM147.1 billion as well as targeted tourist arrivals of 35.6 million.

He said for the campaign, inclusivity becomes a major approach in promoting the country's sustainability and harmony in terms of a multicultural legacy with a strong cultural foundation.

"So, the impact of Visit Malaysia 2026, as I've said, will go far beyond the tourism industry to include hospitality, transport, retail and food industries, while the economic benefits will be shared by urban and rural communities."

He said the Madani framework itself is about inclusivity in championing sustainability concurrently with the attainment of a higher quality of life and harmony between development and nature.

Anwar described Malaysia as a unique

destination that is environment-friendly and has a charming multicultural identity, which is culturally divergent and rich.

He commended the VM2026 theme song titled *Surreal Experiences*, adding that it perfectly encapsulates Malaysia's uniqueness while being appealing to the younger generation.

"If we look at the theme song, it captures the inclusiveness of all districts and states in the Peninsula, Sabah and Sarawak

"It is something catchy and I must thank (Tourism, Arts and Culture Minister) Datuk Seri Tiong King Sing."

The VM2026 campaign features a new logo, mascots, theme song and aircraft livery, Bernama reported.

In addition to the new theme song, the Malayan sun bear is the campaign's official icon, in line with its status as an endangered species and a symbol of Malaysia's commitment to wildlife conservation.

The animal is represented by two mascots, Wira and Manja, representing inclusivity and diversity.