

Bangladesh emerges as key tourist market for Malaysia

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Dhaka : Bangladesh has emerged as one of the fastest-growing tourism markets for Malaysia, with more than 280,000 Bangladeshi travelers visiting in 2025-marking a strong 82.1 percent year-on-year growth. Official data also shows that Bangladesh recorded the highest increase in visitor arrivals among South Asian countries in the first quarter of 2026.

The growing importance of the market has prompted Tourism Malaysia to intensify engagement with local stakeholders. Speaking to The Bangladesh Monitor on the sidelines of Dhaka Travel Mart 2026, Solehuddin Ahmad, Deputy Director of International Promotions (Asia and Africa), said Malaysia's advanced MICE facilities, seamless immigration, and strong healthcare offerings are key drivers behind the surge.



Solehuddin Ahmad

He noted that external factors such as Indian visa restrictions and geopolitical tensions in the Middle East are also contributing to the shift, while Malaysia's reputation for affordable, high-quality medical care continues to attract Bangladeshi patients. The Malaysia Healthcare Travel Council has identified Bangladesh as a priority source market under its Malaysia Year of Medical Tourism 2026 campaign.

Kuala Lumpur remains the primary destination for Bangladeshi travelers. However, interest is expanding to leisure destinations such as Langkawi, as well as Johor Bahru and other emerging locations, particularly among MICE groups traveling with families.

Malaysia also offers incentives for MICE groups, including receptions, cultural performances, and potential cost-reduction measures for travel

agents, currently under consideration.

At Dhaka Travel Mart 2026, Malaysia demonstrated a strong presence with two large pavilions and a 17-member delegation representing tourism, hospitality, airlines, and healthcare sectors. Tourism Malaysia has also expressed interest in future editions of the event, with a call for dedicated B2B sessions to strengthen partnerships.

Malaysia expects to welcome over 300,000 Bangladeshi visitors in 2026 under its Visit Malaysia Year and medical tourism campaigns, further reinforcing Bangladesh's position as a key outbound market.