

Malaysia sets sights on 47m tourists in 2026, including 300,000 from Bangladesh

- A Monitor Desk Report

Date: 05 October, 2025



Dhaka: Malaysia has announced an ambitious goal to welcome 47 million international tourists next year under its flagship Visit Malaysia 2026 (VM2026) campaign — with a special focus on attracting 300,000 visitors from Bangladesh. The initiative aims to strengthen the country's position as a premier travel destination and enhance regional connectivity.

Malaysia's Deputy Minister of Tourism, Arts, and Culture, Datuk Khairul Firdaus Akbar Khan, revealed the target while inaugurating the Global Travel Meet 2025 in Kuala Lumpur on October 1, according to a press release.

The three-day business-to-business tourism event, held at the World Trade Centre, drew participation from 600 international buyers and 400 Malaysian sellers, including hotels, airlines, tour operators, and travel

agencies.

The program featured high-level networking sessions, strategic business matching, and familiarization trips to promote Malaysia's diverse attractions—from cultural heritage and eco-tourism to culinary and adventure experiences.

Supported by Malaysia Airlines, AirAsia, Batik Air, and key industry associations such as the Malaysia Inbound Chinese Association (MICA) and the Malaysian Indian Tour and Travel Association (MITTA), the event underscored the country's commitment to strengthening its tourism ecosystem.

In 2024, international arrivals in Malaysia surged to 38 million—up 31.1 percent from the previous year and surpassing 2019's pre-pandemic figures by 8.3 percent. Between January and July 2025, the country welcomed 24.5 million visitors, marking a 16.8 percent increase year-on-year.

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