

Tourism Malaysia highlights Visit Malaysia Year 2026 campaign at ATM 2025

- A Monitor Desk Report

Date: 04 May, 2025



Dhaka: The Ministry of Tourism, Arts and Culture Malaysia, through its agency Tourism Malaysia, once again participated in Arabian Travel Market (ATM) to target more tourists from West Asia. Tourism Malaysia also launched VM2026 latest video which highlighted surreal experiences in Malaysia. The travel exhibition ran from April 28 to May 1.

The Malaysian delegation was led by Dato Sri Tiong King Sing, the Minister of Tourism, Arts and Culture Malaysia, who was accompanied by Datuk Manoharan Periasamy, Director General of Tourism Malaysia. The delegation consisted of 82 different organizations, which included five state tourism boards, 34 tour operators, 35 hotels and resorts, five

Tourism Products, two tourism associations alongside one airline.

The VM2026 logo, a symbol of Malaysia's vibrant culture, natural beauty, and global appeal, serves as a visual representation of the country's readiness to welcome tourists from around the world.

Adopted as the campaign's official icon, the Malayan Sun Bear, a proud and endangered species, reflects Malaysia's deep commitment to wildlife conservation. Designed in a lovable, animated style, the mascot is intended to resonate with audiences of all ages, evoking a sense of warmth and joy while enhancing Malaysia's image as a welcoming and family-friendly destination.

Official VM2026 theme song, titled "Surreal Experiences" captures the essence of Malaysia's unique offerings. This song will be a key component of the campaign to attract global attention and engage visitors with the enchanting experiences Malaysia has to offer.

Malaysia is eager to welcome 45 million international visitors and to achieve RM 270 billion (USD 60.8 billion) in tourism receipts by 2025. Malaysia welcomed 194,440 tourists from Middle East region in 2024.

- T