

Malaysia eyes three lac Bangladeshi travelers in 2026

- A Monitor Report

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Dhaka : The Visit Malaysia 2026 campaign has been extended to 2027, said Mohd Shuhada Othman, High Commissioner of Malaysia to Bangladesh, adding that, in 2026, the country is targeting to welcome 300,000 tourists from Bangladesh.

The High Commissioner said this while addressing a networking dinner organized by Tourism Malaysia and Malaysia Healthcare Travel Council (MHTC) at InterContinental Dhaka on April 8.

The high commissioner added, in 2025, Malaysia recorded a total of 42,196,892 international visitor arrivals, including 281,492 visitors from Bangladesh. This represents a significant increase of 82.1 per cent compared to the previous year, reflecting strong demand and continued recovery in this market.

In terms of connectivity, there are currently 41 direct weekly flights

between Dhaka and Malaysia, offering approximately 11,340 seats. These routes are served by Malaysia Airlines, Batik Air, AirAsia, Biman Bangladesh Airlines, and US-Bangla Airlines, mentioned the Malaysian envoy.

Therefore, Tourism Malaysia is spearheading efforts to promote the Visit Malaysia campaign in Bangladesh, which also saw it taking part in the Dhaka Travel Mart (DTM) 2026 at Pan Pacific Sonargaon hotel in the capital on April 9-11, claimed the envoy.

Suriaghandi Suppiah, Chief Executive Officer, Malaysia Healthcare Travel Council; and Solehuddin Ahmad, Deputy Director, Tourism Malaysia, also spoke on the occasion.

Marking its 14th participation in DTM since its inception in 2002, the Malaysian delegation was led by Mr Solehuddin Ahmad, Deputy Director of the International Promotion Division (Asia and Africa).

The delegation comprised representatives from the Malaysia Healthcare Travel Council (MHTC), Education Malaysia Global Services (EMGS).

Key travel trade partners including tour operators and airlines were also present.