

Malaysia targets to welcome 300,000 arrivals from Bangladesh in 2025

- A Monitor Report

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Dhaka : Malaysia welcomed over 143,919 Bangladeshi tourists in 2024, marking an eight per cent increase from the previous year, and eyes to welcome 300,000 arrivals from Bangladesh in 2025.

Muadz Samat, Senior Assistant Director of Tourism Malaysia, said this in his opening speech at a seminar on Malaysia and Networking Session, organized by Tourism Malaysia, held at an elite hotel in the capital on February 5.

The event brought together key stakeholders from Bangladesh's tourism industry, with the aim of strengthening bilateral tourism ties and showcase Malaysia as a premier destination for travel, education, medical tourism, and MICE (Meetings, Incentives, Conferences, and Exhibitions).

While addressing the seminar, the Senior Assistant Director of Tourism Malaysia emphasized Malaysia's strong connectivity with Bangladesh through 42 weekly flights by airlines like Malaysia Airlines, Batik Air, AirAsia, Biman Bangladesh Airlines, and US-Bangla Airlines.

Samat also introduced the Visit Malaysia 2026 campaign, built on the pillars of high-yield and sustainable tourism, with the aim of attracting 35.6 million international tourists and generating RM147.1 billion in tourism receipts.

Furthermore, he highlighted Malaysia's focus areas for Dhaka Travel Mart 2025, including promoting family-fun attractions, education, and medical tourism.

Through the Malaysia Pavilion in Dhaka Travel Mart 2025, Malaysia will be presented by 10 sellers across airlines, tour agents, government and private agencies.

Following the opening speech, Mohd Shuhada Othman, High Commissioner of Malaysia to Bangladesh, delivered his welcome remarks.

In his address, the High Commissioner highlighted Malaysia's diverse attractions, favorable exchange rates, and its reputation as a leading destination for medical and education tourism.

He stressed the opportunities for collaboration between the two nations, particularly in tourism, trade, and investment.

The event featured three engaging presentations too.

Mohammed Shoeb, Marketing Manager of Tourism Malaysia Dhaka office, presented the opportunities for airlines and tour operators to collaborate with Tourism Malaysia on joint promotional initiatives.

EMG shared insights on Malaysia's inclusive and globally competitive educational environment, emphasizing the country's appeal as a destination for Bangladeshi students seeking higher education opportunities.

KPJ Healthcare Berhad highlighted Malaysia's status as a leading destination for medical tourism, the presentation detailed the availability of world-class healthcare facilities, affordable treatment

options, and specialized services such as cardiology, oncology, and wellness programs.

The seminar also served as a platform to foster networking opportunities between Ban-gladeshi tourism players and their Malaysian counterparts.

In his concluding remarks, Mohd Shuhada Othman encouraged participants to work collaboratively towards achieving the goals of Visit Malaysia 2026 and further strengthening the partnership between Malaysia and Bangladesh.