

Tourism Malaysia Resumes to Attract the Indian Market at SATTE 2025

Category: Business

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Tourism Malaysia returns to the South Asia's Travel & Tourism Exchange (SATTE), one of India's largest tourism fair for its 21st participation in New Delhi. The three-day event occurring from 19th to 21st February is a continuous effort to keep Malaysia as a preferred tourist destination in the minds of Indian travellers.



Tourism Malaysia booth inaugurated by H.E. Dato Muzafar Shah Mustafa, High Commissioner of Malaysia to India along with Ahmad Johanif Mohd Ali, Director, Tourism Malaysia Delhi

Tourism Malaysia intends to focus on niche products such as shopping, golfing, luxury tourism, soft tourism, theme parks and honeymoon packages to inspire the [global campaign of Visit Malaysia 2026 at this year's SATTE](#). Consequently, Tourism Malaysia is also leveraging the niche product segments such as wedding with Meetings, Incentives, Conferences, and Exhibitions (MICE).



Malaysian dignitaries with H.E. Dato Muzafar Shah Mustafa, High Commissioner of Malaysia to India along with Ahmad Johanif Mohd Ali, Director, Tourism Malaysia Delhi

Being [recognized as the Best MICE Destination 2024 in the Indian](#) market, Malaysia continues to maintain its reputation and a destination of choice for Indian corporations. With approximately more than 40,000 trade visitors, the event anticipates a significant increase in Indian tourists to Malaysia through the rigorous promotion and stronger cooperation between tour operators and members of the tourism fraternity.



Tourism Malaysia booth at SATTE 2025 with 60 Malaysian suppliers participating

The Malaysian delegation is headed by Mr. Ahmad Johanif Mohd Ali, Director of Tourism Malaysia New Delhi Office, together with 60 organisations representing tour agents, [hotel and resort](#) operators, tourism product owners, airline operators, Sabah Tourism Board and Tourism Melaka.

Mr Ahmad Johanif Mohd Ali, Director of Tourism Malaysia New Delhi Office stated, *"Tourism Malaysia remains committed in attracting a growing number of Indian visitors, catering to their diverse preferences. The [Indian market](#) has been a significant source of visitors to Malaysia for over two decades. With the upcoming Visit Malaysia Year 2026 (VM2026) campaign, we are focused on significantly increasing arrivals from the Indian [market](#)."*

India has been a priority market for Malaysia, given the strong economic ties with cultural connections between the two countries. Hence, India is currently Malaysia's sixth-largest

source of visitors.

In 2024, Malaysia recorded a total of 38 million visitor arrivals, with 1.4 million coming from India. In terms of air connectivity, 237 flights with over 43,000 seats are offered weekly between India and Malaysia, operated by Malaysia Airlines, Batik Air, AirAsia, Air India, and IndiGo.

Furthermore, Tourism Malaysia will leverage on the [announcement of the visa-free policy for Indian travellers](#) to Malaysia until 31st December 2026 as this is an opportunity to promote increased travel from India to Malaysia.

Tourism Malaysia is currently conducting various promotional activities in the Indian market such as, the Malaysia Food and Cultural Festival from the 17th to 23rd February at Pullman Hotel New Delhi Aerocity alongside its participation in the recent Outbound [Travel](#) Mart (OTM) 2025 from 30th January to 1st February in Mumbai. Meanwhile, Tourism Malaysia has also concluded a roadshow campaign [across three main cities in India](#), namely Hyderabad, Bangalore and Kochi from the 2nd to the 11th February.

About Tourism Malaysia

Tourism Promotion Board, also known as Tourism Malaysia, is an agency under the Ministry of Tourism, Arts & Culture Malaysia. It focuses on the specific task of promoting Malaysia as a preferred tourism destination. Since its inception, it has emerged as a major player in the international tourism scene. The next Visit Malaysia Year, set to take place in 2026, will commemorate the sustainability of the nations tourism industry, which is also in line with the [United Nations Sustainable Development](#) Goals (UNSDG). For more information, visit Tourism Malaysia's [social media](#) accounts on Facebook, Instagram, Twitter, YouTube, and TikTok.

About South Asia's Travel & Tourism Exchange 2025

The South Asia's Travel & Tourism Exchange (SATTE) 2025 will host over 2,000 exhibitors and attract more than 40,000 visitors from across the globe. It [offers a comprehensive platform](#) to domestic and international buyers and professionals from across the travel, tourism and hospitality industry along with National and State Tourism Boards (NTOs and STOs). SATTE is recognized as Asia's Leading travel and tourism exhibition to conduct [business](#), share knowledge, exchange ideas in order to arrive at solution-driven innovations to accelerate the pace of the growth of the industry.

