



Consolidate • Strengthen • Enduring



---

PRESS RELEASE

For Immediate Release

---

## **Resorts World Genting and Tourism Malaysia Forge Strategic Partnership in Support of Visit Malaysia 2026**

***Ecotourism, edutourism, sustainability, and innovation  
take centre stage with Euforia and BUNGA 2026***

**Genting Highlands, 21 November 2025** – Resorts World Genting (RWG) yesterday announced a landmark collaboration with Tourism Malaysia to advance the nation's tourism agenda ahead of Visit Malaysia 2026 (VM2026). The partnership was formalised through the signing of a Memorandum of Understanding (MoU) at Resorts World Awana, witnessed by YB Dato Sri Tiong King Sing, Minister of Tourism, Arts and Culture.

The strategic partnership underscored RWG's commitment to supporting Malaysia's tourism aspirations through world-class attractions, exceptional hospitality, and eco-sustainable experiences aimed at strengthening Malaysia's position as a premier global travel destination.

The MoU was signed by Spencer Lee, Executive Vice President of Sales, Marketing and Public Relations at Resorts World Genting, and Yang Berbahagia Datuk Manoharan Periasamy, Director General of Tourism Malaysia. The ceremony was attended by committee chairperson (EXCO) of Unity, Tourism and Culture Pahang, Yang Berhormat Leong Yu Man; member of Parliament Bentong, Yang Berhormat Young Syefura Othman; President of Bentong Municipal Council, Yang Hormat Dato' Haji Rose Samsul Abdul Razak; President of Hulu Selangor Municipal Council, Yang Berusaha Puan Julaihah Jamaludin; Senior Director of Advertising and Digital Division and Head of VM2026 Secretariat, Encik Mohd Amirul Rizal Abdul Rahim; senior officials from the Ministry of Tourism, Arts and Culture; representatives from Tourism Selangor; VM2026, leaders from industry associations and senior managements from Resorts World Genting.

One of the event's highlight was the exclusive preview of Euforia at Resorts World Awana, RWG's newest ecotourism & edutourism attraction and a flagship contribution to the VM2026 agenda. Spanning 12.5 acres, Euforia blends horticulture, artistry, and conservation-driven storytelling, offering an accessible nature-learning experience for local and international visitors. At its heart is a 3.7-acre greenhouse complex, the largest in Malaysia, featuring four thematic glasshouses that provide distinct botanical experiences for up to 8,000 visitors at a time.

The event also marked the announcement of BUNGA 2026, RWG's inaugural annual floral festival celebrating Malaysia's rich biodiversity and creative expression through flowers. Set to debut in mid-2026, the first festival will be themed around the orchid, featuring floral fashion showcases, artisan workshops, thematic gardens, and eco-friendly installations. BUNGA 2026 will also set the stage for the Asia Pacific Orchid Conference (APOC) 2028, one of the most prestigious orchid and conservation events in the Asia-Pacific region. APOC 2028 will bring together enthusiasts, researchers, and professionals from across the region and beyond, cementing RWG as a key hub for botanical innovation, conservation, and cultural exchange.

In addition to these initiatives, RWG highlighted its commitment to sustainability through its own nursery and farms. Designed to support the resort's landscaping and food supply needs, these facilities play a vital role in RWG's long-term self-sustainability efforts. It also serves as a learning platform for schools and local communities, offering exposure to commercial farming practices and potential career pathways within the industry.

Beyond Euforia, RWG offers a range of immersive ecotourism and edutourism experiences, including Genting Nature Adventures, orchid park and farm, immersive guided tours, and more. These initiatives showcase RWG's holistic approach to sustainable tourism and learning-focused experiences, making the entire resort an educational and ecological destination for visitors.

Under the MoU, RWG and Tourism Malaysia will work closely to promote ecotourism and edutourism as key pillars of VM2026. This includes RWG supporting Tourism Malaysia's domestic initiatives by hosting familiarisation trips, curated experiences, and programmes. Additionally, RWG will actively promote the VM2026 campaign across its properties and media platforms through staff engagement, guest initiatives, and branding visibility, including through the Genting Skyworlds Immersive 360 show at Studio Plaza Theatre. As part of these efforts, Genting employees will also wear VM2026 lapel pins, with additional pins distributed at strategic locations across the resort to pledge their commitment.

"This MoU marks an important milestone for RWG as we join hands with Tourism Malaysia to support VM2026," said Spencer Lee. "We are excited to showcase our ecotourism and edutourism offerings, providing enriching experiences for visitors from near and far while celebrating Malaysia's natural and cultural heritage. Through initiatives like Euforia and BUNGA 2026, we hope to inspire sustainable travel and accessible learning experiences for all."

“We are delighted to partner with RWG in championing sustainability, ecotourism, and edutourism as we set the stage for a vibrant and impactful VM2026 campaign,” said Datuk Manoharan Periasamy. “This collaboration reflects our shared vision of showcasing Malaysia’s natural treasures while fostering meaningful connections between visitors and our rich biodiversity. We look forward to working closely with RWG to create experiential travel that inspires both conservation and cultural appreciation.”

As Malaysia prepares to welcome the world for VM2026, the collaboration with RWG represents a meaningful step towards showcasing Malaysia’s unique blend of nature, culture, and innovation. Through initiatives such as Euforia and future ecotourism and edutourism programmes, this partnership strengthens Tourism Malaysia’s efforts to promote responsible travel that preserves Malaysia’s natural heritage while celebrating the diversity that defines our nation.

For more information about Resorts World Genting’s events and offerings, visit [rwgenting.com](http://rwgenting.com) or follow RWG’s official social media channels.

– Ends –

**For media enquiries, please contact:**

**Ms. Michelle Wong**

Head – Public Relations & Communication  
Social Commerce and Public Communication  
Genting Malaysia Berhad  
Tel: (603) 6105 9608  
Email: [michelle.wong@rwgenting.com](mailto:michelle.wong@rwgenting.com)

**Ms Mei Yeap Lee Mui**

Assistant Manager  
Public Relations & Media  
Genting Malaysia Berhad  
Tel: (603) 6105 9447  
Email: [mei.yeap@rwgenting.com](mailto:mei.yeap@rwgenting.com)

**About Genting Malaysia**

Genting Malaysia is one of the leading leisure and hospitality corporations in the world. Listed on Bursa Malaysia with approximately RM10 billion in market capitalisation, Genting Malaysia owns and operates major resort properties including Resorts World Genting (RWG) in Malaysia, Resorts World New York City, as well as Resorts World Catskills and Resorts World Hudson Valley (the latter two are 49%-owned via an associate company), in the United States of America (US), Resorts World Bimini in the Bahamas, Resorts World Birmingham and over 30 casinos in the United Kingdom (UK), and Crockfords Cairo in Egypt. Genting Malaysia also owns and operates two seaside resorts in Malaysia, namely Resorts World Kijal in Terengganu and Resorts World Langkawi on Langkawi Island.

Located 6,000ft above sea level, RWG is Malaysia’s premier hilltop integrated resort. The resort features wide-ranging leisure and entertainment facilities including 10,500 rooms across seven distinct hotels, gaming, theme park and amusement attractions, dining and retail outlets, as well as international shows and business convention facilities. Nestled amidst the mid-hills, Resorts World Awana complements this extensive premium experience with its natural greenery, mountainous golf course, trekking trails, and proximity to key attractions. Moreover, Genting Highlands Premium Outlets (a joint venture between Genting Plantations Berhad and Simon Property Group), further complements RWG’s diverse offerings, solidifying its status as a leading leisure and entertainment hub in the region. As the birthplace of the Genting Group, RWG will host an exciting line-up of promotional events and activities to commemorate the

Genting Group's 60th anniversary Diamond Jubilee, offering unforgettable experiences for all.

Genting Malaysia is a member of the Genting Group, one of Asia's leading and best-managed multinational companies. The Genting Group is led by Tan Sri Lim Kok Thay, a visionary entrepreneur who has successfully established the Resorts World brand as a leader in the leisure and hospitality sector in Malaysia, Singapore, the US, the Bahamas and the UK. Tan Sri Lim Kok Thay also has significant investments in other industries globally including oil palm plantations, property development, power generation, oil and gas, cruise and biotechnology.

**For media enquiries, please contact:**

**Zurina Abd. Samad**

Senior Deputy Director

VM2026 Secretariat

Tourism Malaysia

Tel: (603) 8891 8702

Email: [zurina@tourism.gov.my](mailto:zurina@tourism.gov.my)

**Norshariza Mohd Saad**

Deputy Director

Corporate Communications Division

Tourism Malaysia

Tel: (603) 8891 8775

Email: [norshariza@tourism.gov.my](mailto:norshariza@tourism.gov.my)

**About Tourism Malaysia**

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 nation's tourism industry, which is also in line with the United Nations Sustainable Development Goals (UNSDG).

Furthermore, Tourism Malaysia actively endorses the Indonesia-Malaysia-Thailand Growth Triangle (IMT-GT), working towards the realisation of the IMT-GT Visiting Year 2023-2025, with the shared aim of promoting the region as a unified tourism destination. For more information, visit Tourism Malaysia's social media accounts on [Facebook](#), [Instagram](#), [X](#), [YouTube](#), and [TikTok](#).