

Resorts World Genting Launches First-Ever ETS Train Branding Partnership

Genting Highlands, 10 June 2026 – Resorts World Genting (RWG) yesterday marked a significant milestone in tourism promotion with the official launch of its ETS train branding campaign, becoming the first hospitality brand to partner with the Railway Assets Corporation (RAC), in collaboration with the Keretapi Tanah Melayu Berhad (KTMB), on an ETS train branding initiative in support of Visit Malaysia 2026.

The collaboration reflects a shared commitment between RWG, RAC and KTMB to strengthen domestic tourism connectivity while encouraging more visitors to explore Malaysia's leading integrated resort destination.

The specially branded ETS train will serve as a moving showcase for Resorts World Genting, travelling across Peninsular Malaysia and increasing the destination's visibility among both local and international travellers.

Speaking at the launch ceremony, Spencer Lee, Executive Vice President of Sales, Marketing and Public Relations of RWG, said the initiative represents an important step in making travel to Resorts World Genting more accessible and convenient for visitors.

"As Malaysia prepares to welcome more travellers under Visit Malaysia 2026, accessibility and seamless connectivity will play an increasingly important role in enhancing the visitor experience," he said. "Through this collaboration with RAC and KTMB, we are proud to become the first hospitality brand to feature on an ETS train, creating greater awareness of Resorts World Genting while encouraging more Malaysians and international visitors to explore the country by rail."

He also noted that the initiative provides an attractive alternative travel option for visitors from Johor and Singapore, allowing them to enjoy a smoother journey with reduced concerns about road congestion and long travel times.

In conjunction with the campaign, Resorts World Genting will also roll out a nationwide social media challenge designed to engage travellers and railway enthusiasts. Participants will stand a chance to win ETS travel rewards and exclusive Resorts World Genting experiences, further encouraging domestic travel and destination discovery through Malaysia's rail network.

The branded ETS train is expected to reach audiences nationwide, reinforcing Resorts World Genting's commitment to supporting tourism growth, enhancing travel experiences and contributing to the success of Visit Malaysia Year 2026.

In conjunction with the upcoming FIFA World Cup 2026, Resorts World Genting will also roll out a series of football-themed celebrations across the resort. Beginning 12 June, guests can look forward to live match screenings, interactive fan activities and a variety of entertainment

experiences designed to bring the excitement of the world's biggest football tournament to Genting. The initiative further reinforces Resorts World Genting's commitment to creating memorable experiences for visitors while supporting Malaysia's tourism and entertainment landscape.

For more information, visit rwgenting.com or follow our official media platforms.

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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, Resorts World Catskills and Resorts World Hudson Valley 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.

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.