

## **Resorts World Genting and Agoda Strengthen Strategic Collaboration**

### **New Direct API Integration Aims to Enhance Booking Experience**

**Genting Highlands, 18 June 2026** – Resorts World Genting (RWG) and digital travel platform Agoda, have formalised a strategic collaboration through a Memorandum of Understanding (MoU), marking a milestone in digital connectivity, tourism marketing, and travel innovation.

The collaboration reflects a shared commitment to enhance travel experiences through seamless technology integration, targeted marketing initiatives, and greater accessibility for travellers across domestic and international markets.

A key highlight is the successful direct API integration between Genting Malaysia Berhad (GENM) and Agoda, enabling improved system connectivity and a more seamless hotel booking experience across GENM's portfolio of hospitality properties, including Resorts World Genting, Resorts World Awana, Resorts World Kijal, and Resorts World Langkawi. Through this integration, Agoda users will gain more efficient access to hotel inventory, promotional offerings, bundled packages, and real-time availability across GENM's properties, further strengthening RWG's digital hospitality ecosystem. The collaboration will also be expanded to include selected attractions, including the Genting SkyWorlds Theme Park and Euforia Gardens & Sculpture Park, allowing travellers to enjoy a more seamless and comprehensive booking experience across accommodations and attractions.

The collaboration will also see joint marketing campaigns, digital promotions, and customised travel offerings aimed at driving tourism arrivals and enhancing visitor experiences. This includes curated hotel and travel packages tailored to different regional markets and traveller preferences.

The initiative aligns with the aspirations of Visit Malaysia 2026, supporting Tourism Malaysia's efforts to position the country as a leading travel destination in the region. By leveraging Agoda's extensive international reach and digital travel platform, the collaboration is expected to strengthen Malaysia's visibility among regional and global travellers.

Spencer Lee, Executive Vice President of Sales, Marketing & Public Relations of Resorts World Genting, said the collaboration represents an important step in expanding RWG's digital reach and strengthening its connection with travellers worldwide.

"This collaboration with Agoda reflects our continued commitment to enhancing accessibility, convenience, and value for our guests through digital innovation and strategic partnerships. With the direct API integration now completed, we are able to deliver a smoother and more seamless booking experience while further strengthening the visibility of our resorts to Agoda's global audience," he said.

Meanwhile, Fabian Teja, Country Director of Malaysia and Brunei at Agoda, expressed enthusiasm about the collaboration, stating, “We are pleased to strengthen our collaboration with Resorts World Genting through this integration. This is an important step in enhancing digital connectivity and traveler convenience. With Agoda’s extensive regional and global reach and Genting Malaysia Berhad’s strong hospitality portfolio, we can encourage greater visibility, deliver more relevant travel offerings, and support Malaysia’s broader tourism aspirations under Visit Malaysia 2026.”

The MoU reflects both parties’ intention to explore broader collaboration opportunities in tourism promotion, digital marketing innovation, and customer engagement initiatives moving forward.

For more information, visit [rwgenting.com](http://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.

**About Agoda**

Agoda, a digital travel platform, helps anyone see the world for less with its great value deals on a global network of over 6 million hotels and holiday properties worldwide, plus flights, activities, and more. Agoda.com and the Agoda mobile app are available in 39 languages and supported by 24/7 customer support.

Headquartered in Singapore, Agoda is part of Booking Holdings (Nasdaq: BKNG) and employs more than 7,000 staff in 27 markets, dedicated to leveraging best-in-class technology to make travel even easier.

Agoda's business-to-business (B2B) division connects accommodation, flight and activity providers alongside strategic partners to a global audience of intent-driven consumers. Agoda drives partner success with actionable insights, data-driven solutions, and localized marketing strategies. Its strategic partnerships arm, Rocket Travel by Agoda, enables global brands to launch customized travel platforms and loyalty programs.