

# WORLD TOURISM DAY 2025

## General Information Note

Melaka. Malaysia.  
27 September 2025



MINISTRY OF TOURISM,  
ARTS AND CULTURE





## About Melaka

Melaka is a city with a long and remarkable history that stretches back hundreds of years. Its strategic location along ancient maritime trade routes made it an important meeting point for traders and travelers from many parts of the world. Over time, Malay, Chinese, Indian, and European influences blended together, shaping the city's architecture, traditions, and way of life. This rich heritage began in the 15th century, when Melaka flourished as a major international port. The influence of traders and explorers from across Asia and Europe can still be seen today in its historic landmarks such as A Famosa, as well as in its mosques, temples, and churches, which reflect the peaceful coexistence of different faiths. In 2008, Melaka was recognized as a UNESCO World Heritage Site, together with George Town in Penang. This international recognition highlights the city's global importance and supports efforts to preserve its heritage for future generations.

Melaka's cultural legacy is not only found in its historic buildings but also in its living traditions. This city's well-known Peranakan (Nyonya) culture is a unique blend of Chinese and Malay traditions with its own language, customs, and cuisine. Signature dishes include laksa Nyonya, Nyonya kuih (colorful steamed cakes), and asam pedas ikan pari (spicy, tangy stingray). For dessert, visitors often enjoy cendol, a shaved ice treat with coconut milk and palm sugar, or kuih keria, a sugar-coated sweet potato doughnut.

Melaka offers a wide range of experiences for visitors. Jonker Street is a vibrant night market of street food, craft stalls, and live performances that come alive on the weekends. History enthusiasts can visit the Maritime Museum, housed in a replica Portuguese ship, or explore the Baba & Nyonya Heritage Museum to learn more about Peranakan culture. For a scenic experience, the Melaka River Cruise offers a 45-minute journey along the Melaka River, showcasing vibrant murals and historic buildings. The night cruise is particularly captivating, with the city illuminated by enchanting lights that create a memorable atmosphere for visitors. Furthermore, the Taming Sari Tower offers a breathtaking 360-degree panoramic view of Melaka, allowing visitors to admire the cityscape, including its historical landmarks and the vast expanse of the Malacca Strait.

Blending rich history, vibrant culture, and unique culinary flavours, Melaka remains one of Malaysia's most cherished destinations, offering visitors a memorable and rewarding experience.





## Date and place

The **UN Tourism World Tourism Day (WTD)** and **7th World Tourism Conference (WTC) 2025**, to be held from 27th to 29th September 2025, is open to the participation of UN Tourism Member States, UN Tourism affiliate members, invited delegations and representatives of the tourism industry.

The conference will be held at: Double Tree by Hilton Melaka. Hatten City, Jalan Melaka Raya 23, 75000 Melaka, Melaka, Malaysia

## Contact Information of the Organizing Committee

Governments and other dignitaries invited by the UN Tourism Secretary-General and the Ministry of Tourism, Arts and Culture Malaysia are requested to send their replies to the following officials at the latest by **5 September 2025**, indicating as much as possible, the composition of their delegations.

### Ms Christine Brew

Programme Officer (WTC)  
Regional Department for  
Asia and the Pacific  
World Tourism Organization  
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E-mail: [rdap@unwto.org](mailto:rdap@unwto.org)

### Mr Li Yang

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### Ms Siti Nur Fakhirah Mohamad Matahab

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Ministry of Tourism, Arts and Culture Malaysia  
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### Mr Lionel Harith Sebastian Daraup

Senior Assistant Secretary  
Tourism Policy and International Affairs Division  
Ministry of Tourism, Arts and Culture Malaysia  
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E-mail: [lionel@motac.gov.my](mailto:lionel@motac.gov.my)





## Registration for the Conference

Online registration for the conference is open and available through the following links:

For local participants from Malaysia:

[Local participants](#)

[wtdwtc2025@motac.gov.my](mailto:wtdwtc2025@motac.gov.my)

For international participants:

[International participants](#)

[wtd2025@untourism.int](mailto:wtd2025@untourism.int)

Participants are requested to complete and submit the registration form before **5 September 2025**. Upon confirmation of registration, security screening will be conducted for approval of your registration.

Once your registration has been approved by the Secretariat, you will receive a confirmation email. Only registered participants will be allowed entry into the conference venue.

At the conference venue, a registration desk will be open for badge collection on the following dates and time:

- **26 September 2025, Friday** (from 3:00 pm to 6:00 pm)
- **27 September 2025, Saturday** (from 7:30 am to 9:00 am)

*\* helpdesk only on 28 September 2025, Sunday*





## Entry formalities

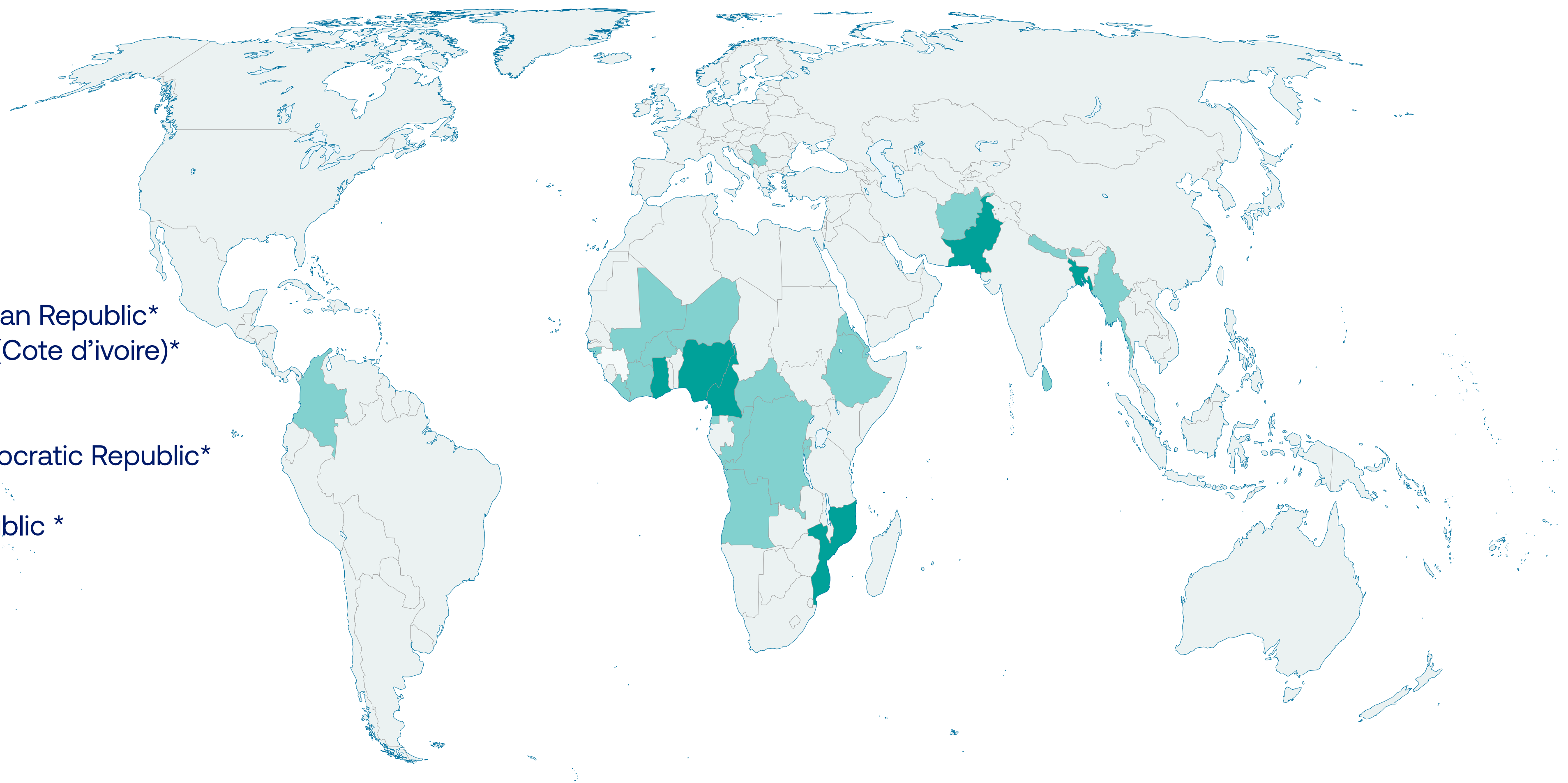
All participants entering Malaysia must possess a valid Passport or internationally recognised Travel Document. The document shall be valid, for more than six (6) months from the date of entry into Malaysia.

### Commonwealth Countries that require Visa

- Bangladesh
- Cameroon\*
- Ghana\*
- Pakistan
- Nigeria\*
- Mozambique\*

### Other Destinations that require Visa

- |                       |                                |
|-----------------------|--------------------------------|
| • Afghanistan         | • Sri Lanka                    |
| • Equatorial Guinea*  | • Central African Republic*    |
| • Nepal               | • Ivory Coast (Cote d’ivoire)* |
| • Angola*             | • Colombia*                    |
| • Eritrea*            | • Liberia *                    |
| • Niger*              | • Congo Democratic Republic*   |
| • Bhutan              | • Mali                         |
| • Ethiopia*           | • Congo Republic *             |
| • Rwanda*             | • Montenegro                   |
| • Burkina Faso*       | • Djibouti*                    |
| • Guinea-Bissau*      | • Myanmar                      |
| • Serbia              |                                |
| • Burundi*            |                                |
| • Hong Kong (C.I/D.I) |                                |



### Note

- Foreign nationals who require a Visa to enter Malaysia must apply and obtain a Visa in advance at any Malaysian Representative Office abroad before entering the country.
- The destinations marked (\*) are allowed to enter Malaysia by air only.



## Customs regulations and procedure

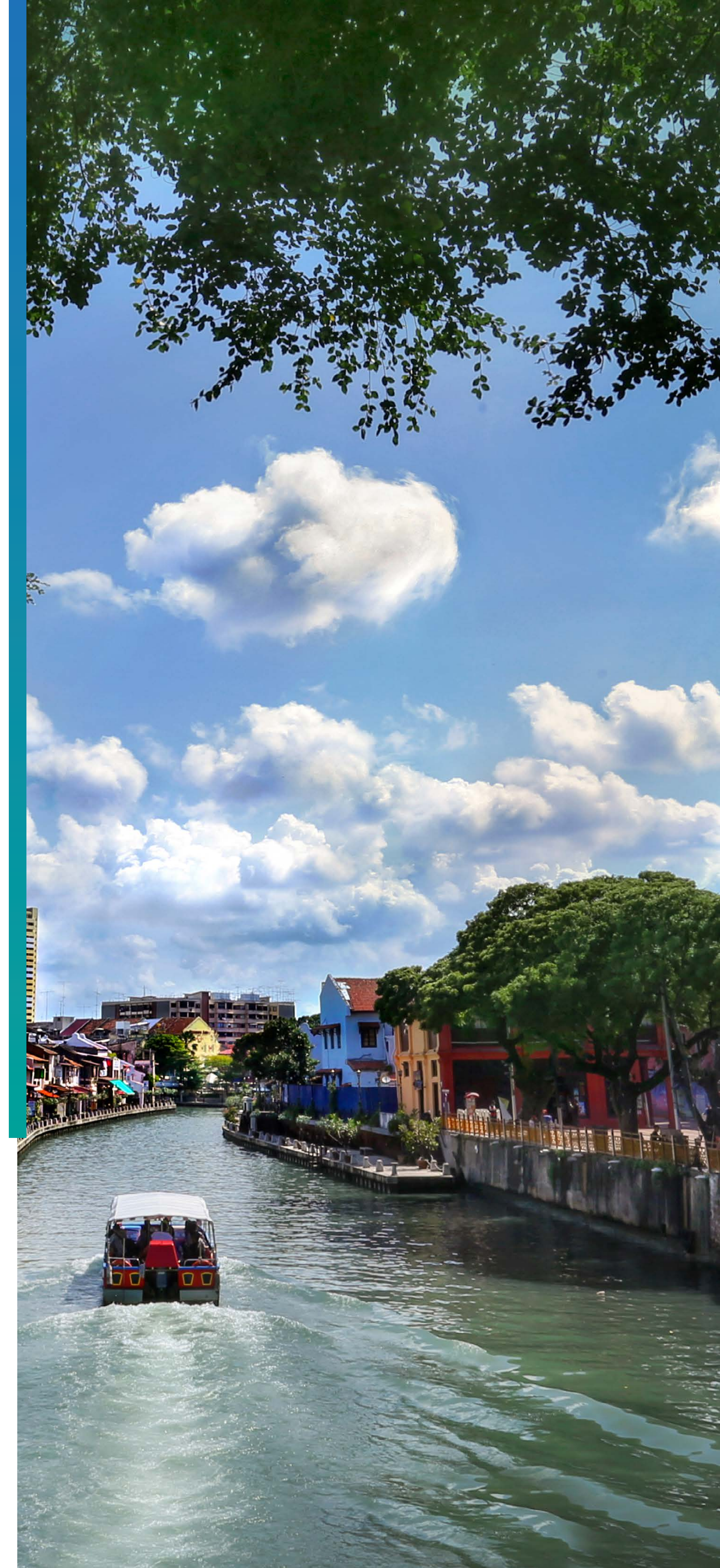
Under the provisions of the Customs Act 1967 (Amendment) 2019 and the Customs Regulations 2019, tourists or travelers entering or leaving Malaysia are required to declare all taxable goods, prohibited items, cash amounts, and negotiable monetary instruments (NMIs) in their possession, whether carried or contained in any of their luggage or vehicles. Failure to make a declaration is an offence.

A Customs officer may conduct examination of any person, baggage or vehicle. Further information on Malaysia's customs regulation, dutiable and prohibited items can be obtained from the nearest Malaysia Embassy/Consulate in your country or on the Royal Malaysian Customs [Royal Malaysian Customs Department](#).

## Yellow Fever vaccination requirements

A Yellow Fever vaccination certificate is required to be produced upon landing in Malaysia for destinations listed below:

- |                           |                     |                     |
|---------------------------|---------------------|---------------------|
| • Angola                  | • Equatorial Guinea | • Nigeria           |
| • Argentina               | • Ethiopia          | • Panama            |
| • Brazil                  | • French Guiana     | • Paraguay          |
| • Bolivia                 | • Guyana            | • Peru              |
| • Benin                   | • Gabon             | • Senegal           |
| • Burkina Faso            | • Gambia            | • Suriname          |
| • Burundi                 | • Ghana             | • Sierra Leone      |
| • Cameroon                | • Guinea            | • South Sudan       |
| • Central Africa Republic | • Guinea-Bissau     | • Sudan             |
| • Chad                    | • Kenya             | • Trinidad & Tobago |
| • Congo                   | • Liberia           | • Togo              |
| • Côte d'Ivoire           | • Mali              | • Uganda            |
| • Democratic of Congo     | • Mauritania        | • Venezuela         |
| • Ecuador                 | • Niger             |                     |





Delegates without a valid Yellow Fever vaccination certificate shall be quarantined upon arrival in Malaysia for a period not exceeding six (6) days.

The period of validity of an international certificate of vaccination against Yellow Fever is 10 years, beginning 10 days from the date of vaccination. If a person is revaccinated before the end of this period, the validity is extended for a further 10 years from the date of vaccination.

If the revaccination is recorded on a new certificate, delegates are advised to retain the old certificate for 10 days until the new certificate becomes valid.

## Reception at the airport

A reception and information desk will be open for delegates at the Kuala Lumpur International Airport (KLIA) and Kuala Lumpur International Airport 2 (KLIA 2) from **25 September 2025** at the arrival hall, including VIP arrivals, to assist participants with immigration formalities, baggage collection, transport and transfers to hotels.

Upon arrival, complimentary airport transfers are provided from KLIA/ KLIA 2 to official and partner hotels in Melaka (list of hotels in **Annex I**). Transfers would be via shuttle services either by bus or van. These services are ONLY provided for registered delegates on the 26th September and 30th September.

**Schedule for airport transfers would be provided later once delegates have completed registration.**

The estimated travelling time from KLIA/KLIA 2 to Melaka is approximately 1 hour 45 minutes.

Delegates who will arrive or return other than the above dates **shall make own transportation arrangements** as suggested in **Annex II**.

**Ministerial level delegates** will be designated personal transportation and Liaison Officer who will manage communication and coordination on logistical and administrative matters of delegates.





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## Accommodation

Delegates are requested to make their own arrangements by contacting their preferred hotel via the contact details provided, and to make their reservations directly with the hotels listed in **Annex I**. Delegates should specify that they will be attending the World Tourism Day (WTD) and World Tourism Conference (WTC) 2025 on 27-29 September 2025 as special room rates may apply.

Ministerial level delegates (Minister/ Deputy Minister) will be provided accommodation paid by the Government of Malaysia from 26 to 30 September 2025.

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## Social Programme

The Melaka State Government will host a welcome reception dinner on 26 September 2025. Additionally, Tourism Malaysia will be hosting a dinner for the launch of Visit Malaysia 2026 (VM2026) on 27 September 2025.

Complimentary Technical Tours on 29 September 2025 are available for all international delegates. Registered participants will be invited to select their preferred choice for Technical Tour at a later date. Places are limited for the technical tour and will be on a first come, first served basis. Technical tour for ministerial level delegates will be conducted separately from other delegations.

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## Bilateral meeting arrangements

Arrangement for usage of bilateral meeting room could be submitted to [multidpl@motac.gov.my](mailto:multidpl@motac.gov.my) subject to room availability.







# Introducing **Malaysia**



## Country

Malaysia is a vibrant nation celebrated for its diverse culture, rich heritage and captivating range of attractions. Its multicultural identity is shaped by three major races, the Malays, Chinese and Indians, alongside the Kadazan, Dusun, Iban and many more ethnicities of East Malaysia. This diversity is reflected in Malaysia's languages, traditions, festivals, and cuisine, making it a truly unique cultural tapestry.

Asia's cultural melting pot is enriched further with the influence of the British, Portuguese, Dutch and Thai. The Federation of Malaysia comprises Peninsular Malaysia; made up of 11 states; three federal territories and the states of Sabah and Sarawak in Borneo.

**Capital City -** Kuala Lumpur

**Area -** 329,758 sq km

**Population -** 34.2 million (As of the Fourth Quarter 2024)

**Language -** Bahasa Melayu is the national language but English is widely spoken.

**Religion -** Islam is the official religion but all other religions are practised freely.

**Climate -** Tropical climate with warm weather all year round. Temperatures range from 21°C to 34°C. Annual rainfall varies from 2,000 mm to 2,500 mm.

**Time Zone -** Eight hours ahead of GMT (GMT+8) and 16 hours ahead of US Pacific Standard Time.

**Currency -** Malaysian Ringgit (RM)

Travellers' cheque and foreign currencies can be changed for Malaysian Ringgit at banks and hotels. However, there are also money changer kiosks available at major shopping complexes and at the airport. Most major hotels charge a nominal fee for currency conversion.

**Tipping -** In Malaysia most hotels and restaurants impose a 5%-10% sales tax and 8% service tax on bills, and tipping is not customary. However, leaving a small tip for good service is appreciated.





## Country

- Shopping -** All purchases are done in Malaysian Ringgit (RM). Major credit cards and cashless payments such as E-wallet and QR code payments is widely accepted in most dining and retail outlets. Hypermarkets, supermarkets and most retail outlets have fixed prices for their goods, which are displayed on the products. However, bargaining is acceptable at selected retail outlets and is most common at night markets (pasar malam), or at bazaars. Shopping centres operate from 10.00 am to 10.00 pm with extended hours during sales and festive seasons.
- Dining -** Most eateries operate until late night. Selected eateries are also open 24 hours.
- Insurance -** Visitors are advised to obtain adequate insurance coverage before travelling to Malaysia.
- Bussiness Hour -** In Malaysia, government offices are usually open for business during weekdays from 8:00 am to 5:00 pm and closed on weekends (Saturday and Sunday) and public holidays. Banks open from 9:00 am to 4:00 pm. Most shops and shopping malls are open from 10:00 am to 10:00pm.
- Getting There -** The state-of-the-art Kuala Lumpur International Airport (KLIA), KLIA2 and Subang Air port Selangor are the main gateways into the country.
- Visit [this link](#) (Malaysian Government) or [this one](#) (Malaysia Travel) for more information about tourism products, services and attractions in Malaysia.





## Annex I: List of partner Hotels for the World Tourism Day Conference 2025

Deadline for all discounts would be till the end of WTD & WTC.

HOTEL	ROOM TYPE	PRICE PER ROOM (MYR)	PRICE PER ROOM (USD)	CONTACT DETAILS	DISTANCE
DoubleTree by Hilton Melaka 5*	Guest Room King / Twin	Single - RM472.00 Double - RM507.00 (inclusive of breakfast)	Single - ~USD106.26 Double - ~USD114.14 (inclusive of breakfast)	016-6238718 – Penny Lam <a href="#">Website</a>	0 Km (Venue)
	Deluxe Room	RM660.80 (inclusive of breakfast)	~USD148.77 (inclusive of breakfast)		
	Junior Suite	RM802.40 (inclusive of breakfast)	~USD180.65 (inclusive of breakfast)		
	One Bedroom Suite	RM1,062.00 (inclusive of breakfast)	~USD239.09 (inclusive of breakfast)		
	Presidential Suite	RM10,620.00 (inclusive of breakfast)	~USD2390.94 (inclusive of breakfast)		
Casa Del Rio 5*	Deluxe Lago	RM820.80 (inclusive of breakfast)	~USD184.79 (inclusive of breakfast)	Promo Code : WTD2025 017-9738813 – Asmira <a href="#">Website</a>	2.8 Km
	Deluxe River	RM907.20 (inclusive of breakfast)	~USD204.24 (inclusive of breakfast)		
	Studio Lago King	RM1,080.00 (inclusive of breakfast)	~USD243.15 (inclusive of breakfast)		
	Studio River King	RM1,166.40 (inclusive of breakfast)	~USD262.60 (inclusive of breakfast)		
Courtyard by Marriot 5*	Guest Room King / Doubles	Single – RM383.00 Doubles – RM415.40 (inclusive of breakfast)	Single ~USD86.14 Doubles ~USD93.43 (inclusive of breakfast)	0192262779 – Hezlin <a href="#">Website</a>	3.9 Km
	Guest Straits King / Doubles	Single – RM437.00 Doubles – RM469.40 (inclusive of breakfast)	Single ~USD98.29 Doubles ~USD105.58 (inclusive of breakfast)		
Dusit Princess Melaka 5*	Deluxe Room / King / Twin	Single – RM328.00 Twin – RM360.40 (inclusive of breakfast)	Single ~ USD77.36 Twin ~USD85.00 (inclusive of breakfast)	011-16245913 – Sheira <a href="#">WhatsApp</a>	4 Km
	Dusit Club Executive 1 King	Single – RM565.60 Twin – RM641.20 (inclusive of breakfast)	Single ~USD133.40 Twin ~USD151.23 (inclusive of breakfast)		
	Junior Suite / Queen	Single – RM738.40 Twin – RM803.20 (inclusive of breakfast)	Single ~USD174.15 Twin ~USD189.43 (inclusive of breakfast)		
	1 Bedroom Executive Suites 1 King	RM1,463.40 inclusive of 1 breakfast	~USD345.14 inclusive of 1 breakfast		
Majestic Malacca 5*	Deluxe Room	RM600.00 inclusive of breakfast	~USD141.51 inclusive of breakfast	012-7979121 – Chai Kai Bin <a href="mailto:kaibin.chai@ytlhotels.com">kaibin.chai@ytlhotels.com</a>	4.1 Km
The Pines Melaka	Premier Room	RM360.00nett inclusive of Breakfast	Approximately USD86.00	Dennis Kam Director of Sales & Marketing  Email: <a href="mailto:Dennis.kam@thepines-melaka.com">Dennis.kam@thepines-melaka.com</a>  <a href="mailto:Sales@thepines-melaka.com">Sales@thepines-melaka.com</a> Tel: +6011 28562856	4 Km
	Junior Suite	RM420.00nett inclusive of Breakfast 1) Per Room Per Night Basis 2) Excluding RM4 Heritage Tax and RM10 Tourist Tax	Approximately USD100.00nett *Per Room Per Night Basis*		



Annex II: Means of Transportation to Melaka

SERVICES	AVERAGE CHARGE (RM)	HOW TO
GRAB App	RM190  * rates may vary depending on peak hours and current traffic conditions	1. Download 'Grab' application 2. Select the pickup and drop-off point 3. Pay via online  *Airport pickup services are available and may be scheduled in advance prior to arrival via the application
KLIA Limousine	MPV (Innova) -RM300 Starex – RM 550 Van (14 seater) – RM 650	Please contact +6018-9123525 for arrangements  *Transportation arrangements must be made in advance prior to arrival *Accept payment through bank transfer, QRpay and credit card (with 5% surcharge) *Available 24 hours  For more information, please visit <a href="#">this website</a>
Airport Malaysia Transfer Service	Sedan – RM280 MPV (Innova) – RM320 Family van (10 seater)- RM620 Family van (18 seater) – RM700	Please contact +6017-6339446 via Whatsapp for arrangements  *Transportation arrangements must be made earlier prior to arrival *Only accept payment via mastercard or visa *Available 24 hours  For more information, please visit <a href="#">this website</a>



# WORLD TOURISM DAY 2025

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