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3-5 APRIL 2026

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Organised by: MATTA MALAYSIAN ASSOCIATION OF TOUR & TRAVEL AGENTS The National Travel Association

Malaysia's Favourite Destination: TOURISM JOHOR · VISIT JOHOR 2026

Official Bank Partner: RHB

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International Favourite Destination: MACAU

Strategic Partner: Visit Malaysia 2026 Truly Asia

MESSAGE BY MATTA PRESIDENT

MATTA FAIR® APRIL 2026

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There is something reassuring about planning a journey. The excitement of setting foot somewhere new or returning to a place that once felt like home. In many ways, travel has always signalled optimism, a belief that there is still much to see, to learn, and to experience.

Against this backdrop, the 58th edition of the MATTA Fair returns, bringing with it a familiar yet ever-evolving space of endless possibilities. In many respects, it is also a reminder that travel, even amid uncertainty, remains one of the most meaningful ways we connect with the world and with one another.

From 3 to 5 April 2026, the MATTA Fair spans an impressive 40,820 square metres across 10 halls. This year, we are proud to have surpassed our own record, with a total of 2,051 booths highlighting our standing as the largest Fair in the Association's history. A total of 332 organisations are participating, 6 National Tourism Organisations (NTOs), 11 local State Tourism Organisations (STOs), 64 hotels and resorts, 1 participating airline, 11 theme parks and 29 other travel-related service providers.

Taken together, this milestone reflects our continued commitment to making travel more accessible while ensuring that our members remain at the heart of everything we do.

A notable feature this year is the MATTA Eco & Sustainable Tourism Initiative (MESTI) Pavilion, which brings together 21 booths from 9 participating companies. It reflects MATTA's ongoing sustainability initiative towards a greener way of travel. MESTI represents our collective approach in protecting these three core pillars, Wildlife conservation, Marine Conservation and Cultural & Historical Preservation.

The continued support of our partners plays a vital role in making this possible. RHB Bank Berhad, as our Official Bank Partner, adds a layer of convenience and accessibility to the overall visitor experience. Malaysia Aviation Group, our Official Airline Partner & Premier Sponsor, reinforces the importance of connectivity in sustaining travel demand and enabling journeys near and far.

We are also pleased to shine a spotlight on Johor as Malaysia's Favourite Destination, presenting a state rich in culture, heritage, and contemporary appeal. Beyond our shores, Macao takes centre stage as the International Favourite Destination, offering a compelling mix of tradition and modernity that continues to resonate with Malaysian travellers.

As always, it is our hope that visitors leave not just with bookings made, but with a renewed sense of curiosity about the world that awaits.

Nigel Wong
President of MATTA

Elevate your dream holiday

River cruising offers a unique vantage point of Europe's historic cities, connecting travellers to captivating destinations along the continent's most famous waterways.

Travellers can enjoy Europe's most scenic waterways from the comfort of their cabins, taking full advantage of panoramic windows that look out onto the passing landscapes.

WITH nearly a century of expertise and Swiss roots, the family-owned Globus family of brands (Globus, Cosmos and Avalon Waterways) has inspired wanderlust, making the world more accessible to travellers through a diverse portfolio of vacation options.

Offering guided tours, river cruises and independent travel packages, the Globus family of brands is driven by a mission to enrich lives through the joy of travel.

From the iconic landmarks that define history to the hidden gems that spark wonder, from cruising the world's most captivating waterways to following passions in lesser-known corners of the globe, these brands create journeys that blend effortless exploration, incredible value and authentic discoveries.

Immersive guided tours

Globus tours are meticulously crafted, combining iconic landmarks with hidden local gems to deliver immersive experiences beyond the ordinary.

Value-driven coach travel

Cosmos opens the world to more travellers with value-driven coach tours that balance affordability and quality, offering greater flexibility and leisure without compromise.

Awarded-winning river cruises

Meanwhile, Avalon Waterways redefines river cruising with its award winning Suite Ships, featuring panoramic windows and beds facing the view – transforming every cabin into a front row seat to Europe's most scenic waterways, all enjoyed in unmatched comfort and style.

Exclusive fair promotions

This MATTA Fair, GFOB invites travellers to plan ahead with exceptional offerings designed to inspire confidence and discovery.

Enjoy savings up to 40%* off on selected Avalon Waterways sailings, making river cruising more accessible than ever.

At the same time, Globus and Cosmos coach tours come with a 10%* discount, offering incredible value for travellers seeking guided land journeys across Canada, Europe, South Africa and beyond. Book early to secure preferred travel dates and enjoy peace of mind with flexible booking options available.

■ Visit the partner booths at the MATTA Fair to plan and book your next journey with the Globus family of brands.

Guided tours are meticulously crafted to combine iconic landmarks with hidden local gems, allowing holidaymakers to explore destinations at their own pace.

Bring a soft hat as it keeps you warm when temperatures drop and shades you from the sun.

Smart packing saves travel stress

IF you're planning a laid-back getaway with no need for dressy evenings, here are a few things to keep in mind while packing.

Don't pack anything new

You'd only be inviting Murphy's Law of Travel: if something can go wrong, it will. Those new shoes could leave you with blisters, and that fresh blouse might turn sheer once you start to sweat. Wear everything at least once before it makes it into your suitcase.

Bring a hat

A soft one will keep you warm if the temperature drops, shade you when the sun comes out, and hide a bad hair day if you haven't found a good hairdresser yet.

Buy a universal adapter in advance

Searching for one abroad usually means hunting down a tiny shop on the far side of town, so purchase adapters before you travel. And while you're at it, don't forget your camera and phone chargers, too.

Take a reusable water bottle

Locals know where to find affordable water, but in tourist hotspots, prices can skyrocket. Save money and stay comfortable by carrying one.

Take a small medical kit

A few plasters, antiseptic cream, anti-diarrhoea tablets and a painkiller can be real lifesavers. Do note that carrying medication across borders can be tricky – keep everything in its original packaging and check what you're allowed to bring.

Pack some foam earplugs

They will help you cope with thin walls, a nearby disco, and even noisy beach crowds. You can find them easily at pharmacies or hardware stores.

Journey deep into the enduring legacy of the Inca Empire.

Embark on a meaningful journey to Germany's Neuschwanstein Castle, a fairytale set in breathtaking autumn scenery.

Celebrating the world's unique cultures

From the heart of Andalusia in Spain, feel the rhythm and passion of Flamenco.

IN a world that craves connection, the true joy of travel lies in discovering what makes each culture distinct.

Beyond landmarks and landscapes, it is the traditions, artistry and stories of people that leave the deepest impression.

Trafalgar, a leader in international guided travel, believes that authentic cultural encounters are the heart of meaningful journeys. Their trips are designed not simply to show travellers the world, but to immerse them in it, offering opportunities to connect with communities whose heritage continue to flourish.

Scandinavia's indigenous story

In the icy landscapes of Lapland, the Sami people continue their centuries-old practice of reindeer herding.

As Europe's last indigenous community, the Sami welcome Trafalgar guests on the 9 Day Scandinavian Northern Lights trip into their homes, sharing stories of resilience and harmony with nature.

Listening to *joik*, the hauntingly beautiful traditional Sami songs, travellers discover that culture is not confined to museums but it is alive in everyday life.

The Sami's deep connection to the land and their animals offers a powerful lesson in sustainability, one that feels especially relevant in today's conversations about climate change.

Peru's weaving traditions

High in the Andes, the Quechua people preserve traditions that date back to the Inca Empire. Their weaving, using alpaca wool and natural dyes, is not only beautiful but symbolic. Each pattern tells a story of community, spirituality and connection to the land.

On Trafalgar's 13 Day Land of the Incas, guests meet Quechua weavers and learn how textiles are created, discovering the pride woven into every thread. These fabrics are more than clothing; they are cultural narratives, passed down through generations.

For Malaysians familiar with batik and songket, the artistry of Quechua weaving feels both foreign and familiar, a testament to how textiles can embody identity.

East Africa's guardians of tradition

In the sweeping savannahs of Kenya and Tanzania, the Masai people stand tall in their crimson shuka robes, guardians of a culture that has endured for centuries.

Known for their semi-nomadic lifestyle and cattle herding, the Masai embody resilience and community.

Guests on Trafalgar's 9 Day Wonders of Kenya are welcomed with traditional dances, where rhythmic chants and high leaps symbolise strength and unity.

Beyond the spectacle, travellers discover the Masai's deep respect for land and livestock, values that continue to shape their way of life.

Meeting the Masai is not about observing from a distance but about sharing stories, laughter and a glimpse into a culture that thrives in harmony with its environment.

Spain's fiery dance

In Spain, culture finds its heartbeat in Flamenco, the fiery dance that has captivated audiences for generations.

Originating in Andalusia, Flamenco is more than performance; it is an emotional expression of joy and resilience.

Guests on any of Trafalgar's Spanish trips can enjoy this performance of intensity as an optional experience: the stamping of feet, the strumming of guitars, the soulful cry of *cante*. Each movement tells a story, rooted in centuries of cultural fusion between Moorish, Jewish and Gypsy traditions.

Irish folklore

In Ireland, culture is woven into folklore; tales of fairies, banshees and heroes that have shaped the nation's identity for centuries. Folklore is not simply entertainment; it is a way of understanding the land, the people and their values.

Guests exploring Ireland with Trafalgar find themselves listening to stories by a crackling fire in a village pub, discovering how myths and legends continue to influence modern life. Folklore offers insight into Ireland's humour, resilience and imagination, reminding us that culture is as much about stories as it is about rituals.

Visit one of Germany's most magical Christmas markets in Frankfurt, set amidst the beautiful medieval town square.

Meaningful travel with Trafalgar

Culture is not static; it evolves, adapts and endures. By travelling with Trafalgar, guests are invited to step into this living tapestry, discovering that the world's beauty lies in its differences.

This is also the spirit behind Trafalgar's Make Travel Matter experiences, designed to leave a positive impact on the people, places and wildlife.

Whether it's supporting artisans, preserving traditions, or fostering sustainability, these encounters ensure that every journey contributes to a better future while enriching the traveller's own understanding of the world.

Whether you are looking to travel in 2026 or to plan ahead for 2027, Trafalgar offers over 240 trips across the globe for your cultural immersion.

Celebrate nature's fleeting Autumn beauty visiting the Black Forest in October.

Soak up some of Europe's most iconic Christmas markets in December and experience centuries old traditions where festive cuisine, music and winter traditions come alive.

Travel across the globe to Kenya in early 2027 and experience a landscape where wildlife and human traditions have co-existed for generations.

■ Enjoy up to 50% off for a second traveller, plus flight rebates when you book your Trafalgar worldwide trips at MATTA Fair. Guaranteed departures are available through 2027, with flexible terms for added peace of mind. Visit the Trafalgar booths or visit *http://www.trafalgar.com/en-sg* today for your dream trip.

TRAFALGAR

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Europe & Britain Tours

7D6N	Irish Highlights	fr RM	~~7,556~~	6,121
7D6N	Best of Scotland	fr RM	~~8,564~~	6,937
7D6N	European Highlights	fr RM	~~9,249~~	7,492
8D7N	Best of Greece	fr RM	~~9,249~~	7,492
9D8N	Balkans Coast Explorer NEW	fr RM	~~10,176~~	8,242
7D6N	Best of Holland	fr RM	~~10,277~~	8,324
9D8N	Spanish Wonder	fr RM	~~10,277~~	8,324
11D10N	Best of Portugal	fr RM	~~10,458~~	8,471
9D8N	Best of Romania, Transylvania & Hungary NEW	fr RM	~~10,861~~	8,797
8D7N	German Christmas Markets	fr RM	~~10,982~~	8,895
9D8N	Northern Italian Lakes & Countryside	fr RM	~~11,385~~	9,222
11D10N	Christmas Markets of Poland NEW	fr RM	~~11,264~~	10,137
10D9N	Best of Holland, Belgium & Luxembourg	fr RM	~~12,695~~	10,283
8D7N	Christmas Markets of Austria, Germany & Switzerland	fr RM	~~12,997~~	10,527
9D8N	Villages of France NEW	fr RM	~~13,279~~	10,756
11D10N	Best of Britain	fr RM	~~15,113~~	11,969
10D9N	Contrasts of Italy	fr RM	~~16,221~~	12,409
9D8N	Best of Norway	fr RM	~~16,221~~	12,409
9D8N	Swiss Delight	fr RM	~~16,322~~	13,220
9D8N	Scandinavian Northern Lights Intra Air Included	fr RM	~~18,155~~	15,260

Worldwide Tours

6D5N	Captivating Kerala	fr RM	~~4,635~~	3,962
11D10N	Best of India Intra Air Included	fr RM	~~8,443~~	7,367
11D10N	Best of Morocco	fr RM	~~12,695~~	9,711
8D7N	Highlights of Peru Intra Air Included	fr RM	~~12,392~~	10,883
9D8N	Impressions of South America Intra Air Included	fr RM	~~17,712~~	15,529
9D8N	Splendours of Japan Tokyo > Kyoto	fr RM	~~18,639~~	15,936
15D14N	Best of South Africa	fr RM	~~22,870~~	19,554
11D10N	Wonders of Patagonia Intra Air Included	fr RM	~~28,915~~	25,160

Europe River Cruises

8D7N	Best of the Danube	fr RM	~~11,481~~	8,037
10D9N	Best of the Rhine and Amsterdam	fr RM	~~12,489~~	8,742

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10D9N	Britain & Ireland Delight	fr RM 7,859	fr RM 3,929
10D9N	Imperial Highlights	fr RM 7,859	fr RM 3,929
15D14N	Highlights of Bohemia	fr RM 10,579	fr RM 5,289
12D11N	Highlights of Scandinavia	fr RM 11,486	fr RM 5,743

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Terms and conditions apply. Offers are valid for new bookings made from 3-5 April 2026, for travel from April 2026 until December 2027. Prices are correct at time of print but subject to change due to currency fluctuations and dynamic pricing. Prices are based on ground only, per person on twin share basis, except for "Costsaver Buy One, Get One 50% OFF" based on 1st person and 2nd person prices. Offers are applicable on selected trips and departure dates and may be withdrawn without prior notice. "RM300 Flight Rebate" per couple is applicable for Trafalgar and Insight Vacations trips priced US$2800 & above per person before any discount. Offer is combinable with Global Tour Rewards savings of 5% for past guests only. All promotions are non-combinable with group discounts, Future Travel Credit carry forward discount or any other discounts or promotions. "Costsaver Buy One, Get One 50% OFF" cannot be combined with 5% Global Tour Rewards or any other discounts or promotions. Free Gold Seal Protection is only applicable for new bookings for travel in 2026. For the latest prices and discounts, please refer to www.trafalgar.com/en-sg or www.insightvacations.com/en-sg or www.costsavertour.com/en-sg. Other terms and conditions apply.

Exploring affordable travel options

Visitors stand a chance to redeem exclusive travel merchandise, on top of guaranteed gifts when they sign up for travel packages with Golden Destinations during the MATTA Fair.

Cruise packages start at an accessible RM500 for quad sharing, unlocking a world of maritime getaways.

Dedicated to delivering reliable, end-to-end travel solutions, Golden Destinations, under the leadership of managing director Mita Lim Swee Kok (seventh from right, in black suit), takes the hassle out of planning so holidaymakers can travel with confidence and ease.

AS 2026 continues to unfold, the spirit of travelling among Malaysians endures amid a backdrop of global uncertainty.

The highly anticipated MATTA Fair returns from April 3 to 5 at the Malaysia International Trade and Exhibition Centre (Mitec), Kuala Lumpur, bringing together the best travel deals, industry partners and curated experiences under one roof.

Among the key highlights at this year's fair is Golden Destinations, one of Malaysia's leading travel brands, presenting an impressive showcase across 134 booths spanning Level 2 and Level 3.

With an extensive portfolio of travel offerings, Golden Destinations invites visitors to explore a seamless, all-in-one travel-planning experience tailored to every travel style and budget.

A world of travel possibilities

At the heart of Golden Destinations's presence is a carefully curated selection of more than 700 travel packages, supported by thousands of confirmed departure dates.

From short regional getaways to immersive explorations across Asia, visitors can expect a comprehensive range of itineraries that combine convenience, value and quality.

Some of the headline travel deals available at the fair include the cruise travel packages, starting from RM500 (quad sharing).

For travellers seeking enriching experiences closer to home, Golden Destinations also presents exceptional value across Asian destinations. These carefully planned itineraries offer access to iconic destinations, cultural landmarks and immersive guided journeys across the continent.

These attractive entry-level price points provide travellers with accessible options across Asia.

Visitors stand a chance to redeem exclusive travel merchandise, on top of guaranteed gifts, when they sign up for travel packages with Golden Destinations during the MATTA Fair.

A seamless travel experience

Golden Destinations has built its reputation on delivering end-to-end travel solutions, allowing customers to plan their trips with confidence and ease.

All Golden Destinations tour packages are designed as all-inclusive offerings, covering essential components such as flights, accommodation, meals, guided itineraries and selected attractions.

This integrated approach removes the complexity of travel planning, enabling customers to focus on enjoying their journey rather than coordinating multiple arrangements.

In addition, Golden Destinations continues to strengthen its commitment to travellers through its Tour Fare Stability and Protection initiative, which ensures that all packages departing on or before Dec 31 are safeguarded against fluctuations in airline fuel surcharges, airport taxes and travel insurance adjustments.

This provides customers with greater assurance and clarity from booking through to departure.

Exclusive fair privileges and rewards

Visitors to the Golden Destinations booths at MATTA Fair can look forward to a range of exclusive privileges and on-ground promotions, specially curated to enhance the travel booking experience.

Key highlights include:

> Access to over 700 exclusive travel deals available only during the fair

> Guaranteed gifts with purchase, adding extra value to every booking

> Redemption of exclusive travel merchandise and vouchers

> Complimentary coverage under GD Travel Safe, a comprehensive travel protection programme

> Participation in the Travel and Win 6.0 campaign, offering visitors a chance to win a luxury Mercedes-Benz

These incentives reflect Golden Destinations's commitment to rewarding customer loyalty while creating a dynamic and engaging fair experience.

A must-visit destination

With its expansive booth presence, comprehensive travel offerings, and customer-centric approach, Golden Destinations stands out as a key destination within the MATTA Fair.

For travellers seeking convenience, value and peace of mind, Golden Destinations offers a one-stop solution that simplifies the entire journey – from inspiration to booking and beyond.

As Malaysia's travel industry continues to evolve, Golden Destinations remains committed to delivering reliable, high-quality travel experiences that cater to the diverse needs of modern travellers.

Committed to travellers

Golden Destinations (GD) has shared that, despite the recent adjustment in airline fuel surcharges and related travel costs, Golden Destinations remains committed to providing customers with stable pricing assurance and a worry-free travel experience.

All Golden Destinations travel packages departing on or before Dec 31 this year are entitled to tour fare stability protection.

Golden Destinations has secured over 100,000 seat allocations, ensuring stable pricing despite market fluctuations.

All GD brands Series tour fares are all-inclusive. During this period, any adjustments to airline fuel surcharges, airport taxes and GD Travel Safe Insurance are fully protected at no additional cost to customers.

This ensures a smooth and hassle-free experience from booking to departure, so you can depart with ease and enjoy a seamless, worry-free journey.

Golden Destinations thanks its customers for their continued trust and support, and the team looks forward to embarking on many more wonderful journeys with customers.

■ Discover your next travel destination with Golden Destinations at the MATTA Fair, Mitec (Levels 2 & 3) from April 3 to 5, 10am to 9pm.

Apple MATTA FAIR

MITEC
MALAYSIA INTERNATIONAL TRADE & EXHIBITION CENTRE

3 - 5 APR
10AM - 9PM

BOOTH NO 2J01, HALL 7, LEVEL 2

PRE & POST FAIR: 30 MAR - 7 APR 2026 | 9AM - 6PM | WISMA APPLE(HQ), KL.

Hokkaido

Charter 1

malaysia airlines APPLE Charter

APPLE DIRECT FLIGHT

URUMQI

Charter 3

Hokkaido

7D5N 2026 Dec 5, 10, 15, 20, 25

ROUTE 1
WHITE HOKKAIDO LOVE STORY + 2 NIGHTS ONSEN
Otaru | Lake Toya | 2N Onsen | 1 Free Day at Sapporo

ROUTE 2
HOKKAIDO WINTER MONOGATARI + SKI RESORT
Asahiyama Zoo | Ice Pavilion | Sounkyo | 1N Ski Resort

ROUTE 3
WINTER EASTERN HOKKAIDO
Obihiro Racecourse | Kofuku Station | Ainu Kotan | Akan

Premium tour
SNOWY HOKKAIDO
Curling Fun | Moai Statues | Snow Mobile | Chua Lam
Recommended - Shiraoi Wagyu

ECONOMY CLASS FROM RM 7,499
PREMIUM TOUR BY BUSINESS CLASS FROM RM 17,999 ALL IN

Urumqi

11D9N 2026 Sep 8, 17, 26 | Oct 5

ROUTE 1
ANCIENT SILK ROAD
Dunhuang | Zhangye | Lanzhou | Mogao Caves

ROUTE 2
ENCOUNTER NORTHERN XINJIANG
Urumqi | Altay | Hemu | Sayram Lake Horse Ride

ROUTE 3
EXOTIC SOUTHERN XINJIANG
Urumqi | Korla | Kashgar | Panlong Ancient Road

FROM RM 12,999 ALL IN

Tohoku

Charter 2

7D5N 2026 Dec 11, 16, 21, 26

ROUTE 1
WHITE MYSTERIOUS TOHOKU
Zao Snow Monster | Ginzan Onsen | Matsushima | Fresh Oyster

ROUTE 2
WHITE SOUTHERN TOHOKU
Zao Fox Village | Ouchi-juku | Zao Snow Monster | Ginzan Onsen

Premium tour
WHITE MYSTERIOUS TOHOKU
Miyagi Snowcat Vehicle | Yamagata Railway Flower Nagai Line | Visit Oysters Farm

ECONOMY CLASS FROM RM 7,499
PREMIUM TOUR BY BUSINESS CLASS FROM RM 17,999 ALL IN
Zao Snow Monster

CLASSICAL KOREA

8D6N

Busan | Gyeongju | Daegu | Jeongseon | Seoul | Daegu 83 Tower
2026 May 8, 28 | Jun - Nov

FROM RM 5,999
Gamcheon Cultural Village

TOWARDS TAIWAN

7D6N

Taoyuan | Nantou | Pingtung | Tainan | Underwater Sightseeing Semi-Submarine
2026 May 12, 19, 26 | Jun - Dec

Liuqiu Island
FROM RM 4,799
NO SHOPPING STOP

Premium tour

ALASKA CRUISE & The Canadian Rockies

15D12N

PRINCESS

Glacier Bay National Park | Alaska Cruise
4 Ports of Calls | Columbia Ice Field Glacier & Sky Walk | Lake Moraine & Lake Louise
2026 Aug 17, 21

Apple Exclusive
- 7N Guaranteed Balcony Cabin
- 2-ways Inter-Canadian Flights (2,102km, Saved 28 hrs road journey)
- 2N Scenic Hotel Experience in Banff
- PRINCESS PREMIER Total Value USD2,650 /person

BALCONY CABIN FROM RM 46,999
Glacier Bay N.P, Alaska

Premium tour

SOUTHERN AFRICA EXPERIENCE (3C)

10D7N

The 7 Natural Wonders of the World

South Africa | Botswana (Chobe National Park) | Zimbabwe (Victoria Falls)
2026 Jul 27 | Aug 19 | Sep 12, 15 | Oct - Dec

FROM RM 28,999
Victoria Falls

FAMILY FUN GOLD COAST + TANGALOOMA ISLAND RESORT

8D5N

Brisbane | Moreton Island | Gold Coast
2026 May 26 | Jun 18 | Jul 28 | Aug - Sep

FROM RM 11,499
Jetboating

BALKANS SOUTH EASTERN EUROPE (4C)

10D7N

Double Discount RM1,000 + RM1,000 *Selected Date

Montenegro | Croatia | Bosna and Herzegovina | Slovenia
2026 May 14, 22 | Sep 1, 13, 21 | Oct 6, 19

FROM RM 14,399
Dubrovnik

EARLY BIRD
Discount Up To RM4,000
- 每对 Per Couple -

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* Price listed is based on the lowest priced tour packages, selected departure dates and seasonal factors. Other T&C apply.

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Your ideal getaway starts here

The picturesque Hemu Village in Xinjiang, surrounded by golden birch forests, is one of the many breathtaking landscapes accessible through the Urumqi charter flight series.

In spring, Hokkaido transforms into a picturesque canvas of pink shibazakura blooms, creating sweeping floral carpets set against clear blue skies.

APPLE Vacations once again returns to the MATTA Fair, offering travellers a range of exclusive deals and carefully curated itineraries designed for every type of journey.

Whether you are drawn to the scenic beauty of Japan, the cultural heritage of China or the historic charm of Europe, visitors will find plenty of holiday options at the fair.

From short getaways to long-haul explorations, each itinerary is thoughtfully crafted to balance comfort, discovery and memorable experiences.

This year, Apple Vacations is offering a range of exclusive privileges, including:

> Early bird discounts of up to RM4,000 per couple,

> A complimentary luggage bag to kick-start your journey in style and

> Special double discount offers on selected Europe itineraries, providing exceptional value for long-haul travel.

Historic destinations like Slovenia's iconic Lake Bled are key highlights for travellers exploring the diverse landscapes and cultures of Central and Eastern Europe.

Exclusive charter flights

Building on its strong portfolio, Apple Vacations continues to highlight its popular charter flight programmes, offering travellers a more seamless and time-efficient way to reach selected destinations.

These specially arranged flights connect directly to three key regions – Hokkaido and Tohoku in Japan, as well as Urumqi in China – each offered as distinct itineraries designed for deeper regional exploration.

For Japan, Apple Vacations retains its popular routes while introducing new itineraries to enhance the overall travel experience.

This year's line-up features multiple charter programmes across Hokkaido and Tohoku, including newly curated routes that explore Japan's seasonal beauty, local culture and lesser-explored landscapes.

These journeys are designed to offer both familiarity and discovery, from scenic countryside views to immersive cultural encounters.

Meanwhile, the China charter series continues to focus on Urumqi as a gateway to Xinjiang, with three distinct itineraries that explore different facets of the region.

Each route offers a unique combination of natural landscapes and cultural heritage, allowing travellers to experience the vast diversity of Xinjiang – from its dramatic terrain to its rich historical and ethnic influences.

Asian discoveries

Japan remains a perennial favourite among travellers.

Visitors to Hokkaido can stroll among fields of vibrant pink shibazakura, one of the many spring highlights featured in the specially curated Japan itineraries.

Meanwhile, Wakayama offers a more tranquil escape, where sacred pilgrimage routes, coastal scenery and traditional towns come together to reveal a quieter, more reflective side of Japan.

From vibrant cityscapes to serene countryside, Japan presents a harmonious blend of modernity and tradition.

China itineraries showcase equally compelling diversity, each region offering its own distinctive charm.

Travellers can explore the vast grasslands of Inner Mongolia, where endless horizons and nomadic culture create a sense of openness and freedom.

In Shanxi, ancient architecture and well-preserved heritage sites tell stories of China's rich history, while Guangdong invites food lovers on a culinary journey through one of the country's most celebrated gastronomic regions.

These itineraries go beyond sightseeing, offering deeper cultural engagement and authentic local experiences.

Short-haul destinations across Asia remain ideal for those seeking convenient yet enriching travel. South Korea presents a dynamic mix of royal palaces, contemporary attractions and scenic destinations such as Jeju Island, known for its volcanic landscapes and coastal beauty.

Taiwan, on the other hand, charms visitors with its vibrant night markets, nostalgic streets of Jiufen and a blend of natural and cultural highlights that make every visit both relaxing and fulfilling.

European escapes

Europe stands out as a key highlight this year, with a diverse range of itineraries enhanced by exclusive double discount offers.

Each journey unveils a different facet of the continent's enduring appeal. In Greece, travellers can wander through ancient ruins that date back thousands of years, before unwinding along sun-drenched coastlines overlooking the Aegean Sea.

The Balkans offer a fascinating mix of cultures and landscapes, where medieval towns, rugged mountains and coastal gems coexist in a region rich with history.

Central and Eastern Europe captivate with their fairy-tale charm and architectural beauty; from the storybook streets of Prague to the imperial elegance of Vienna and Budapest, these cities offer a seamless blend of history, art and culture.

Meanwhile, Italy continues to enchant with its iconic landmarks and regional diversity – from the romantic canals of Venice and the Renaissance treasures of Florence to the dramatic coastlines and culinary heritage of Southern Italy.

Every stop presents a new layer of discovery, making Europe not just a destination, but a journey through time, culture and lifestyle.

Plan your getaway

The MATTA Fair will be held from April 3 to 5 at the Malaysia International Trade and Exhibition Centre (Mitec).

Visitors can head to Apple Vacations' booth (2J01, Hall 7, Level 2), where professional consultants will be on hand to design your ideal getaway. With exclusive deals available only during the fair, this is the perfect opportunity to plan your next unforgettable journey.

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StarDream Cruises chief executive officer and executive director Colin Au (fifth from left) and Goh (fifth from right), alongside the management team and tourism partners from across Asia at the recent StarDream Cruises Brand Showcase.

Set sail in style across Asia

STARDREAM Cruises continues to elevate cruising across Asia with a wide range of experiences across its StarCruises and Dream Cruises brands.

With over 30 years of experience in Asia, the cruise line offers a series of two- to five-night itineraries to more than 50 destinations across South-East Asia and East Asia, including sought-after ports in Japan and South Korea.

As an international cruise line with the most ships sailing across Asia – including the flagship *Genting Dream* under Dream Cruises, as well as *Star Navigator* and *Star Voyager* under StarCruises – travellers can enjoy the convenience of embarking from various Asian cities and choosing from a wide variety of itineraries.

With each sailing, entertainment takes centre stage with a vibrant line-up of themed experiences, international productions and regionally inspired performances.

In celebration of Dream Cruises' 10th anniversary this year, guests can look forward to special onboard highlights and festive experiences, alongside exciting new acts including K-pop group Kiiras, Amotti from *Physical: 100*, and Chef Tommie Lee (aka French Papa) from *Culinary Class Wars Season 2*.

Adding to the celebration line-up, Forever Broadway – a collaboration with Broadway Asia International, conceived in New York's iconic Broadway, the world's most celebrated stage for musical theatre – will debut on *Genting Dream* in June 2026.

"With over three decades of experience in Asia, we understand the region and what our guests value most when they travel.

"Today, we sail to more than 50 destinations across Asia, connecting guests to a wide range of places and experiences beyond the ship.

Lucky guests will be able to catch performances from a stellar line-up including Korean star Amotti from 'Physical: 100'.

"We are also committed to bringing multiple destinations within reach, enabling guests to experience different countries and cultures, while supporting the local economies and tourism growth of the ports we visit," said StarDream Cruises president Michael Goh.

He added: "At the same time, we are not defined by a single theme – we bring together a dynamic mix of international entertainment, culturally inspired programmes and diverse onboard offerings to deliver well-rounded journeys for guests of all ages."

Onboard dining remains a cornerstone of the journey, with a wide variety of international cuisines alongside authentic Asian and comfort favourites.

Backed by years of experience, the team is especially attuned to Asian flavours, delivering dishes that resonate with regional tastes.

StarDream Cruises is also proud to be among the first in Asia to offer certified halal and vegetarian/Jain options, allowing more travellers to enjoy cruising with confidence and ease.

Chef Tommie Lee (aka French Papa) from 'Culinary Class Wars Season 2' will be entertaining guests onboard for StarDream Cruises' grand 10th anniversary celebration.

Across both the StarCruises and Dream Cruises brands, guests can further elevate their experience with The Palace – an exclusive "ship within a ship" concept featuring luxurious suites, including penthouses to villas.

Positioned as a premium tier experience, The Palace offers a comprehensive suite of inclusions and privileges – from dedicated spaces and priority services to European-style butler service complemented by warm Asian hospitality – delivering greater comfort, privacy and personalised attention throughout the voyage, allowing guests to make the most of the value and experience.

■ 2026 is set to be a year filled with exciting developments and new experiences across StarDream Cruises. For more information, visit *www.StarDreamCruises.com*

K-pop group Kiiras are set to take the entertainment to the next level on board StarDream Cruises.

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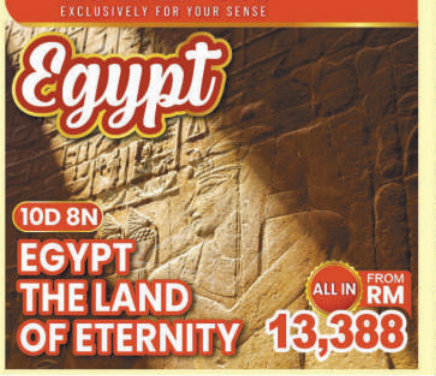

Promotions are valid during KL MATTA Travel Fair April 2026 only * All In = ☑ Return Air-Ticket ☑ Group Departure with Tour Leader ☑ Check-In Luggage (20KG) ☑ Meals & Accommodation ☑ No Fuel Surcharge ☑ Airport Tax ☑ Gratuities ☑ Meals on Board ☑ 2 To Go Excludes Air-Ticket *Terms & Conditions Apply

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10 AM - 9 PM • MITEC, KL

www.mattafair.org.my

MATTA FAIR APRIL 2026 CONTEST

1. Buyers' Contest

Shop, explore, and win!

Spend **at least RM100** from any of our participating exhibitors at MATTA Fair.

Look for the **QR code** at the Contests Counter, or anywhere MITEC, scan it—and fill out the entry form.

To win great travel rewards, ensure all your details are accurate before submitting. This will allow us to contact you if selected. Please also keep your receipt as proof of purchase for verification purposes. Happy shopping!

2. Ride & Reels: Why I took the Shuttle

Record your journey to the MATTA Fair and win!

Take a ride on our free shuttle service from KL Sentral or Sunway Putra Mall, record your experience, and share it on your social media with the hashtag **#MATTARideNReels.** Don't forget to follow, tag and mention us **@mattafair.official**

Look for the QR code inside the shuttle bus, the Contests Counter, anywhere in MITEC-scan it and fill out the entry form.

Get creative! The most unique and captivating videos with interesting captions and stand a chance to win incredible prizes.

3. Spin & Win

Spend a **minimum of RM500** at any **Hall 5 exhibitor** and earn your chance to Spin & Win exclusive MATTA Fair merchandise.

Only **5 slots available** each day with unlimited spins on a first-come, first-served basis!

Proceed to the contest counter at Level 2, show us your receipts and spin your **round!**

Time slots: 11 AM, 1 PM, 3 PM, 5 PM, and 7 PM from 3-5 April 2026

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