

MALAYSIA KEY PARTNERS

Tourism WA works with many travel distributors such as airlines, wholesalers, retail travel chains, inbound tour operators and online tourism agents who can sell a wide range of Western Australian tourism products to generate bookings.

KEY DISTRIBUTION PARTNERS (KDPs)

Golden Destinations (by ICE Holidays Sdn Bhd)
Sedunia Travel Services Sdn Bhd
Apple Vacations Sdn Bhd
Corporate Information Travel (CIT) Sdn Bhd
Forever Travel Service Sdn Bhd
Sunway Travel Sdn Bhd
Mitra Tours & Travel (Mitra Malaysia Sdn Bhd)
Parlo Tours Sdn Bhd
Angel Tours Sdn Bhd
Holiday Tours & Travel Sdn Bhd
Enjoy Holiday Tour Sdn Bhd
Happy Holidays Sdn Bhd
Capricorn Travel Services Sdn Bhd
Golden Century Tour & Travel Sdn Bhd
Top-One Travel Services Corporation (M) Sdn Bhd
Airborne Sdn Bhd
Global World Tour & Travel Sdn Bhd
Go Luxury Travel
JNE Tour & Travel Sdn Bhd
Lush Escape Travel Sdn Bhd
Truly Travelmart Tour & Transport Sdn Bhd
UbinGO Vacations Sdn Bhd

For more information visit Tourism Australia's website

INBOUND TOUR OPERATOR (ITOs)

Blue Travel Pty Ltd
Explore Tours Perth
H2Oz Travel
Holiday Services Down Under
Valentino Holiday Pty Ltd
Xceptional Tours Australia (XCTA)

Inbound tour operators (ITOs) remain a key link in the distribution of product in the Malaysian market. However, there is a noticeable trend to direct deals with hoteliers and operators, in particular for accommodation and day tours.

ITOs also handle a large proportion of FIT and non-group itineraries.

ONLINE TRAVEL AGENTS (OTAs)

Agoda.com
AirAsiaGo.com
Booking.com
Expedia
Holidaytoursonline.com
Hotels.com
Klook
PYOtravel.com
Traveloka
Trip.com
Trivago.com
12Fly
KK DAY



*This information is current as of May 2026