



The 'surprises' continue...

Logo Elements

Lighthouse - The lighthouse at Bukit Malawati, symbolises Selangor's maritime heritage and its role in preserving cultural history

Gradient - The 'Gradient' colour design reflects the stunning Kuala Selangor Sky Mirror, capturing the combination of natural wonders and beautiful landscapes found in Selangor.

Woven Pattern - Woven pattern designs are subtly incorporated into the design, a fusion of Mah Meri's cultural heritage

The Main Features - The main features highlight some of the Eco Forest Parks such as Kanching Waterfall, Sungai Tekala Waterfall and Sungai Chilling Waterfall.

The Green Leaves - The green leaves at the base highlight the rich Selangor landscape with a thriving agrotourism industry such as the Sekinchan Paddy Field, Selangor Fruit Valley and MAEPS

The Fireflies - The fireflies, placed in the logo design at the top, represent the dazzling display of natural light and its unique ecosystem

Mascot

Meet Spark the Firefly! The shining star and official icon of Visit Selangor Year 2026! Born and raised in the magical glow of Kampung Kuantan Fireflies Park, Spark captures the very spirit, identity and charm of Selangor.

More than just a mascot, Spark is Selangor's very own social media influencer, zipping across the state with its mini camera to snap aesthetic moments, uncover hidden gems and share fun, feel-good stories.



As a symbol of Selangor's rich biodiversity, Spark's bright and cheerful personality also mirrors the warmth, friendliness and genuine hospitality of the Selangor people. Want to follow Spark's adventures? Catch all the glow-worthy content on @discoverlangor on Instagram and @tourismselangor on TikTok, Facebook and YouTube!

Official Campaign Videos



Experience Selangor in high definition! We invite all readers to explore the Tourism Selangor Official YouTube Platform.

Dive into a collection of campaign videos and travel vlogs that showcase the hidden gems and 'endless surprises' of our 2026 campaign. Simply scan the QR code to watch, listen and subscribe!

#VisitSelangor2026
#SurprisingSelangor
#SelangorKanAda
#KitaSambung
#TheSurprisesContinue

Taglines

Visit Selangor Year is all about celebrating Selangor's incredible diversity, from uncovering Surprising Selangor hidden gems to local secrets along the way. Because whatever you are looking for, **Tak Perlu Jauh, Selangor Kan Ada!**

International Taglines

Capture Splendid Memories,
Surprising Selangor

Domestic Taglines

**Tak perlu jauh,
SELANGOR
KAN ADA!**

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ஆச்சரியங்கள்நிறைந்தசிலாங்கூர்

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The launching event of Visit Selangor Year 2025 with Aizat Amdan at Setia City Mall, Shah Alam.

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SELANGOR EXTENDS VISIT SELANGOR YEAR CAMPAIGN

As Visit Malaysia Year 2026 (VMY2026) officially kicks off nationwide, Selangor has announced that it will continue its Visit Selangor Year campaign into 2026, strengthening the state's role as one of Malaysia's key tourism gateways and contributors to the national tourism agenda.

With Malaysia targeting 47 million visitors arrivals under VMY2026, Selangor is positioning itself to capture a significant share of that growth. Tourism Selangor has set a target of welcoming 9 million tourists in 2026, building on the strong momentum achieved over the past year.

The Visit Selangor Year 2025 campaign concluded on a high note, surpassing its target with 8.42 million tourist arrivals. This strong performance prompted the state to extend the campaign, ensuring momentum and continuity as Malaysia gears up for its biggest tourism push towards Visit Malaysia Year 2026.

Chua Yee Ling, the Chief Executive Officer of Tourism Selangor, said that instead of slowing down, the state is moving forward with renewed energy. The extension of the Visit Selangor Year campaign supports Visit Malaysia Year 2026 while introducing fresh experiences, stronger collaborations and more reasons for visitors to return.

Throughout 2026, Selangor will host over 90 tourism-driven events, taking place almost every week across the state. These events span food, culture, lifestyle, creative industries, agro-tourism and community-based experiences, ensuring there is always something happening for both domestic and international travelers.

"Selangor Aims for 9 Million Tourists to Fuel Visit Malaysia Year 2026 Goals"

Among the major state-led events returning in 2026 are Selangor Travel Fair, Selangor Food Mega Festival, Selangor Coffee Festival, Sekinchan Paddy Field Festival and more. Full event listings and updates will be available on Tourism Selangor's official platforms at [<https://selangor.travel/calendar-of-events-2026/>].

"Community-based tourism will remain a key pillar of Selangor's strategy. Following the appointment of 49 Selangor Community Hosts in 2025, the programme is set to expand further in 2026, empowering local communities to become storytellers, guides and ambassadors for their own destinations."

"The initiative aims to highlight authentic local experiences from village life and traditional food to heritage sites and nature-based attractions, while ensuring tourism benefits are shared directly with local communities", she added.

As home to Malaysia's main international gateway, Selangor continues to play a strategic role in welcoming visitors to the country. With its mix of urban attractions, nature escapes, cultural diversity and easy connectivity, the state offers travelers a complete experience whether it is their first stop in Malaysia or a destination in its own right.

With Visit Malaysia Year 2026 underway, Selangor invites travelers to expect more surprises, better experiences and stronger community connections throughout the year.

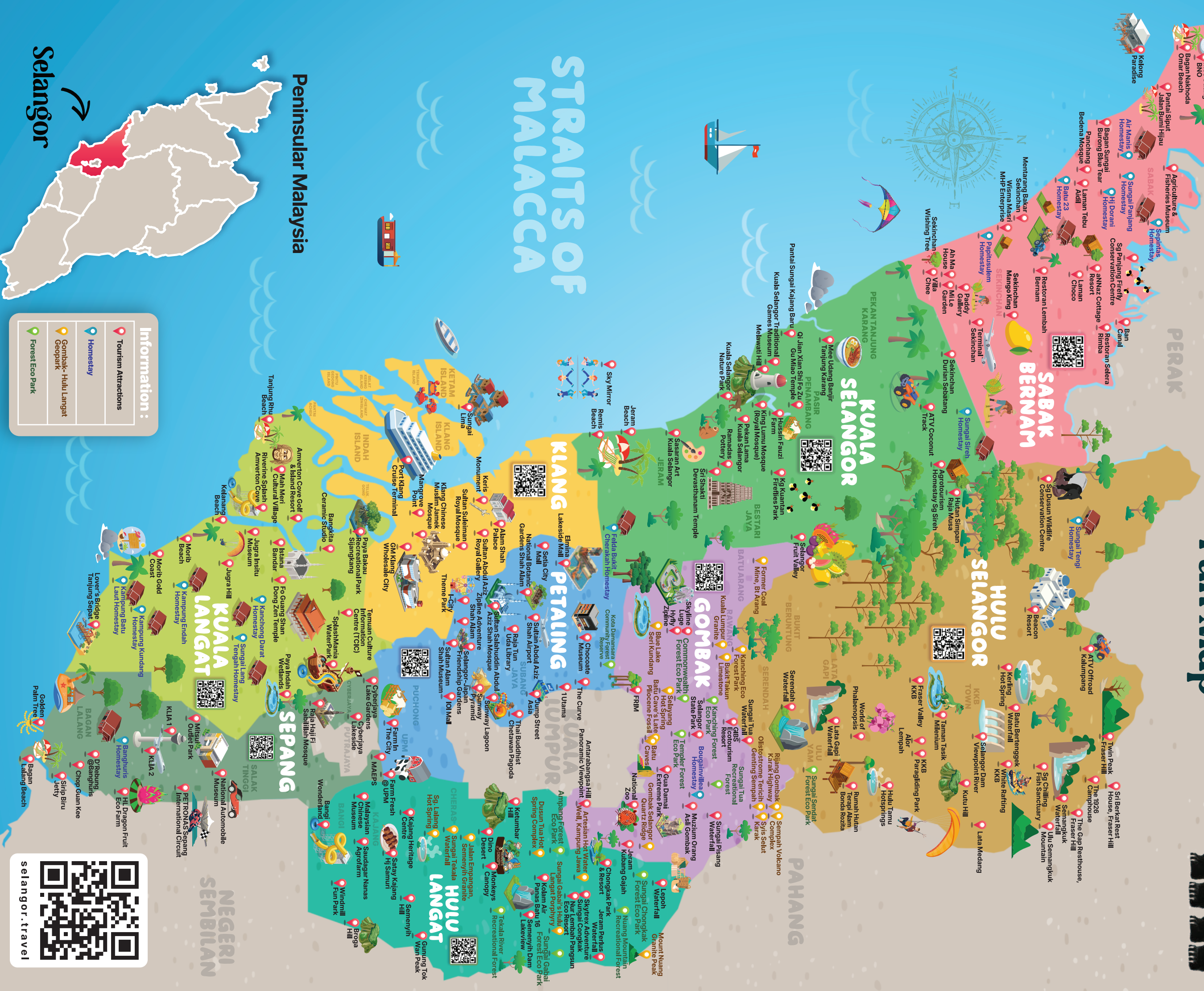


Scan to explore the official Calendar of Events and plan your trip!

WWW.VISITSELANGOR.MY

Surprising Selangor

Fun Map



Information :

- Tourism Attractions
- Homestay
- Gombak- Hulu Langat Geopark
- Forest Eco Park

