

# A rising star in destination weddings

Malaysia offers the perfect blend of culture, scenery, and hospitality for unforgettable celebrations

Malaysia's rich cultural and racial diversity offers couples a wide range of options to suit every style and preference when it comes to wedding and honeymoon destinations. Leticia Hsu, Co-Founder and President of Association of Wedding Professionals Malaysia (AWP Malaysia), explained that Malaysia has gained popularity as a wedding and honeymoon destination in recent years.

However, it had previously been losing ground to neighbouring countries. She highlighted Malaysia's unique and versatile qualities, particularly its diversity and hospitality, which set it apart.

"We've also got multilingual vendors and top-notch professionals. We have a solid tourism infrastructure to promote and support couples who want to get married and have their honeymoon in Malaysia. Essentially, we are offering not just a wedding destination, but lasting memories. When people come here, they can



**Leticia Hsu**

come for their wedding, then their honeymoon, and later return for their babymoon. Malaysia is a very versatile country that offers a lot in terms of tourism and weddings."

## MAXIMISING VM2026 POTENTIAL

According to Hsu, Malaysia is a top wedding destination because of:

- **Cultural and Geographical Diversity:** Experience Malay, Chinese, Indian, Sikh, and indigenous weddings.
- **Easy Accessibility:** Well-connected internationally by air and sea, with affordable travel options.
- **Unique Cultural Experiences:** Diverse traditions and performances in one wedding.
- **Stunning Locations:** From highlands to beaches and city venues.
- **Top-Notch Vendors:** Award-winning professionals, including those featured internationally.
- **Value for Money:** High-quality services at competitive prices.
- **Exceptional Hospitality:** Warm, heartfelt service that makes weddings memorable.

However, Hsu noted that while Malaysia's wedding infrastructure is well-developed, there is still room for improvement. With greater support from the tourism ministry and policymakers,

she believes Malaysia has strong potential to become the top wedding destination. One key area is the legal marriage registration process, which can be more complex compared to other countries, often requiring foreign couples to navigate a tedious document submission process across multiple ministries.

She also pointed out that marketing is another area that could be strengthened.

"A lot of overseas couples don't consider Malaysia right away. When they think of wedding destinations, they think of Thailand or Bali. If we had stronger marketing efforts and better international connections, we could make Malaysia a top-of-mind destination."

Speaking of Malaysia as a Muslim-friendly wedding destination, Hsu noted the country's established halal ecosystem and culturally sensitive environment. With Muslim-friendly vendors, widespread prayer facilities, and deep respect for religious practices, Malaysia offers Muslim couples a safe and welcoming setting for their weddings. – **RnR**