

## TOURISM MALAYSIA CELEBRATES SPRING AIRLINES' RETURN WITH NEW SHANGHAI – KUALA LUMPUR ROUTE



YBhg. Dato' Yeoh Soon Hin, Deputy Chairman of Tourism Malaysia, together with Mr. Zheng Xuefang, Minister of Embassy of the People's Republic of China in Malaysia; YBhg. Dato' Mohd Izani Ghani, Managing Director of MAHB; and Mr. Huang Xingwen, Vice President of Spring Airlines, joined the Spring Airlines crew in marking the inaugural Shanghai sector.

**SEPANG, 28 November 2025** – Tourism Malaysia welcomes the resumption of Spring Airlines' operations in Malaysia with the successful commencement of its new scheduled service connecting Shanghai, China, to Kuala Lumpur. The inaugural flight, 9C6523, arrived at KL International Airport (KLIA) Terminal 2 at 4:55 p.m. today, marking the airline's significant re-entry into the Malaysian market following the cessation of its operations in 2023.

Utilising an Airbus A320 with a 180-seat capacity, the new daily service provides seamless connectivity for travellers from Eastern China, particularly Shanghai and

surrounding regions. The route is set to bolster tourism, business opportunities, and cultural exchange between the two nations.

The reception ceremony was attended by YBhg. Dato' Yeoh Soon Hin, Deputy Chairman of Tourism Malaysia, representing the Minister of Tourism, Arts and Culture, alongside YBhg. Datuk Manoharan Periasamy, Director General of Tourism Malaysia; Mr Zheng Xuefang, Minister of Embassy of the People's Republic of China in Malaysia; Mr Lee Thai Hung, Deputy Director General (Promotion II) of Tourism Malaysia; YBhg. Dato' Mohd Izani Ghani, Managing Director of Malaysia Airports Holdings Berhad and Mr Huang Xingwen, Vice President of Spring Airlines.

The reinstatement of this route is a timely boost for the upcoming Visit Malaysia 2026 (VM2026) campaign. By offering improved accessibility, Spring Airlines' new Shanghai – Kuala Lumpur route is poised to attract more Chinese travellers to explore Malaysia's diverse offerings — from its rich cultural heritage and renowned culinary scene to its spectacular natural landscapes and world-class island destinations.

From January to August 2025, Malaysia welcomed 3.3 million visitor arrivals from China, marking a 27.5% increase compared to the same period in 2024. This growth underscores Malaysia's escalating appeal among Chinese travellers.

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### **About Tourism Malaysia**

Malaysia Tourism Promotion Board, also known as Tourism Malaysia, is an agency under the Ministry of Tourism, Arts & Culture Malaysia. It focuses on the specific task of promoting Malaysia as a preferred tourism destination. Since its inception, it has emerged as a major player in the international tourism scene. The next Visit Malaysia, set to take place in 2026, will commemorate the sustainability of the nation's tourism industry, which is also in line with the United Nations Sustainable Development Goals (UNSDG).

Furthermore, Tourism Malaysia actively endorses the Indonesia-Malaysia-Thailand Growth Triangle (IMT-GT), working towards the realisation of the IMT-GT Visiting Year 2023-2025, with the shared aim of promoting the region as a unified tourism destination. For more information, visit Tourism Malaysia's social media accounts on [Facebook](#), [Instagram](#), [X](#), [YouTube](#), and [TikTok](#).

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