

SICHUAN AIRLINES LAUNCHES FLIGHT FROM CHENGDU TO PENANG



Mr. Samuel Lee, Deputy Director General (Promotion II) of Tourism Malaysia, Mr Yu Yanbing, General Manager of Commercial Committee, Sichuan Airlines and YB Wong Hon Wai, State Exco for Tourism and Creative Economy.

BAYAN LEPAS, 2 May 2025 – Penang International Airport yesterday celebrated the arrival of the inaugural direct flight from Chengdu, China, further strengthening air connectivity between the two vibrant destinations.

Passengers aboard flight 3U3911 from Chengdu were warmly welcomed by Mr. Samuel Lee, Deputy Director General (Promotion II) of Tourism Malaysia, along with representatives from Malaysia Airports Holdings Berhad (MAHB) and Sichuan Airlines. The aircraft received a ceremonial water salute upon its arrival, symbolising the strong ties between the two destinations.

This new route connecting Chengdu and Penang will operate five times a week using an Airbus A320, with a capacity of 164 passengers. This new service represents a significant step forward in promoting tourism, trade, and cultural exchange between Malaysia and China. With this new connection, Penang is poised to attract more visitors from China, in line with efforts to enhance tourism ahead of Visit Malaysia Year 2026.

“This new route is both timely and strategic as we continue to position Penang as a premier destination for international travellers, investors, and businesses,” said Mr. Samuel Lee, Deputy Director General of Tourism Malaysia. “We warmly welcome all visitors from Chengdu to discover the unique charm, heritage, and culinary richness of Penang.”

The addition of this direct flight not only improves accessibility for travellers from Western China but also supports Tourism Malaysia’s broader efforts in ramping up promotion for Visit Malaysia 2026 (VM2026). Penang International Airport, managed by Malaysia Airports, remains a key aviation hub in the region, playing a vital role in connecting Penang with major international cities and contributing significantly to the state’s economic growth.

The launch of the Chengdu–Penang route is expected to further strengthen Malaysia’s tourism performance. In 2024, Malaysia welcomed 3,725,894 visitors from China, marking a 130.9% increase compared to the previous year. With the visa-free policy extended until December 2026 and enhanced air connectivity, tourist arrivals from China are anticipated to continue growing, fostering deeper people-to-people and cultural ties between both countries.

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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).

For more information, visit Tourism Malaysia’s social media accounts on [Facebook](#), [Instagram](#), [X](#), [YouTube](#), and [TikTok](#).

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