

## **MEDIA RELEASE**

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### **SUN PHU QUOC AIRWAYS SOARS INTO MALAYSIA, STRENGTHENING MALAYSIA-VIETNAM CONNECTIVITY**

**SEPANG** — Tourism Malaysia celebrates the official launch of Sun Phu Quoc Airways' inaugural direct flight from Phu Quoc to Kuala Lumpur today, marking a significant milestone in boosting regional air connectivity and strengthening bilateral tourism ties between Vietnam and Malaysia.

The new route, operated by an Airbus A321neo with a 236-seat capacity, will begin its service daily from 1 September 2026. This initiative provides greater accessibility and convenience for travellers from Phu Quoc and southern Vietnam to visit Malaysia, particularly during the ongoing Visit Malaysia 2026–2027 (VM2026–2027) campaign.

The new air service marks an important milestone in strengthening connectivity between Vietnam and Malaysia, providing greater convenience and accessibility for Vietnamese travellers to visit Malaysia, particularly in conjunction with VM2026–2027.

The Vietnamese market remains a vital and promising tourism market for Malaysia, with 156,747 visitor arrivals recorded from January to June 2026. This further drives strong potential for leisure, family holidays, shopping, culture, Meetings, Incentives, Conferences and Exhibitions (MICE), and experiential travel. The new direct route is expected to further strengthen air connectivity, enhance accessibility, and support continued growth in visitor arrivals from Vietnam.

The launch of the new Phu Quoc–Kuala Lumpur air connection is therefore expected to revitalise the Vietnamese market by improving accessibility and offering an additional direct travel option to Malaysia for travellers from Phu Quoc and surrounding areas.

Mr Mohd Amirul Rizal Abdul Rahim, Director General of Tourism Malaysia, said, "The inaugural Sun Phu Quoc Airways flight is a timely development as Malaysia continues to strengthen its connectivity with Vietnam. With the commencement of this new route, we look forward to welcoming more visitors from Phu Quoc and southern Vietnam to Malaysia. Improved air connectivity will play an important role in supporting our efforts to regain momentum in this market, particularly during Visit Malaysia 2026–2027."

The new flight service connecting Vietnam and Malaysia also comes at an opportune time as Malaysia celebrates VM2026–2027, which aims to position the country as a leading tourism destination and encourage more international visitors to discover Malaysia's diverse attractions, culture, gastronomy, and immersive travel experiences.



The new service is expected to offer Vietnamese travellers easier access to Malaysia's diverse tourism offerings and vibrant destinations, including Kuala Lumpur, Putrajaya, Penang, Langkawi, and Melaka, while also facilitating smoother travel for Malaysians visiting Phu Quoc.

Tourism Malaysia will continue to work closely with airlines and industry partners in Vietnam to maximise the potential of this new connectivity and further promote Malaysia as a preferred tourism destination among Vietnamese travellers and the broader ASEAN region.

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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 and Culture Malaysia (MOTAC). It focuses on promoting Malaysia as a preferred tourism destination and has, since its establishment, played a significant role in strengthening the country's presence and competitiveness in the global tourism landscape.

**Visit Malaysia 2026 (VM2026-2027)**, with the extended campaign to 2027, underscores Malaysia's commitment to sustainable tourism development, in line with the United Nations Sustainable Development Goals (UNSDGs). The campaign aims to showcase the nation's diverse natural attractions, rich cultural heritage, and vibrant tourism offerings, while driving inclusive growth and long-term value for local communities and industry stakeholders.

For more information, visit Tourism Malaysia's website [www.tourism.gov.my](http://www.tourism.gov.my) and social media accounts on [Facebook](#), [Instagram](#), [X](#), [YouTube](#), and [TikTok](#).

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