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**TOURISM MALAYSIA WELCOMES FIREFLY AIRLINES'
INAUGURAL DIRECT FLIGHT FROM CEBU TO KUALA
LUMPUR**

Tourism Malaysia, MAG, and Firefly celebrate vibrant welcome for inaugural flight from Cebu to Kuala Lumpur.

KUALA LUMPUR, 2 December 2025 - Firefly Airlines today marked a major milestone in its regional growth with the successful launch of its inaugural direct flight from Mactan-Cebu International Airport (CEB) to KL International Airport (KUL). This strategic new route underscores the airline's commitment in strengthening the connectivity between Malaysia and the Philippines which supports the Malaysia's tourism industry ahead of the Visit Malaysia 2026 (VM2026) campaign.

The inaugural flight, FY3963, departed Mactan-Cebu International Airport (CEB) at 2:00 p.m. and arrived at Kuala Lumpur International Airport (KLIA) at approximately 5:40 p.m. Effective from 2nd December 2025, Firefly Airlines will operate five direct weekly flights between Cebu and Kuala Lumpur using the Boeing 737-800 aircraft, which offers 189 seats per flight to accommodate increasing demand between the two cities.

With this addition to its network, Firefly Airlines provides Filipino travellers with greater accessibility to Malaysia's rich cultural, gastronomic, and leisure experiences. The route further opens the door for travellers to explore the country's diverse highlights — from UNESCO World Heritage cities like Melaka and George Town to its multi-ethnic cuisine and serene natural landscapes.

From January to August 2025, Malaysia recorded 401,203 visitor arrivals from Philippines, an 8.2% increase compared to the 370,779 arrivals during the same period in 2024, reflecting strong travel demand and deepening tourism ties between the two countries. The introduction of this Cebu to Kuala Lumpur route is expected to further boost arrivals from Philippines while creating additional opportunities for trade, investment, and cultural exchange.

Tourism Malaysia remains committed to working closely with airline partners to expand route development and increase air capacity. The new direct service from Cebu to Kuala Lumpur serves as a key pillar of our market access strategy for the Philippines, contributing meaningfully to passenger growth and supporting the objectives of the Visit Malaysia 2026 (VM2026) campaign.

For further information or to book your trip, visit www.fireflyz.com.my or contact your preferred travel agent.

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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 Year, 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](#), [Twitter](#), [YouTube](#), and [TikTok](#).

For enquiries, please contact:

Jamilah Abdul Halim
Senior Deputy Director
International Promotion Division
(Southeast Asia)
jamilah.halim@tourism.gov.my
Tel: + 603 8891 8242

Norshariza Mohd Saad
Deputy Director
Corporate Communications Division
norshariza@tourism.gov.my
Tel: +603 8891 8775