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HEFEI–KUALA LUMPUR NEW ROUTE ENHANCES CHINA–MALAYSIA AIR CONNECTIVITY IN SUPPORT OF VM2026

SEPANG, SELANGOR — Tourism Malaysia today welcomed the inaugural flight operated by China Eastern Airlines from Hefei Xinqiao International Airport (HFE) to Kuala Lumpur International Airport (KUL), marking a significant milestone in strengthening air connectivity between Malaysia and China in support of Visit Malaysia 2026 (VM2026).

The newly launched Hefei–Kuala Lumpur service (MU7275) is the first direct air link between the two cities. Operating three times weekly on Mondays, Wednesdays and Fridays, the route offers enhanced connectivity and convenient travel options for passengers from Eastern China. As China remains one of Malaysia’s most important source markets, the new service is expected to support sustained growth in tourism arrivals.

Tourism Malaysia, led by its Mr Lee Thai Hung, Deputy Director General (Promotion II) of Tourism Malaysia, welcomed the inaugural flight at approximately 10.45 p.m. Also present were Mr. Xiangming, General Manager of China Eastern Airlines (Kuala Lumpur Branch), and representatives from Malaysia Airports (MAHB), underscoring the strong collaboration in advancing tourism and economic ties between both countries.

“This new service connecting Hefei and Malaysia forms part of China Eastern Airlines’ strategic expansion of its international network. The introduction of this route significantly enhances Malaysia–China air connectivity and reinforces ongoing efforts to stimulate inbound travel from China, particularly in line with the Visit Malaysia 2026 (VM2026) campaign,” said Mr Mohd Amirul Rizal Abdul Rahim.

As of January 2026, Malaysia enjoys strong accessibility from China, with approximately 730 weekly flight frequencies, offering a total capacity of 144,333 seats and direct connections from 31 cities across China. China Eastern Airlines plays a strategic role within this network by serving major first- and second-tier cities, including Beijing, Lanzhou, Taiyuan, Xi’an, Kunming, Wuhan, Nanjing and Hangzhou, thereby strengthening Malaysia’s market reach across China.



China remains a fundamental market for Malaysia's tourism industry. In 2025, Malaysia recorded 4.7 million visitor arrivals from China, representing a 25.1 per cent year-on-year increase, reflecting strong travel demand and the market's continued importance. The launch of the Hefei–Kuala Lumpur route directly supports the objectives of Visit Malaysia 2026 (VM2026), particularly in enhancing international accessibility and reinforcing Kuala Lumpur's position as a key regional gateway. Improved air connectivity is expected to encourage repeat visits, increase tourism spending and further position Malaysia as a preferred destination for leisure, culture, gastronomy and shopping.

Tourism Malaysia extends its appreciation to China Eastern Airlines and Malaysia Airports Holdings Berhad for their collaboration and support, and looks forward to working closely on joint promotional initiatives to showcase Malaysia's diverse attractions to travellers from Hefei and the wider China market in support of the VM2026 campaign.

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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) 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 and social media accounts on [Facebook](#), [Instagram](#), [X](#), [YouTube](#), and [TikTok](#).

For enquiries, please contact:

Rahayu binti Ahmad

Deputy Director

International Promotion Division

rahayu@tourism.gov.my

Tel: +603 8891 8309

Norshariza binti Mohd Saad

Deputy Director

Corporate Communication Division

norshariza@tourism.gov.my

Tel: +603 8891 8775

