

MEDIA RELEASE

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MALAYSIA–JAPAN CONNECTIVITY ENHANCED WITH MALAYSIA AIRLINES' INAUGURAL FUKUOKA–KUALA LUMPUR DIRECT FLIGHT

KUALA LUMPUR — Tourism Malaysia warmly welcomed the inaugural arrival of Malaysia Airlines' direct flight service from Fukuoka to Kuala Lumpur at Kuala Lumpur International Airport (KLIA) Terminal 1 today, marking a significant milestone in strengthening air connectivity between Malaysia and Japan. The new service opens a gateway for travellers from Kyushu and the surrounding regions to experience Malaysia during Visit Malaysia 2026–2027 (VM2026–2027) and beyond.

The inaugural Malaysia Airlines flight from Fukuoka International Airport was accorded a ceremonial welcome upon arrival at KLIA. The ceremony was attended by Madam Nuwal Fadhilah Ku Azmi, Senior Director, International Promotion Division (Asia & Africa), Tourism Malaysia; Mr George Low, Head of Eastern Region Commercial Sales, Malaysia Airlines Group (MAG); and representative from MAHB.

The Fukuoka–Kuala Lumpur service operates five times weekly using Boeing 737-8 aircraft with 174 seats per flight. With a flight duration of approximately six hours and forty-five minutes, the direct service provides a convenient travel option for visitors from Fukuoka, the wider Kyushu region, and surrounding areas to Malaysia.

The route also marks Malaysia Airlines' third gateway in Japan, complementing its existing services from Tokyo and Osaka. The expanded network is expected to encourage increased visitor arrivals from Japan, strengthen Malaysia's position as an accessible destination for the Japanese market, and support enhanced tourism, business, educational, and people-to-people exchanges between Malaysia and Japan.

Mr Mohd Amirul Rizal Abdul Rahim, Director General of Tourism Malaysia, said, "The commencement of this direct service is a positive development for Malaysia's tourism industry as it further strengthens our connectivity with Japan. Fukuoka and the wider Kyushu region represent an important market with significant potential for Malaysia, particularly in attracting visitors interested in leisure, culture and heritage, nature and ecotourism, gastronomy, and education tourism."

"Improved air connectivity is fundamental to facilitating visitor flows and creating greater opportunities for tourism cooperation. Tourism Malaysia will continue to work closely with our airline and industry partners to maximise the potential of this new route and promote Malaysia as a preferred destination among travellers from Fukuoka and surrounding prefectures," added Mr Mohd Amirul Rizal Abdul Rahim.

The new service also supports the objectives of VM2026–2027, which seeks to position Malaysia as a preferred and sustainable destination while showcasing the country's diverse tourism assets and experiences to international travellers. Beyond leisure tourism, the enhanced connectivity is expected to facilitate greater movement of students,



educators, education agents and academic groups between Japan and Malaysia, contributing to the development of education tourism and broader institutional linkages.

The commencement of the Fukuoka–Kuala Lumpur service is also timely as Malaysia and Japan look towards 2027, which marks the 70th anniversary of diplomatic relations between the two countries. The milestone provides further opportunities to deepen the longstanding bilateral relationship and strengthen people-to-people ties through tourism, travel, education, and cultural exchanges.

From January to June 2026, Malaysia recorded 200,579 visitors from Japan, a 7.2 per cent increase compared with 187,069 visitors during the same period in 2025. As of August 2026, air connectivity between Japan and Malaysia comprised 78 flight frequencies with 20,321 seats per week, further underscoring the importance of continued collaboration with airlines to expand capacity and stimulate travel demand.

Tourism Malaysia remains committed to strengthening strategic partnerships with airlines and tourism industry stakeholders in Japan to expand connectivity, stimulate visitor demand, and support the sustainable growth of tourism between Malaysia and Japan.

For further details, kindly refer to media kit:

<https://drive.google.com/drive/folders/1PaEa7eq2FgUY8F0snbEGmZQF1G9XTcQE?usp=sharing>

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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 2026–2027 (VM2026–2027) 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 and social media accounts on [Facebook](#), [Instagram](#), [X](#), [YouTube](#), and [TikTok](#).

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