

LOONG AIR LAUNCHES INAUGURAL XI'AN-KUALA LUMPUR ROUTE TO STRENGTHEN BILATERAL TOURISM



YBhg. Dato' Yeoh Soon Hin, Deputy Chairman of Tourism Malaysia together with Mr. Li Dong, Vice President (Overseas Business) of Loong Air.

KUALA LUMPUR, 6 JULY 2025 — Malaysia welcomed the arrival of Loong Air's new inaugural flight of Xi'an-Kuala Lumpur route at Kuala Lumpur International Airport (KLIA) Terminal 2 today, marking a key milestone in strengthening tourism ties and economic cooperation between Malaysia and China.

The inaugural flight was celebrated in a welcoming ceremony graced by YBhg. Dato' Yeoh Soon Hin, Deputy Chairman of Tourism Malaysia, and Mr. Samuel Lee, Deputy Director General (Promotion II), alongside senior representatives from Malaysia Airports Holdings Berhad (MAHB). Leading the delegation from Loong Air was Mr. Li Dong, Vice President (Overseas Business), signifying the airline's growing commitment to Malaysia as a key Southeast Asian hub.

This new route, operated by a 174-seat Airbus A320, will fly three times weekly—on Tuesdays, Thursdays, and Saturdays.

- Flight GJ8721 departs Xi'an Xianyang International Airport (XIY) at 8:35 PM, arriving at KLIA (KUL) at 1:55 AM.
- Return flight GJ8722 departs Kuala Lumpur at 2:55 AM, arriving in Xi'an at 7:55 AM.

“With Kuala Lumpur now directly connected to Xi'an, we're opening more doors for tourism, business, and cultural exchange. This enhanced connectivity reaffirms Malaysia's position as a gateway to ASEAN and a must-visit destination for international travellers,” added Dato' Yeoh Soon Hin.

This timely expansion supports Malaysia's strategic goals for Visit Malaysia 2026 (VM2026), which aims to welcome more Chinese travellers, currently one of Malaysia's top tourist source markets. From January to April 2025, 1.44 million visitors from China were recorded—a 37.8% increase compared to the same period in 2024.

The momentum is further supported by Malaysia's visa-free entry policy for Chinese nationals, extended until 31 December 2026, providing seamless access and encouraging longer stays.

Loong Air's entry into the Malaysia market is more than just an airline expansion—it is a strategic collaboration aligned with Malaysia's broader tourism vision. It sets the stage for deeper partnerships across aviation, investment, and cultural exchange, further enriching the country's tourism ecosystem and economic landscape.

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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).

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](#), [X](#), [YouTube](#), and [TikTok](#).

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