

9 AIR'S GUANGZHOU–KUALA LUMPUR ROUTE TO BOOST TOURISM AND CULTURAL LINKS

KUALA LUMPUR, 23 DECEMBER 2025 — Tourism Malaysia welcomed the launch of 9 Air's new direct service from Guangzhou, China, to Kuala Lumpur marking a significant expansion of air connectivity between Malaysia and the Guangdong-Hong Kong-Macao Greater Bay Area.

The inaugural flight, AQ1271 arrived today, inaugurating a three-times-weekly service operating every Wednesday, Friday, Sunday. This new route is expected to stimulate tourism growth from one of China's key economic region. Operated using Boeing 737 MAX 8 with a capacity of 189 seats, the service connects Guangzhou Baiyun International Airport (CAN) to Kuala Lumpur on a night schedule offering enhanced traveller convenience while maximising time spent in Malaysia. Prior to this launch, 9 Air has been operating scheduled services on the Guiyang–Kuala Lumpur route, in addition to charter flights from Haikou to Penang and Haikou to Kuching, underscoring the airline's growing footprint in the Malaysian market.

The inaugural flight was welcomed by Mr. Azmi bin Abdullah, Senior Deputy Director of Tourism Malaysia, together with Mr. Eric Min, International Business Centre Manager, Marketing Department of 9 Air, as well as representatives from Malaysia Airports Holdings Berhad (MAHB).

"This new air link serves as a direct bridge for discovery between Malaysia and one of China's most vital economic zones. Enhanced accessibility is expected to catalyse stronger visitor flows from Guangdong and neighbouring provinces, positioning Kuala Lumpur as a strategic gateway to Malaysia's diverse destinations," said YBrs. Mr. Mohd Amirul Rizal Abdul Rahim, Director General of Tourism Malaysia.

China remains a key source market for Malaysia, and the strengthening of direct air connectivity continues to be a core driver of tourism growth. The launch of 9 Air's direct service from Guangzhou reflects strong confidence in Malaysia's appeal as a destination. Tourism Malaysia will continue to work closely with airlines and travel trade partners in China to promote curated itineraries and travel packages showcasing Malaysia's diverse attractions, rich culinary heritage, vibrant festivals, and renowned hospitality. The additional capacity supports ongoing efforts to increase visitor arrivals and tourism spending from priority markets.

The new route is poised to further strengthen Malaysia's already robust tourism momentum. The country's enduring appeal driven by its diverse offerings ranging from vibrant cities and world-renowned cuisine to pristine islands, reflected in the sustained tourism growth of arrivals which reached 3.3 million visitors from January to August 2025, marking a 27.5% year-on-year increase.

Tourism Malaysia extends its full support to 9 Air on the launch of this new service and looks forward to collaborating on promotional initiatives to showcase Malaysia's diverse travel experiences to potential travellers in Guangzhou and the wider Guangdong province.

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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. Visit Malaysia 2026 (VM2026) 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](#).

About 9 Air

Founded in 2014 and headquartered in Guangzhou, 9 Air is a leading low-cost carrier that operates a modern fleet of 26 Boeing 737 series aircraft, with a network spanning 102 cities across China and Asia. Together with its parent company, Juneyao Air, the airline boasts a remarkable record of transporting about 30 million passengers in 2024, establishing itself as one of China's most punctual airlines. 2024 also marks the 10th anniversary of 9 Air and introduces a brand renewal program designed to reinforce the essence of Cantonese culture. This initiative aims to create tailored cabin service products that allow every passenger to wholeheartedly experience the unique Cantonese style and the captivating charm of Lingnan culture throughout their journey. For more information, please visit www.9air.com

For enquiries, please contact:

Rahayu Ahmad
Deputy Director
International Promotion Division (ASAF)
rahayu@tourism.gov.my
Tel: +603 8891 8203

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