

## CHINA EASTERN AIRLINES EXPANDS GLOBAL REACH WITH NEW TAIYUAN-KUALA LUMPUR ROUTE

KUALA LUMPUR, 11 September 2025 – Tourism Malaysia proudly welcomes China Eastern Airlines on the successful launch of its inaugural direct service connecting Taiyuan and Kuala Lumpur. As one of China's major cities rich in cultural heritage and economic potential, Taiyuan's connection to Kuala Lumpur is expected to encourage greater visitor flows and boost Malaysia's visibility as a preferred destination in Asia.

A new chapter in regional connectivity unfolded today as **Flight MU859** touched down at Kuala Lumpur International Airport (KLIA) Terminal 1 at approximately 4:30am (Malaysia time), marking the inaugural arrival from Taiyuan – famously known as the "*Dragon City*" (*Lóngchéng*) – via Wuhan. This historic flight symbolises a pivotal milestone in enhancing air links between Malaysia and northern China, laying the foundation for deeper bilateral cooperation in tourism alongside trade exchange.

"The introduction of this new air connectivity marks a significant step forward in strengthening the dynamic alongside growing tourism ties between Malaysia and China. Beyond enhancing travel convenience, it also underscores our continued commitment to positioning Malaysia as a premier travel destination within the region. We look forward in welcoming a greater number of Chinese visitors to explore Malaysia's rich cultural heritage, stunning natural landscapes, and the diverse, memorable experiences our country proudly offers," said Mr. Lee Thai Hung, Deputy Director General (Promotion II) of Tourism Malaysia. The inaugural ceremony was graced by several distinguished dignitaries, including him.

China Eastern Airlines is set to operate the new route four times weekly, with a scheduled transit stop at Wuhan Tianhe International Airport. The service will utilize Boeing 737-800 aircraft, configured with 175 seats to ensure a comfortable and efficient travel experience. This enhanced air connectivity not only offers greater convenience and flexibility for both business as well as leisure passengers but also serves as a strategic conduit to strengthen economic collaboration with interpersonal connections between Malaysia and the northern provinces of China.

From January to June 2025, Malaysia welcomed an impressive 2.2 million visitor arrivals from China, marking a notable 35.6% increase compared to the same period in 2024. This remarkable growth comes at a time of renewed global travel confidence and reflects the strengthening appeal of Malaysia as a preferred destination among Chinese travellers. Thus, Malaysia continues to warmly welcome Chinese visitors, offering seamless travel experiences and a rich tapestry of attractions from vibrant cities and culinary adventures to serene islands and heritage-rich towns.

Tourism Malaysia remains committed to working closely with international carriers, airport authorities, and industry stakeholders to strengthen Malaysia's connectivity and global tourism presence. This initiative is also timely in supporting Malaysia's ramp-up efforts for the upcoming Visit Malaysia 2026 (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 & 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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