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TOURISM MALAYSIA BOLSTERS VISIT MALAYSIA 2026 (VM2026) THROUGH NEW AIRASIA SERVICE FROM BATAM TO KUALA LUMPUR

SEPANG — Tourism Malaysia is delighted to welcome the inaugural flight of AirAsia Malaysia, AK471, from Batam, Indonesia, which arrived at Kuala Lumpur International Airport (KLIA) Terminal 2 today at 11.15 a.m. The arrival was officially received by representatives from Tourism Malaysia alongside partners from AirAsia and Malaysia Airports Holdings Berhad (MAHB).

The launch of this new route marks a significant milestone in strengthening connectivity between Indonesia's emerging second-tier cities and Malaysia. This strategic expansion not only enhances AirAsia's regional network but also serves as a vital platform to boost visitor arrivals from the Riau Archipelago. Indonesia remains one of Malaysia's primary tourism markets, alongside other priority markets such as China, India, and Australia.

The inaugural flight carried 180 passengers, achieving a strong full load factor on the 180-seat capacity Airbus A320 on their first arrival. The passengers comprised a diverse mix of travellers, predominantly from Indonesia, along with visitors from other nations including China and Singapore. The route operates daily, with flights departing Kuala Lumpur for Batam at 8.05 a.m. and return flights departing Batam at 8.45 a.m. (WIB).

Welcoming this new chapter in regional connectivity, Mr. Mohd Amirul Rizal bin Abdul Rahim, Director General of Tourism Malaysia, commended the aviation industry for its continued commitment to strengthening travel links.

"As we build momentum towards VM2026, every new flight route serves as a gateway to our collective success. Our partnership with the aviation industry reflects strong confidence in Malaysia's tourism attractions. Improved accessibility remains a key component of our strategy to position Malaysia as a preferred destination for visitors from Southeast Asia," he said.

"We are pleased to launch this new route connecting Batam and Kuala Lumpur, which further reinforces our commitment to enhancing regional connectivity between Indonesia and Malaysia. Batam is an important gateway within the Riau Islands, and this new service will provide affordable connectivity for both leisure and business travellers while supporting tourism growth in line with VM2026," said Dato' Captain Fareh Mazputra, General Manager of AirAsia Malaysia.



In 2025, visitor arrivals from Indonesia to Malaysia reached 4.3 million representing a 2.9 per cent increase compared to 2024. Today's launch of this new route is expected to further boost visitor arrivals to Malaysia throughout 2026. This new direct connection highlights the robust collaboration between Tourism Malaysia and the aviation sector. Both organisations remain committed to ensuring the success 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](#).

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