

## NEW KUNMING-JOHOR BAHRU FLIGHT STRENGTHENS SOUTHERN CONNECTIVITY



Mr. Awang Shawal Awang Sulaiman, Deputy Director of Tourism Malaysia Southern Region, alongside with Mr. Jeffri Munir, Chief Operating Officer of Tourism Johor; Ms. Kathryn Lee Hwee Ching, Chairman of MATA Johor Chapter; Ms. Noor Safura Suib, General Manager, Commercial Division of Senai Airport Terminal Services Sdn Bhd (SATSSB); Mr. Ibrahim Ismail, Station Manager GTR and Ms. Wan Suziana Wan Othman, Vice President of Investment IRDA joined the Air Asia crew in marking the inaugural Kunming – Johor Bharu sector.

**JOHOR BAHRU, 15 December 2025** — Tourism Malaysia warmly welcomed the arrival of the inaugural AirAsia flight AK1381 from Kunming, China, to Johor Bahru at approximately 6:45 AM today, marking a significant milestone in air connectivity between the two regions.

Using an Airbus A320 with a capacity of 180, the new scheduled service operates three times weekly on Monday, Tuesday, and Thursday. This direct service is the second route with direct access to Johor after Guangzhou, providing travellers from Kunming and surrounding regions

with convenient access to Johor's key attractions, including Desaru Coast, LEGOLAND Malaysia and the vibrant city of Johor Bahru.

Passengers on the maiden flight were personally welcomed by Mr. Awang Shawal bin Awang Sulaiman, Regional Deputy Director of Tourism Malaysia (Southern Region), alongside representatives from AirAsia and officials from Senai Airport Terminal Services Sdn. Bhd.

As Kunming stands as a major economic and tourist hub, this direct connection will undoubtedly make Johor and Malaysia a prominent holiday destination. Aligned with the efforts to attract more visitors from the growing and affluent regions in southern and western China, the launch of this direct route by AirAsia is a strategic development of China-Malaysia air connectivity, stimulating visitor arrivals and strengthening the cultural and economic ties between the two nations.

The new route is set to further bolster Malaysia's strong tourism momentum. From January to August 2025, Malaysia welcomed 3.3 million visitors from China, representing a 27.5% year-on-year increase compared to the same period in 2024. This sustained growth underscores Malaysia's enduring appeal as a destination, driven by its rich diversity of attractions and experiences.

Tourism Malaysia extends its congratulations to AirAsia on this successful launch and encourages all travellers to discover the unique and unforgettable experiences that await in Malaysia. The commencement of this service provides a timely boost to Malaysia's tourism ecosystem as the nation prepares for Visit Malaysia 2026 (VM2026), further reinforcing Malaysia's position as a leading global tourism destination.

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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](#).

For enquiries, please contact:

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

**Norshariza Mohd Saad**  
Deputy Director  
Corporate Communications Division  
[norshariza@tourism.gov.my](mailto:norshariza@tourism.gov.my)  
Tel: +603 8891 8775