

PRESS RELEASE

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TOURISM MALAYSIA WELCOMES INAUGURAL DIRECT FLIGHT FROM NANJING TO KUALA LUMPUR

KUALA LUMPUR – Tourism Malaysia warmly welcomed the arrival of Xiamen Airlines' inaugural direct flight from Nanjing to Kuala Lumpur, marking a significant enhancement in air connectivity between Malaysia and Nanjing, a major city in eastern China's Jiangsu Province. This new route is set to boost both tourism and business exchanges, offering greater convenience for travellers and strengthening bilateral ties between Malaysia and China.

The direct service from Nanjing Lukou International Airport (NKG) to Kuala Lumpur International Airport (KUL) will operate seven times a week. Utilising a Boeing 737-800 aircraft with a capacity of 173 passengers, the flight provides ample opportunity for both leisure and business travellers to access Malaysia's diverse offerings.

In line with strategic efforts to attract a higher volume of Chinese visitors, the direct connection will significantly reduce travel time, making Malaysia's renowned Kuala Lumpur's vibrant cityscape and Langkawi's pristine beaches more accessible to travellers from eastern China.

"We are delighted to welcome this new service from Nanjing, which underscores our commitment to making Malaysia more accessible to our friends in Eastern China. This increased capacity allows us to share the diversity of our heritage and the warmth of our hospitality, further strengthening Malaysia's position as a premier choice for Chinese travellers," said Mr. Mohd Amirul Rizal Abdul Rahim, Director General of Tourism Malaysia.

The inaugural flight's welcoming ceremony was attended by a delegation from Tourism Malaysia, led by Mr. Lee Thai Hung, Deputy Director General of Tourism Malaysia, alongside Mdm. Nuwal Fadhilah Ku Azmi, Senior Director of the International Promotion Division (Asia/Africa), representatives from Xiamen Airlines and Malaysia Airports Holdings Berhad (MAHB).

Xiamen Airlines' expansion into this route reflects growing confidence in international travel and underscores the strengthening economic and tourism partnerships between Malaysia and China. As China continues to be one of Malaysia's most important source markets, the recent increase in air capacity aligns with Tourism Malaysia's initiatives to boost visitor arrivals and tourism receipts from this high-value market.



The appeal of Malaysia to Chinese travellers was clearly demonstrated in 2025, with 4.7 million visitor arrivals from China, representing a 25.1 per cent year-on-year increase. This strong performance highlights Malaysia's reputation as a top-tier leisure destination, celebrated for its rich gastronomy, world-class shopping, and renowned hospitality.

Tourism Malaysia extends its warm congratulations and sincere appreciation for the launch of Xiamen Airlines' new service. Moving forward, Tourism Malaysia will continue to collaborate with airlines and industry partners on targeted promotional campaigns. With an enhanced flight network and strategic marketing, Tourism Malaysia remains confident that arrivals from China will continue their upward trajectory, contributing significantly to the nation's economic growth.

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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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