

XIAMEN AIRLINES RELAUNCHES DIRECT HANGZHOU-KUALA LUMPUR ROUTE



The inaugural flight received an official welcome by Mr Mohd Amirul Rizal Abdul Rahim, Director General of Tourism Malaysia; Mr Samuel Lee, Deputy Director General (Promotion II); Ms Nuwal Fadhilah Ku Azmi, Senior Director of Tourism Malaysia; Mr Sarjanisham Darus, Senior Manager of Aviation Marketing and Development at MAHB; and Ms Gao Ya Shuang, General Manager of Xiamen Airlines. They were joined by Tourism Malaysia's mascots, Wira and Manja, alongside the Xiamen Airlines crew to commemorate the launch of the Hangzhou–Kuala Lumpur route.

SEPANG, 13 December 2025 – Tourism Malaysia extends its sincere congratulations to Xiamen Airlines on the successful resumption of its direct Hangzhou–Kuala Lumpur service, which strongly reaffirms the airline's commitment to enhancing air connectivity between Malaysia and China.

The resumed flight, **MF8713**, touched down at **KL International Airport (KLIA) Terminal 1** at **2:45 p.m.** This arrival signifies the airline's return to the **Hangzhou–Kuala Lumpur** route, following the suspension of operations in 2018.

Operated using a **Boeing 737-800** aircraft with a **169-seat capacity**, this reinstated service significantly strengthens access from **Eastern China**, particularly Hangzhou and its surrounding catchment areas. The route is strategically positioned to support **robust tourism growth**, facilitate essential **business travel**, and enhance **cultural exchanges** between both nations.

The official welcoming ceremony saw high-level attendance, including **Mr. Samuel Lee Thai Hung, Deputy Director General (Promotion II), Tourism Malaysia**; **Mdm. Nuwal Fadhilah Ku Azmi, Senior Director, International Promotion Divisions (Asia/Africa) of Tourism Malaysia**; **Ms. Gao Ya Shuang, General Manager of Xiamen Airlines**; and representatives from **Malaysia Airports Holdings Berhad (MAHB)**.

"The resumption of Xiamen Airlines' direct **Hangzhou–Kuala Lumpur service enhances connectivity between Eastern China and Malaysia**. This route simplifies travel for Chinese travellers and further strengthens tourism and economic cooperation between Malaysia and China," stated **Mr. Samuel Lee Thai Hung, Deputy Director General (Promotion II), Tourism Malaysia**.

The return of this route is **strategically timed ahead of Visit Malaysia 2026 (VM2026)**. It significantly improves accessibility for Chinese travellers, enabling them to easily experience Malaysia's diverse offerings, which range from **rich cultural heritage and culinary experiences to stunning natural attractions and island destinations**.

This initiative serves as a **vital precursor to the VM2026 campaign**, which is set to commence in less than a month. The national countdown begins with the **VM2026 Eve Celebration in Kuala Lumpur on 31 December 2025**. This flagship event will feature a wide array of activities, including the official countdown ceremony, festivals, and cultural performances. The government's aspiration for VM2026 is **twofold: to welcome 47 million international visitors and to inspire a significant surge in domestic travel**, ensuring

the campaign's success as a comprehensive strategic framework for the nation's tourism future.

By enhancing connectivity, **travel to Malaysia becomes more seamless**, supporting increased arrivals from key markets. This initiative **reaffirms Tourism Malaysia's commitment** to positioning Malaysia as a premier destination and **gateway to ASEAN**, offering vibrant cultural experiences and stunning natural attractions.

From January to August 2025, Malaysia recorded **3.3 million visitor arrivals from China**, reflecting a **27.5% year-on-year increase compared to the same period in 2024**. This strong performance underscores Malaysia's sustained attractiveness and strategic significance within the China market.

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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 Year, 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](#), [Twitter](#), [YouTube](#), and [TikTok](#).

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