

KRABI–KUALA LUMPUR FLIGHTS TAKE OFF TO SPUR TOURISM FOR VISIT MALAYSIA 2026



Mr. Samuel Lee, Deputy Director General (Promotion II) of Tourism Malaysia, together with Captain Hamdan Che Ismail, Chief Operating Officer of Firefly Airlines, welcoming international passengers arriving on the inaugural direct Krabi–Kuala Lumpur.

KUALA LUMPUR, 17 November 2025 – Tourism Malaysia proudly welcomes the official launch of Firefly Airlines' inaugural direct flight from Krabi to Kuala Lumpur, marking a significant milestone in strengthening regional air connectivity and supporting Malaysia's tourism growth ahead of Visit Malaysia 2026 (VM2026).

The inaugural flight from Krabi International Airport (KBV) touched down at Kuala Lumpur International Airport (KLIA) at approximately 3:30 p.m. following its departure at 1:00 p.m. It was warmly received by Mr. Samuel Lee, Deputy Director General (Promotion II) of Tourism Malaysia, Madam Baizuri Baharum, Director of the International Promotion Division (Southeast Asia), along with representatives from Firefly Airlines and Malaysia Airports Holdings Berhad (MAHB).

Starting 17 November 2025, Firefly Airlines will operate daily direct flights between Krabi and Kuala Lumpur, providing seamless travel access for Thai travellers to Malaysia's vibrant capital city. The service is operated using the Boeing 737-800 aircraft, offering 189 seats per flight to cater to the growing demand for travel between both destinations.

This new route further strengthens Firefly's regional network, complementing its existing services and enhancing travel convenience between Thailand and Malaysia. It also underscores Firefly's commitment to expanding connectivity across Southeast Asia, while supporting Malaysia's broader tourism aspirations in the lead-up to Visit Malaysia 2026 (VM2026).

The introduction of this route also opens the door for more Thai travellers to experience Malaysia's diverse attractions—from the vibrant nightlife and shopping in Kuala Lumpur, to the culinary gems of Ipoh, the lush rainforests and exhilarating mountain adventures in Sabah and Sarawak, and the UNESCO World Heritage cities of Melaka and George Town, where its rich, multi-ethnic cultural and culinary heritage awaits.

Malaysia recorded 1.64 million visitor arrivals from Thailand between January and August 2025, reflecting strong travel demand and strengthening bilateral tourism relations. The addition of this Krabi–Kuala Lumpur route is expected to further boost arrivals from southern Thailand, while creating more opportunities for trade, investment, and cultural exchange between both nations.

Tourism Malaysia remains committed to collaborating closely with airline partners, both domestic and international, to strengthen route development and implement targeted marketing initiatives that will position Malaysia as a preferred destination in the region.

For more information or to book your next trip, please visit www.fireflyz.com.my or contact your preferred travel agent.

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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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