



MEDIA RELEASE

www.tourism.gov.my

FOR IMMEDIATE RELEASE

No. 150/2025

INAUGURAL CHONGQING-KUALA LUMPUR FLIGHT BOOSTS TOURISM AND TRADE

KUALA LUMPUR, 18 December 2025— Tourism Malaysia congratulates Sichuan Airlines on the successful launch of its inaugural direct Chongqing–Kuala Lumpur service. This marks Sichuan Airlines' second city connection to Malaysia, building upon its established Chengdu route.

The inaugural flight, 3U 3773, touched down at **KL International Airport (KLIA)** Terminal 1 at approximately 11:45 p.m. establishing direct air connectivity between Chongqing and Kuala Lumpur.

Operating **three times weekly**, the service links **Chongqing Jiangbei International Airport (CKG)** with **KLIA (KUL)**. Utilising an **Airbus A321/A320** aircraft, the route offers a capacity of **160 passengers**, significantly **enhancing connectivity** between Malaysia and Southern China while supporting growth in tourism, trade, and cultural exchange.

Passengers were warmly welcomed by **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**; **Mr Azmi Abdullah, Senior Deputy Director, International Promotion Divisions (Asia/Africa) of Tourism Malaysia**; **Mr. Zhou Cunming, Area General Manager (Malaysia/ Singapore/ Indonesia) of Sichuan Airlines**; and officials from **Malaysia Airports Holdings Berhad (MAHB)**.

Commenting on the launch, **Mr. Samuel Lee Thai Hung** stated that the new service reflects the continued strengthening of tourism relations between Malaysia and China. The direct connectivity improves travel convenience for visitors from Chongqing and surrounding regions, while reinforcing Malaysia's positioning as a **preferred travel destination** in **Southeast Asia**, offering rich culture, diverse tourism products, and 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 sustained growth highlights **Malaysia's strong appeal** among Chinese travellers, supported by enhanced air connectivity, vibrant urban destinations, renowned culinary experiences, and island getaways.

Tourism Malaysia remains committed to working closely with airlines, airport authorities, and industry stakeholders to further **expand international air connectivity**. In line with preparations for **Visit Malaysia 2026 (VM2026)**, the launch of this inaugural route marks a **timely boost** in reinforcing Malaysia's position as a leading global tourism destination. 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.

For further information and to book your trip, visit <https://www.sichuanair.com/>

END

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](#).

For enquiries, please contact:

Rahayu Ahmad Deputy Director International Promotion Division (Asia/Africa) rahayu@tourism.gov.my Tel: +603 8891 8203	Norshariza Mohd Saad Deputy Director Corporate Communications Division norshariza@tourism.gov.my Tel: +603 8891 8775
--	--