MEDIA RELEASE

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TOURISM MALAYSIA AND BATIK AIR PROMOTE DOMESTIC TRAVEL WITH NEW ROUTES AND REBATES UP TO RM200

KUALA LUMPUR – Tourism Malaysia is strengthening its efforts to encourage Malaysians to explore the country through a strategic collaboration with Batik Air under the Cuti-Cuti Malaysia campaign, in tandem with Visit Malaysia 2026–2027 (VM2026–2027). The collaboration aims to bring Malaysia's diverse destinations closer to travellers by promoting domestic connectivity and offering incentives for eligible flight bookings.

As part of this initiative, Batik Air is offering instant rebates of up to RM200 on eligible flights. This provides Malaysians with greater opportunities to plan domestic holidays and discover destinations across Sabah and Sarawak, including Kota Kinabalu, Tawau, Kuching, Sibu, Bintulu and Miri, as well as the Klang Valley.

Aligned with the essence of 'Malaysia, Beautifully Ours', the collaboration supports Tourism Malaysia's ongoing efforts to encourage domestic travel and promote destinations beyond the usual travel choices. By highlighting the vast range of experiences available across Malaysia, the campaign seeks to inspire travellers to explore local culture, food, heritage, and natural attractions, simultaneously supporting local tourism businesses and communities.

Mr. Mohd Amirul Rizal Abdul Rahim, Director General of Tourism Malaysia said, "With domestic tourism generating RM66.8 billion in the first half of 2026 alone, our partnership with Batik Air is a timely catalyst to keep this momentum going. By making travel more accessible through new routes and rebates, we are creating opportunities for local destinations to benefit directly from visitor spending, spreading the benefits to hidden gems and emerging destinations."

Batik Air continues to bolster connectivity between the Klang Valley and East Malaysia through its network from Sultan Abdul Aziz Shah Airport (Subang). Commencing 1 December 2026, the airline will introduce new direct services from Subang to Miri and Sibu, with each route operating three times weekly. These services complement its existing Subang routes to Kuching and Kota Kinabalu, as well as its wider network from Kuala Lumpur International Airport (KLIA) to Bintulu, Tawau, Kuching, and Kota Kinabalu.

The enhanced connections will provide travellers with more options to discover the attractions of Sabah and Sarawak. Miri offers access to northern Sarawak's natural heritage, including Niah National Park, while Sibu is renowned for its riverfront, food culture, and heritage. Other destinations across Borneo offer distinctive coastal, marine, island, mountain, and cultural experiences. Furthermore, Batik Air's international network

will play a key role in bringing overseas visitors into Malaysia and encouraging them to explore and rediscover destinations.

In the first half of 2026, Malaysia recorded 151.6 million domestic visitor arrivals, supporting this momentum. The figure represents a 5.6 per cent increase compared to the 143.5 million recorded in the corresponding period last year. Simultaneously, the domestic tourism expenditure rose 14.0 per cent to RM66.8 billion, in comparison to RM58.6 billion during the same period.

Together, Tourism Malaysia and Batik Air aim to turn interest in domestic destinations into travel experiences, whether for family holidays, visits to hometowns or discovering somewhere new. The initiative catalyses the wider effort to strengthen domestic tourism and showcase Malaysia's diverse tourism offerings.

The instant rebate is available to the first 1,000 eligible passengers who make bookings using promo code **BATIKCCMY** by 30 November 2026. Eligible bookings include Economy Class Value, Flexi and Business Class fares for travel between 2 January and 30 June 2027, subject to the terms and conditions.

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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 2026–2027 (VM2026–2027) 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.

About Batik Air

Batik Air is a rapidly expanding Malaysian carrier with its main hub at Kuala Lumpur International Airport, Sepang and Sultan Abdul Aziz Shah Airport, Subang. The airline took to the skies in March 2013 with domestic flights in Malaysia and has since grown to operate routes to all major airports across the continents of Asia, Australia, Middle East and Central Asia.

Batik Air fleet includes seven A330-300 aircraft and forty-seven B737-8/800 aircraft. With an extensive network of 1,400 weekly flights, Batik Air offers seamless connections to over 60+ destinations across 21 countries. Batik Air recorded steady growth, carrying 4.5 million passengers in 2023, 6.6 million in 2024, and over 8.4 million in 2025.

The airline holds full membership in the International Air Transport Association (IATA), and also obtained the IATA Operational Safety Audit (IOSA). Batik Air operates under the Lion Air Group of Indonesia, which includes Batik Air Indonesia, Super Air Jet, Lion Air, Wings Air, Biz Jet, and Thai Lion Air.

For more information and to plan your next journey, download Batik Air mobile app or visit www.batikair.com

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