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MOTAC.100-2/1/18 JLD 4 (117)

MINISTRY OF TOURISM, ARTS AND CULTURE

MEDIA RELEASE

**CHINA EASTERN AIRLINES LAUNCHES NEW FLIGHT FROM
XIAN TO KUALA LUMPUR**

SEPANG, 23 February 2025 – Tourism Malaysia commemorates the inaugural flight of China Eastern Airlines which connects Xi'an, the capital of Shaanxi Province in central China, to Kuala Lumpur, Malaysia's dynamic global hub. Xi'an serves as a significant urban hub in northwestern China, witnessing rapid population growth, especially among middle-class families with rising disposable income. This demographic is likely to have the resources to travel internationally which makes them one of the prime targets for tourism campaigns.

This new route will operate daily with an A320 aircraft featuring 156 seats, enhancing the existing daily Kunming-Kuala Lumpur service. Currently, the Xi'an-Kuala Lumpur route is served only by Loong Air and Air Asia. Therefore, the addition of another international airline on this route offers a significant opportunity to attract visitors from major cities in China to Malaysia.

The flight's arrival was welcomed with a warm reception, led by YBhg. Datuk Manoharan Periasamy, Director General of Tourism Malaysia,

alongside representatives from China Eastern Airlines, Malaysia Airports Holdings Berhad (MAHB), Tourism Malaysia, and AeroDarat, the airline's ground handling partner. This milestone highlights a major step forward in fostering tourism and cultural exchange between Malaysia and China.

From January to December 2024, Malaysia welcomed 3,725,894 visitors from China, marking an impressive year-on-year growth of 130.9%. The continuation of the visa-free policy for Chinese nationals until December 2026, along with enhanced air connectivity, is anticipated to expedite this growth, thereby reinforcing cultural connections and enhancing mutual economic benefits.

Issued by:

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