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MINISTRY OF TOURISM, ARTS AND CULTURE

MEDIA RELEASE

**CHINA SOUTHERN AIRLINES LAUNCHES INAUGURAL FLIGHT FROM
URUMQI TO KUALA LUMPUR**

SEPANG, 24 February 2025 – Tourism Malaysia today welcomes the arrival of China Southern Airlines' inaugural flight from Urumqi, the capital of Xinjiang Uyghur Autonomous Region, with a stopover in Guangzhou to Kuala Lumpur, marking a significant step forward in strengthening tourism and enhancing connectivity between two regions.

This route from Northwestern China operates twice weekly (every Monday and Saturday) on a Boeing 737 with 152 seating capacity, with a planned expansion to daily flights in April 2025. The new service complements the existing Guangzhou-Kuala Lumpur route, which currently operates five times weekly.

At Kuala Lumpur International Airport (KLIA) Terminal 1, passengers onboard were greeted by YBhg. Datuk Manoharan Periasamy, Director General of Tourism Malaysia, including representatives from China Southern Airlines, Malaysia Airports Holdings Berhad (MAHB), and AeroDarat, the airline's ground handling partner.

Datuk Manoharan said: "We lauded China Southern Airlines' new route to Kuala Lumpur, further elevating Malaysia's appeal as a top-choice travel destination. This also underscores Malaysia's commitment to strengthening its global tourism footprint and providing seamless travel experiences to visitors worldwide."

From January to December 2024, Malaysia welcomed 3,725,894 visitors from China, reflecting a remarkable year-on-year growth of 130.9%. The extension of the visa-free policy for Chinese nationals until December 2026, coupled with enhanced air connectivity, is expected to drive further growth in visitor numbers, fostering deeper cultural ties and mutual economic benefits.

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