



# MEDIA RELEASE

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FOR IMMEDIATE RELEASE

No. 137/2025

## NEW SIEM REAP TO KUALA LUMPUR DIRECT FLIGHT BOOSTS VISIT MALAYSIA 2026 EFFORTS

**SEPANG, 27 November 2025** – Tourism Malaysia celebrated a significant milestone today with the official launch of Firefly's inaugural direct flight from Siem Reap to Kuala Lumpur, enhancing regional air connectivity as well as strengthening bilateral tourism ties between Cambodia and Malaysia.

The inaugural flight arrived at Kuala Lumpur International Airport Terminal 1 today, marking the start of this new direct connection between two cities. The route, operated using a Boeing 737-800 aircraft with a 189-seat capacity, will run three times weekly on Tuesdays, Thursdays and Saturdays beginning 27 November 2025.

This new route reflects a shared commitment in expanding mutual travel opportunities. The enhanced connection is expected to increase visitors flow, create additional business prospects, and deepen cultural exchange between Cambodia and Malaysia.

In line with its commitment to enhancing tourism accessibility, Tourism Malaysia continues to pursue strategic collaborations with international airlines in stimulating travel demand from Southeast Asia through innovative partnerships and initiatives. These efforts support Malaysia's target of welcoming 47 million international arrivals for the upcoming Visit Malaysia 2026 (VM2026).

As part of the Malaysia Aviation Group (MAG), Firefly's network expansion reflects the Group's commitment to strengthening the nation's aviation connectivity. Leveraging MAG's integrated aviation ecosystem, this new route further supports national efforts to enhance air accessibility and stimulate tourism growth.

Captain Hamdan Che Ismail, Chief Operating Officer of Firefly said, "This new Siem Reap–Kuala Lumpur service reflects Firefly's commitment to strengthening regional connectivity and supporting Malaysia's tourism goals. By expanding our network into key heritage destinations, we are creating more travel opportunities for both Malaysians and Cambodians ahead of Visit Malaysia 2026. We remain focused on delivering a seamless, reliable, and value-driven travel experience for all passengers."

Malaysia welcomed 77,342 visitors from Cambodia in 2024, and from January to August this year, arrivals from the same market reached 43,799. This positive trend reflects the

growing confidence and sustained growth of Cambodia's outbound tourism sector. Currently, 42 direct flights operate weekly between the two countries, offering over 7,205 seats which underscores the strengthening of air connectivity and tourism potential between the two countries.

As of January to August 2025, Malaysia welcomed 28.2 million international visitor arrivals a significant increase of 14.5% compared to the same period in 2024. This remarkable growth highlights the country's appeal among travellers, especially with its vibrant urban destinations, varied culinary offerings, tranquil islands, and culturally rich heritage towns.

For further information and to book your trip, visit [www.fireflyz.com.my](http://www.fireflyz.com.my) or get in touch with 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](#), [X](#), [YouTube](#), and [TikTok](#).

**For enquiries, please contact:**

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