



# MEDIA RELEASE

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## **TOURISM MALAYSIA TEAMS UP WITH MALAYSIA AVIATION GROUP ON ALL-INCLUSIVE PACKAGES “FLY BORNEO SPECIALS VOL.1”**

**KOTA KINABALU, 29 September 2023** – Tourism Malaysia, in collaboration with the Malaysia Aviation Group (MAG), is pleased to launch its latest brochure - "Fly Borneo Specials Vol.1 – The Adventure Begins Here!", as part of Tourism Malaysia's vigorous efforts in promoting intra- and interstate travel in Sabah, Sarawak and Labuan via airline partners through Firefly and MASwings.

More than forty-four thematic holiday packages, from a day trip to a week-long tour, have been created to cater for every interest and age level, including airfare and ground tours. Highlighting Malaysian Borneo destinations, these affordable packages are also compiled in digital and printed brochures for travellers to explore the states' rugged adventures, colourful cultures and exotic flora and fauna.

The launching ceremony was officiated by Dato' Dr Ammar Abd. Ghapar, Director General of Tourism Malaysia, and attended by Mr Suresh Singam, Chief Operating Officer of MASwings. Also present were Ms Noredah Othman, CEO of Sabah Tourism Board; Mr Ibrahim Othman, Director of the Ministry of Tourism, Arts and Culture Malaysia (MOTAC) Sabah; Ms Nurhayati Aziz Rashid, Head, Central Region of MAG; Mr Chali Awang, Area Sales Manager of MAG; Mr Mohd Faharuddin Hatmin, Senior Deputy Director of Corporate Communications Division, Tourism Malaysia and Ms Trecey J Tojuka, Deputy Director of Tourism Malaysia Sabah.

Dato' Dr Ammar said: "The collaboration with MAG signifies the milestone in boosting domestic traffic, particularly in East Malaysia via the airline's network. Hence, I hope this brochure will help further stimulate tourism in Sabah, Sarawak and Labuan as Firefly and MASwings have joined forces to offer discounted airfares and tour base fares to support the local holiday packages bundle."



“Furthermore, the domestic tourists to Malaysian Borneo, namely Sabah, recorded a total of 853,100 arrivals from January to June 2023, as compared to 664,533 in the same period of 2022, thus showing an uptick of 22%. This latest statistic undeniably indicates a positive tourism growth for Sabah.”

Meanwhile, Mr Ahmad Luqman Mohd Azmi, Chief Executive Officer of Airlines from Malaysia Aviation Group, said: “MAG takes pride in serving as the airline partner for the Fly Borneo Specials Vol. 1 campaign by Tourism Malaysia. Since Firefly expanded its services intra Sarawak and Sabah, our mission has been to enhance connectivity within these regions. Therefore, this collaboration is important to accelerate the tourism opportunities and reach new market segmentation, especially to local industry players.”

With stunning natural landscapes, as well as rich in history and culture, travellers can grab these all-inclusive packages, starting as low as RM210 per person and visit Malaysian Borneo’s tourist attractions such as the geopark & shipwreck diving in Labuan, the enchanting city of Kuching and Mulu National Park, beautiful islands, mountains and wildlife in Sabah, offered by 30 tour agents.

Further information on travel packages can be retrieved from the digital brochure, which can be downloaded via the QR code featured on Tourism Malaysia Sabah’s social media platforms on Facebook and Instagram or visit [www.malaysia.travel](http://www.malaysia.travel).

**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. For more information, visit Tourism Malaysia’s social media accounts on [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), and [TikTok](#).

### **About Malaysia Aviation Group (MAG)**

Malaysia Aviation Group (MAG) is a global aviation organisation comprising three focused business portfolios from Airlines, Loyalty and Travel Solutions (LTS) and Aviation Services. Its current Airlines business portfolio that serves the global, domestic and segmented market comprises Malaysia Airlines – the national carrier of Malaysia, Firefly and MASwings – the regional airlines focused on serving communities across Malaysia, and AMAL by Malaysia Airlines – the leading one-stop pilgrimage travel solutions centre.



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