



MEDIA RELEASE

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NEW GATEWAY OPENS: INAUGURAL QUANZHOU –KUALA LUMPUR FLIGHT ENHANCES TOURISM AND TRADE LINKS

KUALA LUMPUR, 27 October 2025 — Tourism Malaysia extends its warmest congratulations to Xiamen Airlines on the successful launch of the inaugural direct flight connecting Quanzhou and Kuala Lumpur today.

Flight MF8661, which landed at Kuala Lumpur International Airport (KLIA) Terminal 1 at approximately 2:45 p.m. Malaysia time, marked the launch of direct air services from Quanzhou — a city renowned as the starting point of the ancient Maritime Silk Road. Operating four times a week with a Boeing 738 aircraft, the route connects Quanzhou Jinjiang International Airport (JJN) to KLIA (KUL) Terminal 1, accommodating 169 passengers per flight; 8 in business class and 161 in economy class. This reflects a significant step forward in enhancing air connectivity between Malaysia and southern China, fostering deeper bilateral cooperation and driving growth in tourism, trade, and cultural exchange.

The inauguration ceremony was officiated by Mr. Samuel Lee, Deputy Director General (Promotion II) of Tourism Malaysia, alongside Mr. Mohamad Libra Lee Haniff, Director of International Promotions (Asia/Africa) Division of Tourism Malaysia, as well as Mr. Sarjanisham Darus, Senior Manager of Aviation Marketing and Development, Malaysia Airports Holdings Berhad and Ms. Gao Ya Shuang, General Manager of Xiamen Airlines. The presence of the distinguished guests demonstrates a strong show of partnership and collaboration between the aviation and tourism sector.

Following the official launch, Mr. Samuel Lee, Deputy Director General (Promotion II) of Tourism Malaysia emphasised, “This launch is prominent in enhancing the growing tourism relations between Malaysia and China. Beyond improving travel accessibility for visitors from Quanzhou and the surrounding regions, it underscores our commitment to promoting Malaysia as a premier travel destination in Southeast Asia. We look forward to welcoming more travellers from Quanzhou to explore Malaysia’s vibrant cultural heritage, stunning natural attractions, and diverse tourism offerings that make our nation truly exceptional.”

From January to August 2025, Malaysia recorded an impressive 3.3 million visitor arrivals from China, reflecting a significant 27.5% increase compared to the corresponding period in 2024. Such growth highlights Malaysia's growing attractiveness among Chinese travellers, especially with its vibrant urban destinations, diverse culinary offerings, tranquil islands, and culturally rich heritage towns. With the new direct flight by Xiamen Airlines, Malaysia will continue to deliver a seamless and convenient travel experience for visitors from China.

Tourism Malaysia remains committed to strengthening collaboration with international airlines, airport authorities, and industry partners to enhance the nation's global air connectivity and expand its tourism footprint. In time with the Visit Malaysia 2026 (VM2026) campaign, this milestone also comes as a golden opportunity for Malaysia to further intensify its preparations in elevating its position as a world's leading travel destination.

For further information and to book your trip, visit www.xiamenair.com/en-my/.

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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, 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](#).

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