

PRESS RELEASE

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TOURISM MALAYSIA WELCOMES NEW DIRECT FLIGHT FROM SRI LANKA, ENHANCING CONNECTIVITY TO MALAYSIA

SEPANG — Tourism Malaysia today celebrates the launch of new Batik Air direct flight connecting Colombo to Kuala Lumpur, further strengthening air connectivity between Sri Lanka and Malaysia. In line with Visit Malaysia 2026 (VM2026), this new route offers travellers greater choice and convenience by complementing existing flights by Malaysia Airlines, AirAsia, SriLankan Airlines, and FitsAir.

Commencing on 30 March 2026, the service will operate four times weekly with a total seat capacity of 162. The inaugural flight OD298 from Bandaranaike International Airport arrived at Kuala Lumpur International Airport around 08:25 this morning, carrying about 120 passengers in Boeing 737 aircraft.

This new connection positions Kuala Lumpur as a premier gateway, supporting Tourism Malaysia's efforts to lead travellers toward diverse destinations beyond the capital, showcasing the country's diverse experiences, including island escapes, cultural heritage, nature, and community-based tourism across various states.

In attendance at the ceremony were officials from Tourism Malaysia, led by Mr. Lee Thai Hung, Deputy Director General (Promotions II) and Puan Nuwal Fadhilah Ku Azmi, Senior Director of International Promotions (Asia/Africa). Also present were representatives of Batik Air; Mr. Suresh Vanan, Head of Communications and Promotions and Ms. Hanna Hussein, Public Relations and Communications Manager, as well as representatives from Malaysia Airports Holdings Berhad (MAHB).

"We are pleased to welcome Batik Air's new route, which significantly bolsters connectivity and offers greater flexibility for Sri Lankan visitors. It is a timely addition that strengthens our ties with Sri Lanka as we ramp up our efforts for Visit Malaysia 2026 (VM2026). This increased connectivity will be instrumental in promoting our diverse cultural and natural heritage, while reinforcing Sri Lanka's role as a key growth market for Malaysia," said Mr. Mohd Amirul Rizal bin Abdul Rahim, Director General of Tourism Malaysia.

Sri Lanka is recognised as an emerging market for Malaysia, with growing interest in leisure, education, and healthcare travel. In 2025, Malaysia recorded 77,020 visitors from Sri Lanka, marking a strong 24.7% increase in comparison with 2024. Currently, there

are 38 weekly direct flights between Colombo and Malaysia, offering a total capacity of 6,505 seats. The four additional flights via this new route is anticipated to provide more accessible and competitive travel options, supporting increased travel between the two countries.

Moving forward, Tourism Malaysia remains committed to a robust partnership with key industry stakeholders like Batik Air to amplify the promotional reach for Visit Malaysia 2026 (VM2026). Together, we will continue to elevate our strategies to welcome a new wave of Sri Lankan and South Asian visitors, showcasing the very best of Malaysia's hospitality and heritage to the world.

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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 and Culture Malaysia (MOTAC). It focuses on promoting Malaysia as a preferred tourism destination and has, since its establishment, played a significant role in strengthening the country's presence and competitiveness in the global tourism landscape.

Visit Malaysia 2026 (VM2026) underscores Malaysia's commitment to sustainable tourism development, in line with the United Nations Sustainable Development Goals (UNSDGs). The campaign aims to showcase the nation's diverse natural attractions, rich cultural heritage, and vibrant tourism offerings, while driving inclusive growth and long-term value for local communities and industry stakeholders.

For more information, visit Tourism Malaysia's website www.tourism.gov.my and social media accounts on [Facebook](#), [Instagram](#), [X](#), [YouTube](#), and [TikTok](#).

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