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TM. 95/2026

30 MARCH 2026

TOURISM MALAYSIA WELCOMES AIR ALGÉRIE TO KUALA LUMPUR: INVITING NORTH AFRICAN TRAVELLERS TO EXPLORE THE WONDERS OF MALAYSIA AHEAD OF VM2026

SEPANG — Tourism Malaysia is delighted to welcome the inaugural Air Algérie flight from Algiers, which arrived at Kuala Lumpur International Airport (KLIA) Terminal 1 today. This arrival marks a significant milestone in strengthening air connectivity between North Africa and Malaysia. The new route establishes a strategic gateway for Algerian travellers to experience Malaysia's diverse attractions, ranging from vibrant cities and rich cultural heritage to pristine islands and world-class hospitality.

Passengers on the inaugural flight were welcomed by YBhg. Datuk Shaharuddin Abu Sohot, Secretary General of the Ministry of Tourism, Arts and Culture, together with representatives from Tourism Malaysia including Puan Nuwal Fadhilah Ku Azmi, Senior Director of the International Promotion (Asia & Africa) Division, and Malaysia Airports Holdings Berhad (MAHB). This new direct connectivity, currently the only air link between North Africa and Malaysia, also marks Air Algérie's first ever service to Southeast Asia, highlighting the strategic importance of this route in expanding Malaysia's reach into new and emerging markets.

The inaugural flight was operated using an Airbus A330 900neo aircraft with a seating capacity of 309 passengers and operates three times weekly on Monday, Thursday, and Saturday. The flight arrived at Terminal 1, Kuala Lumpur International Airport KLIA at 1:30 pm on Monday, with today's incoming flight recording a load of 248 passengers.

This new air connectivity is expected to significantly boost inbound tourism, enhance cultural exchanges, and reinforce Malaysia's position as a top destination in Southeast Asia. As the only direct air link currently connecting North Africa and Malaysia, the route provides greater accessibility for travellers from the region and underscores the critical role of connectivity in sustaining tourism growth and attracting new visitors ahead of Visit Malaysia 2026 (VM2026).

Tourism Malaysia will continue to strengthen collaboration with international airline partners to expand global connectivity and unlock new tourism markets. The launch of this route with Air Algérie marks an important step in expanding Malaysia's reach into North Africa while supporting the nation's ambition to welcome more international visitors in the lead-up to VM2026.

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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](#).

About Air Algérie,

Air Algérie, the national carrier of Algeria, provides scheduled services to approximately 39 international destinations across 28 countries. Through its primary hub at Algiers International Airport, the airline connects Africa with Europe, Asia, North America, and the Middle East.

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