MALAYSIA AIRPORTS

# AIRLINK

## CONTENTS - OCTOBER 2025

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# KL International Airport's Increased Connectivity Earns Top Recognition in Asia Pacific

OAG's 2025 Megahubs Index has ranked KL International Airport (KLIA) as the most connected airport in Asia Pacific and fourth globally, reflecting Malaysia Airports' progress under its refreshed strategy, focused on service excellence, growth and capacity.

Since OAG's first Megahubs ranking in 2015, KLIA has grown its connectivity by 22%. It now holds the world's top spot among the Low-Cost Carrier Airport Megahubs category, with AirAsia contributing around 36% of its operations.

These two recognitions come on the back of strong growth momentum at KLIA, which saw Malaysia's flagship airport welcome six new airline entrants and 11 new routes so far in 2025.

Global carriers have expanded their long-haul capacity with higher frequencies while the presence of Chinese airlines have more than doubled compared to pre-pandemic levels, further strengthening international connectivity and offering passengers more travel choices.

From January to August 2025, KLIA recorded 41 million passengers, a 9% increase year-on-year. In August alone, passenger movements grew to 5.5 million, of which 3.9 million were from international traffic.

Dato' Mohd Izani Ghani, Managing Director of Malaysia Airports said that being recognised as Asia Pacific's most connected airport reflects the strength of KLIA's hub position and its contribution to Malaysia's global standing among the world's foremost aviation hubs.

He added, "As we prepare for Visit Malaysia Year 2026, our priority is to expand connectivity, build capacity, and reimagine the passenger journey.

"We want KLIA to stand not only as a source of national pride, but as a world-class hub that drives Malaysia's growth and connects our nation to the future of global travel."

On 13 September 2025, KLIA set a new record by handling 12,437 passengers in an hour, between 7 and 8 pm.

This surge in passenger movements coincided with the long holiday break, including the two public holidays on 15 and 16 September (Malaysia Day) and the start of the week-long school holidays.





During this peak hour, KLIA Terminal 1 handled 6,799 passengers while Terminal 2 recorded 5,638 passengers. On a normal day, KLIA typically handles between 8,000 and 11,000 passengers during peak hours, making this the highest throughput to date.

On that same day, KLIA served a total of 191,000 passengers, of which 130,000 were international movements and the rest domestic.

Over the extended holiday period from 12 to 21 September 2025, the airport handled 1.8 million passengers, surpassing the 1.7 million recorded during the Hari Raya Aidilfitri peak earlier this year.

The high passenger volumes achieved are a testament to KLIA's operational resilience, enhanced passenger flow systems and upgraded facilities, which enabled smoother throughput and reduced waiting times. Additionally, staff across both terminals worked in full coordination to ensure an efficient travel experience.

Dato' Mohd Izani Ghani remarked, "Handling this passenger traffic surge smoothly is a clear demonstration of KLIA's ability to scale with demand."

Besides building future-ready infrastructure and capabilities that strengthen Malaysia's position as a global aviation hub, he added, "We are expanding airline partnerships, embedding technology and driving innovation to ensure passengers continue to enjoy a seamless journey at our airports."

Overall, Malaysia Airports' network of 39 airports recorded a 2.2% increase to a total of 9.1 million passenger traffic in August 2025 compared to the previous month.

**Cargo Partnership with Zhengzhou Airport to Drive Trade Growth**

KL International Airport's (KLIA) recent partnership with Zhengzhou Xinzheng International Airport (CGO) is set to strengthen its position as a premier cargo hub in Southeast Asia besides strengthening trade ties between Malaysia and China.

According to Anthony Loke Siew Fook, Minister of Transport (MoT), "Linking Zhengzhou, one of Central China's fastest-growing logistics centres, with KLIA, the gateway to ASEAN will unlock opportunities in high-value sectors such as e-commerce, electronics, pharmaceuticals, and fresh produce."

"*It will also enhance supply chain resilience and position Malaysia more competitively within global trade networks.*

*Investments in infrastructure, digital logistics, and streamlined customs will enable faster access to key markets, support Malaysia's trade expansion, and reinforce KLIA's role as a vital contributor to the national economy.*"

**ANTHONY LOKE SIEW FOOK**
Minister of Transport (MoT)

Cargo movement between KLIA and CGO rose more than 300% from 437 tons in 2023 to 1,812 tons in 2024, and further to 11,635 tons up to September 2025, driven by strong cross-border e-commerce demand alongside the complementary roles of dedicated freighters and passenger aircraft belly capacity.

Flight frequencies increased steadily from three to 10 times weekly in 2025, ensuring high-volume uplift and flexible options for time-sensitive shipments besides creating a scalable and reliable logistics corridor to drive higher demand and connectivity.

"*This partnership marks a new chapter in regional air cargo connectivity.*

*By linking Zhengzhou's dynamic logistics ecosystem with KLIA's strategic location, we are building a future-ready corridor that empowers economies and drives innovation.*"

**DATUK MOHD IZANI GHANI**
Managing Director
of Malaysia Airports

Discussions on opening new cargo routes between KLIA and CGO were also explored.

Additionally, the Zhengzhou-Kuala Lumpur 'Air Silk Road' Forum for International Cooperation, jointly organised by the MOT and the People's Government of Henan Province, with the support of Malaysia Airports and Zhongyu Aviation Group saw several agreements inked between local and Chinese industry players covering expanded air transport capacity, agricultural exports, cold chain logistics and trade facilitation.


## Malaysia Aviation Group Boosts Growth with New Routes and Increased Frequencies

A subsidiary of Malaysia Aviation Group (MAG), Firefly (FY) will launch new jet services to Krabi (KBV), Siem Reap (SAI) and Cebu (CEB) from KL International Airport Terminal 1 (KLIA T1) starting November 2025, further strengthening its regional connectivity while supporting both tourism and business travel.

FY will commence its daily flights to KBV on 17 November 2025, followed by its thrice weekly flights to SAI on 27 November 2025 and five times weekly flights to CEB on 2 December 2025.

Additionally, FY has increased the frequency of its jet operations to Singapore (SIN) and other domestic destinations such as Tawau (TWU) and Kota Kinabalu (BKI) in Sabah, Kuching (KCH) and Sibu (SBW) in Sarawak, Kota Bharu (KBR) in Kelantan, as well as Penang (PEN) and Terengganu (TGG), when the airline relocated them from Sultan Abdul Aziz Shah Airport (SZB) in Subang, Selangor to KLIA T1.


FY, which continues to operate its turboprop services from SZB, will increase its frequencies to PEN from 35 to 42 weekly flights, effective 1 December 2025.

To accelerate its growth and commitment to delivering greater connectivity, MAG also announced increased frequencies by Malaysia Airlines (MH) from KLIA T1 to various destinations.

These include two South Asian destinations, Maldives (MLE), increasing from seven to 11 weekly flights, and Ahmedabad (AMD) in India from four to five times weekly, with both services starting on 26 October 2025.

On this date, MH will also increase its flights from KLIA T1 to Auckland (AKL) from eight to 10 weekly, while on 30 October 2025, the national carrier will increase its frequencies to Melbourne (MEL) from 18 to 21 weekly.

MH will add more services to other Australian cities, including Sydney (SYD), increasing from 18 to 21 weekly flights on 31 October 2025, while its frequencies to Perth (PER) will rise from 12 to 14 times weekly on 1 December 2025.

> *"With these new routes and expanded frequencies, MAG is strengthening its role as the gateway to Asia and beyond, making it easier for travellers to discover top destinations across the region and further afield."*
>
> **DATUK CAPTAIN IZHAM ISMAIL**
> Group Managing Director
> of Malaysia Aviation Group (MAG)

For more information, visit **www.fireflyz.com.my** and **www.malaysiaairlines.com**






## Qatar Airways Expands Flights and Codeshare with China Southern Airlines

Qatar Airways (QR) and China Southern Airlines (CZ) have broadened their codeshare partnership and increased frequencies between Doha (DOH) and Beijing Daxing (PKX) ahead of the Golden Week holidays in China.

This development builds on the memorandum of understanding signed last year, reinforcing both airlines' shared commitment to delivering greater connectivity for global travellers from China.

Starting 16 October 2025, QR will share code on CZ's three weekly direct flights between DOH and PKX, the second Chinese gateway to be served with direct flights operated by CZ.

QR Chief Commercial Officer, Thierry Antinori said, "This latest expansion ensures that every QR route to China is now accessible to CZ's passengers, underlining our long-term commitment to a market that is integral to our growth and connectivity.

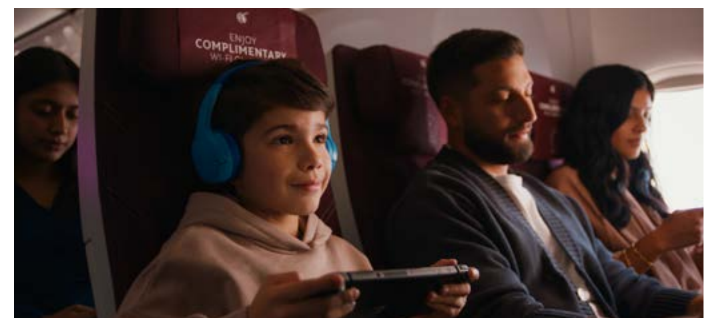
QR has placed its code on CZ-operated flights between Guangzhou (CAN) and DOH since April 2024.

Building on this existing codeshare, CZ will extend its code to flights between DOH and four major Chinese cities, Chengdu Tianfu (TFU), Chongqing (CKG), Hangzhou (HGH) and Shanghai (PVG), subject to approval from the Chinese government.

With CZ expanding its code on QR flights beyond DOH to 15 destinations across Africa, Europe and the Middle East, Chinese travellers will have access through DOH to over 170 destinations.

CZ Vice Chairman and President, Han Wensheng said, "This partnership underscores our commitment to building broader global access and delivering world-class service to our customers."

QR will continue to cement its partnership with CZ, China's largest carrier in terms of route network coverage and annual passenger traffic, in other areas, including cargo operations and loyalty programmes.



Working with CZ and its subsidiary Xiamen Airlines (MF), QR will now have 64 weekly flights across eight gateways in Greater China.

Recognised as the 'World's Best Airline' for the ninth time at the 2025 Skytrax World Airline Awards, QR has one of the most extensive networks.

Having recently completed the Starlink installation programme on 54 of its state-of-the-art Boeing 777 aircraft, the airline offers passengers the fastest free Wi-Fi connectivity in the skies.

For more information, visit **qatarairways.com**

## Batik Air Malaysia Launches Direct Service from Seoul to Kota Kinabalu

Batik Air Malaysia's (OD) newly launched thrice-weekly direct service between Kota Kinabalu (BKI) in Sabah and Seoul Incheon (ICN) underscores the strong travel demand from South Korea.

From January to July 2025, Sabah received nearly 103,060 arrivals from South Korea, making the latter one of the state's largest and fastest-growing international markets.

With 192,059 visitors, South Korea was the third largest contributor to Sabah's international arrivals in 2024, after China (453,600) and Brunei (246,532).

Travellers from South Korea are drawn to Sabah's pristine tropical islands, lush rainforests, vibrant marine life and the majestic Mount Kinabalu. Its capital city also offers a variety of leisure activities, ranging from diving, eco-tourism, to cultural festivals and culinary experiences.

OD's inaugural flight from ICN to BKI on 12 September 2025 was welcomed in warm Sabahan style, with passengers given a traditional bead garland from the Sabah Tourism Board (STB) and a goodie bag from Tourism Malaysia.

Those present included Tay Shu Lan, STB Deputy Chief Executive Officer; Samuel Lee Thai Hung, Tourism Malaysia Deputy Director General (Promotion II); Haryanty Abu Bakar, Tourism Malaysia Sabah Director; as well as airport authorities.

Industry stakeholders anticipate that this new OD service will not only boost tourist arrivals but also stimulate the local economy through higher hotel occupancy rates, increased dining and retail spending, and greater demand for guided tours and adventure activities.

This augurs well with Sabah's vision to diversify its tourism base and achieve its growth targets for 2025 and beyond.

For more information, visit **www.batikair.com**

## New Taiyuan to Kuala Lumpur Route by China Eastern Airlines

China Eastern Airlines' (MU) recent inaugural direct service connecting Taiyuan (TYN) and Kuala Lumpur (KUL) via Wuhan (WUH) marks a pivotal milestone in enhancing not only connectivity between Malaysia and northern China but also lays the foundation for deeper bilateral cooperation in tourism and trade exchanges.

A major Chinese city that is rich in cultural heritage and economic potential, TYN is known as the 'Dragon City' or Lóngchéng.

Samuel Lee Thai Hung, Deputy Director General (Promotion II) of Tourism Malaysia said, "We look forward in welcoming a greater number of Chinese visitors to explore Malaysia's stunning natural landscapes and its diverse, memorable experiences."

As part of the welcome for the inaugural flight, Tourism Malaysia distributed goodie bags to the passengers.

From January to June 2025, Malaysia welcomed 2.2 million visitors from China, a 35.6% increaese year-on-year.

Using the Boeing 737 aircraft, configured with 175 seats to ensure a comfortable travel experience for passengers, MU's new TYN to KUL route operates four times weekly.

Meanwhile, MU has opened ticket sales for its 29-hour route billed as the world's longest direct commercial flight spanning 19,700 kilometres between Shanghai Pudong International Airport (PVG) in China and Buenos Aires' Ministro Pistarini Airport (EZE) in Argentina.

This twice weekly service, starting on 4 December 2025, will surpass the 15,300-kilometre Singapore to New York record.

Deploying a 316-seat B777-300ER, the aircraft will stop for two hours in Auckland, New Zealand to refuel and change crew.

For more information, visit **www.ceair.com**






## Emirates' Retrofitted Boeing 777 to Kuala Lumpur Unveils Premium Economy

Dubai-based Emirates (EK) deployed its retrofitted Boeing 777 aircraft on flights EK346 and EK347 as part of its commitment to offer a consistent and enhanced travel experience for passengers travelling to and from Malaysia, which has been the airline's key market for nearly three decades.

The refurbished aircraft features four newly configured and refreshed cabins: its First, Business, Economy, and the award-winning Premium Economy seats that come with generous legroom and a superior dining experience.

Saeed Mubarak, EK Country Manager in Malaysia said, "The new interiors bring more comfort and more choice. It is a reflection of our continued investment and sets us apart in the industry by offering a redefined travel experience for millions of passengers worldwide."

As part of EK's multi-billion-dollar initiative to refurbish 219 aircraft, the airline already upgraded 67 under its extensive nose-to-tail refurbishment.

On track to offer nearly two million of its latest generation Premium Economy seats annually across its network by the end of 2025, EK plans to double them to four million by 2026.

A refined upgrade from the economy class seats, this signature offering is available across nearly 70 destinations within EK's network.

Premium Economy passengers are entitled to 35 kg of checked baggage and 10 kg of carry-on baggage.

Additionally, a selection of premium wines and exclusive beverages is available throughout the flight.

Regional dishes are served on Royal Doulton fine china, with stainless steel cutlery wrapped in linen, on a polished woodgrain dining table that folds into the seat.

Meanwhile, in celebration of 25 years of its loyalty points programme from 25 September to 20 October 2025, EK is giving away 25 million Skywards Miles to its over 37 million members.

During this 25-day period, members will also receive 50% bonus Skywards Miles when booking EK or flydubai flights. These 25 days of exciting giveaways also extend to shopping online, dining or unwinding in the United Arab Emirates with Skywards Everyday partners.

For more information, visit **www.emirates.com**


## New Boeing Aircraft Order by Turkish Airlines

Turkish Airlines (TK) has reached an agreement with Boeing to add a total of 75 wide-body Boeing 787-9 and 787-10 aircraft to its fleet between 2029 and 2034, comprising 50 firm and 25 option orders.

This follows after the completion of TK's negotiation with Boeing on the purchase of a total of 150 aircraft, consisting of 100 firm and 50 option orders for the B737-8/10 MAX models.

In terms of engine procurement, Turkiye's national flag carrier is continuing negotiations with manufacturers Rolls-Royce and GE Aerospace.

As part of TK's Vision 2033, the airline aims to expand its fleet beyond 800 aircraft, while increasing the proportion of its next-generation aircraft to 90% by 2033 and to 100% by 2035 to further strengthen its operational efficiency and sustain an average annual growth rate of 6%.

Turkish Airlines Chairman of the Board and the Executive Committee, Professor Ahmet Bolat said, "This landmark agreement represents much more than a fleet growth. It is a reflection of our leadership in the industry as well as our dedication to innovation and operational excellence.

Boeing Commercial Airplanes President and CEO Stephanie Pope remarked, "We are honoured that Turkish Airlines has once again chosen the B787 Dreamliner and B737 MAX to power its future growth."

With this agreement, TK, which operates more than 200 Boeing aircraft, will soon introduce the largest member of the B787 family, B787-10.

These new Dreamliners will reduce operating costs with a 25% fuel efficiency advantage, while also increasing both passenger and cargo capacity to support high-demand routes, particularly across the United States, Africa, Southeast Asia and the Middle East.

For more information, call **+603-2053 1899** or visit **www.turkishairlines.com**

## New Codeshare Partnership between Qantas Airways and Malaysia Airlines

Qantas Airways (QF) and Malaysia Airlines (MH) are offering travellers greater connectivity, enhanced benefits and a seamless travel experience across Australia, Malaysia and beyond through their new codeshare partnership.

Building on their longstanding ties through the oneworld alliance, which offers customers access to a global network of over 900 destinations, QF will place its code on MH flights between Kuala Lumpur (KUL) and major Australian cities such as Adelaide (ADL), Brisbane (BNE), Melbourne (MEL), Perth (PER) and Sydney (SYD).

The QF code will also be on MH flights to Singapore (SIN) and popular Malaysian destinations such as Kota Kinabalu (BKI), Kuching (KCH), Langkawi (LGK) and Penang (PEN).

Cam Wallace, Chief Executive Officer of Qantas International said, "Whether it is a business meeting in Kuala Lumpur, hiking in Borneo or a beach escape to Langkawi, Malaysia offers something for everyone, and this partnership makes getting there more seamless than ever.

Likewise, MH will have its code on 18 QF-operated domestic routes across Australia, providing smoother onward connections from key international gateways to cities such as Canberra (CBR), Darwin (DRW), Hobart (HBA) and Launceston (LST).

This collaboration comes as MH prepares for a significant expansion into Australia, a key market in its long-term growth strategy.

Malaysia's national flag carrier will resume its five weekly flights to BNE on 29 November 2025 and increase services to MEL and SYD to three flights daily from 30 October and 31 October 2025 respectively.

MH's existing route to PER will be raised from 12 to 14 weekly flights from 1 December 2025 while ADL will see enhanced frequencies rising from five to seven weekly flights from 1 February 2026.

Meanwhile, QF is deploying its first two new Airbus A321XLR aircraft named Great Ocean Road and Outback Way flew for the sectors, SYD and MEL, and SYD and PER, from 25 September 2025.

For more information, visit **www.qantas.com**





## Air France Industries and Asia Digital Engineering Seal Two Deals

Air France Industries (AFI) has signed a long-term agreement with Asia Digital Engineering Sdn Bhd (ADE), Capital A Berhad's maintenance, repair and overhaul (MRO) subsidiary to provide heavy maintenance and aircraft modification services to support its airline's operational reliability.

AFI is a division within the larger Air France-KLM group, which uses the AF code for its passenger airline operations.

The deal was inked in Kuala Lumpur between Géry Mortreux, AFI Executive Vice President and Mahesh Kumar, ADE Chief Executive Officer with His Excellency Axel Cruau, French Ambassador to Malaysia and Senator Tengku Datuk Seri Utama Zafrul Aziz, Minister of Investment, Trade and Industry as witnesses.

Mortreux said, "ADE's European Union Aviation Safety Agency (EASA)-certified facilities and highly skilled workforce make them an excellent partner for maintaining our Airbus A330-200 fleet.

"As AF expands its network and modernises operations, ADE's expertise ensures efficient, world-class maintenance that minimises downtime and maximises performance."

Under the agreement, ADE will begin heavy maintenance checks on AF's A330-200 widebody aircraft, with the first induction scheduled for October 2025, followed by additional checks on a phased basis.

Mahesh said ADE will handle one aircraft per quarter, starting this quarter and continuing through the first quarter of 2027.

"This partnership with AF marks a historic milestone not only for ADE but also for Malaysia and the wider ASEAN aerospace industry. Being entrusted with their aircraft maintenance is a strong testament to the capabilities and competitiveness of our region's MRO services."

Tengku Zafrul remarked, "We welcome partnerships with foreign aircraft providers who see Malaysia's value proposition as a regional services and MRO hub to support their client servicing in this growing region."

Meanwhile, Air France Industries KLM Engineering & Maintenance (AFI KLM E&M), a major global MRO provider for the aviation industry, also signed a component agreement with ADE to maintain AirAsia Group's new A321neo fleet.

Mortreux added, "This long-term agreement underscores our commitment to provide world-class component support and tailored solutions to meet their growing demands."

For more information, visit **www.afiklmem.com**


# ‘World Class’ Rating for All Nippon Airways for Second Straight Year

All Nippon Airways (ANA) earned the North America-based Airline Passenger Experience Association’s (APEX) highest honour by receiving the ‘World Class’ rating for the second consecutive year.

Only 10 airlines worldwide have been certified with this rating, which recognises airlines that meet the world’s highest standards in passenger experience based on four criteria: Safety and Well-being, Sustainability, Service Guest Experience, as well as Food and Beverage Execution.

The airlines are assessed through onboard audits by industry experts and customer feedback.

ANA received high praise for its safe and clean cabin environment, commitment to a sustainable society, and high-quality service to customers.

The airline’s outstanding boarding experience and innovations were recognised by APEX and its co-host, the International Flight Services Association (IFSA) for the awards.

Akira Tamura, General Manager of ANA Malaysia said, “This award is a global testament to ANA’s unwavering commitment to delivering safe and reliable service.

“It is especially meaningful as we mark the 10th anniversary of our Kuala Lumpur (KUL) to Tokyo flights in September 2025. With two daily flights from KL International Airport Terminal 1, passengers have the flexibility to arrive at either Haneda (HND) or Narita (NRT) in Tokyo.”

He added, “As Japan’s largest airline network, ANA provides seamless connections not only to popular domestic destinations such as Sapporo, Osaka, Hakodate, and Hiroshima, but also to cities throughout Japan.

“Passengers from KUL can also enjoy smooth onward travel to the United States, with refreshed arrivals into key cities, including Los Angeles, San Francisco, and Chicago via Tokyo.”

Keiji Omae, Executive Vice President of Customer Experience of ANA remarked, “We are deeply honoured that the daily efforts of ANA Group employees have been recognised as a global leader in service for the second consecutive year.”

ANA also won the Innovation Award for Best Cabin 2026 for the first time for its new international business class seat, which was unveiled at the Paris Air Show in June 2025.


The Room FX is a door-equipped private suite developed for its Boeing 787 medium-sized aircraft. Its innovative design, combining a sofa-style pre-recline system with a forward-and-rearward-facing seat layout, was highly praised for its spaciousness and comfort.

For more information, call **+603-2032 1331** or visit **www.ana.co.jp/group/en/my**






# Catch KL International Airport’s KULinary Promotions until 26 November 2025

For an immersive journey through the vibrant flavours of KL International Airport’s (KLIA) food and beverage (F&B) scene, what better way than to explore the offerings lined up under its key promotions running from 26 September to 26 November 2025 in conjunction with the celebration of its KULinary Dining Awards 2025.

Hani Ezra Hussin, Malaysia Airports’ Senior General Manager of Commercial Services, said that their goal is to make KLIA a destination in its own right, where the culinary experience is as exciting as the journey itself.

“Our commercial reset is in its last phase and F&B is fast becoming the new retail at Malaysia Airports. By August 2025, 68 million passengers had travelled across our 39 airports in Malaysia with more than 41 million passing through KLIA alone.

“Expanding F&B spaces alongside retail is part of our strategic space planning. We have reignited cold zones and underutilised areas, transforming them into vibrant destinations anchored by powerhouse brands.

“This approach has driven an impressive 62% sales growth and 53% revenue growth in 2025 post commercial reset. Today, with 60% of our outlets representing international names and 40% showcasing homegrown local flavours, we are proud to offer a dining experience that truly caters to every taste and preference,” she added.

This year’s KULinary winners were selected through a mystery diner approach, with a panel of expert judges comprising culinary professionals and Tatler Dining editors, who evaluated restaurants and cafés across four key areas - setting, F&B, service and value - under various categories.

| Highlights of the Winners |
|---|
| DIN by Din Tai Fung: Best International Restaurant and Best Overall – International |
| Jibby Chow: Best Local Restaurant and Best Overall – Local |
| PAUL LE CAFÉ: Best International Café |
| Singgah: Best Local Café |
| Illycaffè: Best International Coffee Brand |
| ZUS Coffee: Best Local Coffee Brand |
| Taco Bell: Best Fast Food |
| SUBWAY: Best Grab & Go (Food) |
| Boost Juice: Best Grab & Go (Beverage) |
| Asia Street Cooking Best: Outstanding Service Award |
| Kitchen by Open House: Best Ambience |

These award-winning outlets have package deals showcasing their top-rated dishes. For travellers on a tight schedule, under KLIA’s 15-Minute Meals initiative, participating outlets have selected dishes freshly prepared that are both quick and convenient without compromising on quality.

A minimum of RM40 at any participating F&B outlets in either KLIA Terminal 1 or Terminal 2 receive an instant RM10 discount.

For more information, visit **www.malaysiaairports.com.my**


# Melaka, the Pulse Centre for World Tourism Day 2025 Celebrations

Malaysia celebrated World Tourism Day (WTD) 2025 in the historic city of Melaka on 27 September showcasing the richness of its cultural heritage, evolving tourist attractions and commitment to sustainable tourism.

An epic 1,000 drones lit up the night skies at Encore Melaka, thrilling the crowd, with surreal images of Malaysia's iconic attractions, culinary delights, cultural diversity, as well as the logo of the Association of Southeast Asian Nations' (ASEAN), where Malaysia holds the chairmanship this year.

Taking advantage of this momentous occasion, where the WTD is celebrated for the first time in Melaka by UN Tourism (formerly known as United Nations World Tourism Organization), co-host Malaysia took the opportunity to launch Visit Malaysia 2026 (VM 2026).

Highlighting the uniqueness of Melaka in the Malay Archipelago, also known as maritime Southeast Asia at the VM 2026 launch, Prime Minister Dato' Sri Anwar Ibrahim said the state's vibrant culture was among the reasons it was selected as the WTD venue for 2025.





Concurring with him, Dato Sri Tiong King Sing, Minister of Tourism, Arts and Culture said, "Melaka is the ideal setting to reflect this year's WTD theme: Tourism and Sustainable Transformation.

"As a historic trading port and an UNESCO World Heritage Site, it shows how heritage can be protected while supporting a modern economy."

Held alongside the WTD programme was the seventh World Tourism Conference (WTC), which featured three interesting panel discussions led by different keynote speakers on 28 September 2025.


The sessions explored topics such as regenerative tourism, rural and community-based tourism models as well as digital solutions and technology-based innovations in the responsible tourism ecosystem.

Both events brought together global leaders, policy makers, industry experts and the local communities to share their innovative ideas and chart a sustainable future for the tourism sector.

Under the technical tour programme on 29 September 2025, the WTD-cum-WTC international delegates had the opportunity to go on an eco-cruise in Sungai Linggi or join a Dutch heritage trail in Melaka to understand how this UNESCO World Heritage Site practises sustainable and responsible tourism.

**Other pocket events in Melaka**

In conjunction with the WTD 2025 celebration in Melaka, Tourism Malaysia organised a Visit Malaysia Travel Meet 2025 from 26-27 September 2025 at the Melaka International Trade Centre targeted at the domestic tourism industry players.

With Melaka being the host city for WTD 2025, it also arranged a four-day three-night familiarisation programme from 25 to 28 September for the local media and bloggers to explore its culturally-rich attractions.

These places include Kampung Morten's 102-year-old Villa Sentosa, Melaka's heritage trail by trishaws, the Melaka River cruise and revamped Melaka Heritage Studios in Ayer Keroh, whose traditional houses representing the various states of Malaysia are now transformed into thematic galleries.

The group was also taken to various restaurants such as Restoran Asam Pedas Pak Man, Atlantic Nyonya Restaurant and Restoran Ikan Bakar Parameswara to savour Melaka's varied food offerings.


Meanwhile, the ASEAN Tourism Ministers' half-day Retreat or dialogue session on 29 September 2025 discussed strategies on strengthening regional tourism cooperation by focusing on sustainability, inclusivity and resilience, key drivers to boost visitor arrivals and stimulate economic growth.

Additionally, the Tourism Ministers identified opportunities to expand business events, community-based tourism and cruise tourism, while enhancing air, land, and sea connectivity across the region.

Their meeting emphasised the importance of advancing digital solutions, including the development of a single payment gateway for cross-border transactions and stronger linkages between national cashless systems such as Singapore's PayNow, Thailand's TAGTHAi, and Malaysia's DuitNow.

The Tourism Ministers also underscored the need to facilitate more seamless travel by streamlining immigration procedures and expanding the use of e-gates and QR codes for faster entry, ensuring ASEAN remains competitive and attractive to global travellers.

In the afternoon, the Ministers left for their Rasa-Rasa Melaka tour to savour Donald and Lily's Nyonya Food among other things.

Meanwhile, next year's WTD, themed 'Digital Agenda and Artificial Intelligence to Redesign Tourism', will be held in El Salvador, Central America.

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### 2ND PRIZE X1

Traveloka travel package to Australia worth **RM30,000** + Eraman shopping spree worth **RM20,000**

### 3RD PRIZE X1

Traveloka travel package to Japan worth **RM20,000** + Eraman shopping spree worth **RM10,000**

### BONUS GRAND PRIZE X1

**BMW R 1300 GS MOTORCYCLE**
(Entries from Penang International Airport, Langkawi International Airport, Kuching International Airport, and Kota Kinabalu International Airport only)

### MONTHLY PRIZES X10

Traveloka vouchers worth **RM1,500**
+ Eraman shopping spree worth **RM600**

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- Kuching International Airport

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