

AIRLINK

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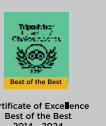
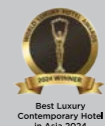
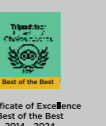
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Global Passenger and Cargo Demand Growing

As 2025 draws to a close, the global aviation industry remains optimistic about positive growth, with November flight schedules showing a 3% increase compared to the previous year.

Airlines are gearing up for continued growth as they enter into the peak year-end holiday season. This is despite the constraints caused by unresolved supply chain issues and threats of geopolitical tensions.

Willie Walsh, Director General of the International Air Transport Association (IATA), supported the optimistic outlook with newly released data showing a 3.6% year-on-year (YoY) increase in total global passenger demand for September 2025, measured in revenue passenger kilometres.

Total capacity, measured in available seat kilometres, was also up at 3.7% YoY, with load factor (LF) at 83.4%.

For international demand, the September 2025 figures were up 5.1% YoY. Walsh said, "Solid international demand drove 90% of September's 3.6% overall growth."

Asia Pacific (APAC), which enjoys the largest share of the world's air passenger market at 33.5%, saw a 7.4% YoY increase in international passenger demand due to strong intra-Asia travel led mainly from China and Japan.

Additionally, the region's international passenger capacity rose 6.1% with its LF up slightly higher at 83.3% YoY.

In terms of global air cargo, IATA also showed demand for it rising 2.9% YoY in September 2025, marking seven consecutive months of overall growth.

Despite a decline in demand on routes between North America and Asia over the past five months, Walsh pointed out that this was more than compensated for with strong growth within Asia and on routes connecting the region to Europe, Africa and the Middle East (ME).

"While many had feared an unwinding of global trade, we are instead seeing air cargo adapting successfully to serve shifting market demands," he added.

APAC airlines saw 6.8% YoY growth in air cargo demand in September 2025, while capacity rose 4.8% YoY, according to IATA.

Detailing trade lane growth, the report noted that air freight in September 2025 recorded double digit increases on routes between Europe and Asia, as well as within Asia.

Notable growth was also witnessed in the ME to Asia and Africa to Asia, said the association, which represents some 350 airlines that make up more than 80% of global air traffic.



Malaysia Airports' Presence at Routes World 2025

At the recent Routes World 2025 (RW2025) in Hong Kong, Malaysia Airports' team met with around 30 new and existing airlines to explore new route developments and increased flight frequencies.

At its booth, Malaysia's all-time favourite dish, *satay* was served to all delegates and aviation industry players.

Cultural performances were also held to promote the upcoming Visit Malaysia 2026 (VM2026), where the culturally-diverse country targets to receive 47 million foreign visitors next year, attracting them to stay longer, spend more and bring in RM329 billion in tourism revenue to its coffers.

RW2025 also witnessed the signing of a partnership between Malaysia Airports' wholly-owned Istanbul Sabiha Gokcen International Airport (ISG) in Türkiye and AirAsia X (D7), which will connect Kuala Lumpur (KUL) and Istanbul (SAW) starting 14 November 2025.

The signatories at the signing ceremony were Kerem Maybek, ISG's Strategic Planning and Treasury Director, and Michael Simionescu, AirAsia Head of Partnerships and Growth.



With the flights operating four times a week from SAW, this new route will bring destinations such as Jakarta, Bali, Singapore, Bangkok, Phuket, and Tokyo with a transfer in KUL, within much easier reach.

In 2024, Türkiye was Malaysia's third largest trading partner, the largest export destination and fourth largest import source among West Asian countries.

This new route is expected to not only boost travel but also bilateral trade between the two countries.

ISG posted a 21.2% YoY increase to 13.7 million passenger movements in the third quarter of 2025 (3Q2025), driven primarily by international traffic, which rose 26.1% from 5.9 million to 7.4 million passengers.

This underscores its position as a key international transit hub and preferred gateway for regional connectivity.

Overall, total passenger movements across Malaysia Airports' network of airports, including ISG, showed a YoY increase of 12.2% in Q3 2025 to 40.6 million passengers.

Malaysia's main gateway, KL International Airport (KLIA), alone handled 16.3 million passenger movements in the 3Q2025, up 7.75% YoY.

Malaysia Airports Managing Director, Dato' Mohd Izani Ghani said, "As part of our ongoing efforts to support VM2026, we continue to expand new routes and forge airline partnerships across key markets in the Association of Southeast Asian Nations, South Asia, Northeast Asia, Central Asia, the Middle East, Europe, and the Southwest Pacific."

In 2024, Malaysia received 38 million foreign visitors, an increase of 31.1% compared to the previous.

In the recent Malaysia's 2026 Budget, the government announced an allocation of over RM700 million for tourism development, including RM500 million for VM2026.

From part of the remaining amount, RM50 million has been set aside for matching grants to promote international flights and charters to Malaysia, while RM60 million will be for marketing, promotions and the organising of tourism events and cultural activities.

The Budget also announced an allocation of RM2.3 billion for airport upgrades in Penang, Sabah and Sarawak, which are expected to be completed by 2028.



Upcoming Connectivity to Meet Batik Air Malaysia's Passenger Demand

Batik Air Malaysia (OD) is gearing up for more international route expansions and increased frequencies in the coming months.

Its Head of Communications and Promotions, Suresh Vanan told participants at the recent Global Travel Meet 2025 held in Kuala Lumpur that the hybrid airline manages 800 weekly flights to over 60 destinations.

He said that OD's four times a week flight from Kuala Lumpur (KUL) to Dubai (DXB), using the 162-seat Boeing 737-800 aircraft, will be increased to a daily service starting 13 November 2025 as part of its northern winter schedule.

“We are more of a network carrier. Currently, OD has a fleet size of 53 aircraft comprising 31 units of B737-700, 17 B737-8 MAX, and five widebody Airbus A330-300.

SURESH VANAN

Head of Communications and Promotions of Batik Air Malaysia (OD)

Following OD's recent successful launch of its thrice-weekly direct service between Kota Kinabalu (BKI) in Sabah and Seoul Incheon (ICN) in South Korea, the airline is eyeing Busan (PUS) as the next destination for its BKI hub, Suresh said.

Additionally, OD plans to expand its network from KUL to Manila (MNL) in the Philippines by the first quarter of next year pending regulatory approvals, while OD's flight resumption from KUL to Colombo (CMD) in Sri Lanka will take effect on 1 April 2026.

He remarked, “We also do a lot of charter flights out of China.” OD is expected to begin a new charter service between Kunming (KMG) in China and Penang (PEN) by the end of October 2025, enhancing further ties with Southwest China.



The airline is working closely with the Ministry of Tourism, Arts and Culture to boost international arrivals from key markets, including Singapore and Indonesia in the coming months with route expansion from its hubs in PEN and Sultan Abdul Aziz Airport (SZB) in Subang, Selangor.

For more information, visit www.batikair.com



Vietjet Air's New Da Nang to Kuala Lumpur Route

Low-cost carrier (LCC) Vietjet Air's (VJ) newly launched direct daily route from Da Nang (DAD), Vietnam's picturesque coastal gem, to Kuala Lumpur (KUL) is expected to strengthen regional connectivity and bilateral ties between Vietnam and Malaysia.

This is VJ's third route to KUL after Hanoi (HAN) and Ho Chi Minh City (SGN), Vietnam's largest metropolises.

Receiving its inaugural flight on 26 October 2025 using the 230-seater Airbus A321, Tourism Malaysia Deputy Director General (Promotions II), Samuel Lee Thai Hung, and VJ Senior Director, Tran Hoang Linh, commemorated the event with a cake cutting ceremony at KL International Airport Terminal 1.

Meanwhile, VJ retained the 'Asia's Leading Airline – Customer Experience 2025' title at the recent 32nd World Travel Awards (WTA), which recognises outstanding achievements through votes cast by industry professionals and travellers worldwide.

Operating a modern fleet of 130 aircraft, across more than 170 routes, the new-age carrier has flown over 250 million passengers to date, introducing new products and services, including Business Class, the SkyJoy loyalty programme, digital solutions, and artificial intelligence-powered assistant Amy.

Earlier in September 2025, Vietnam's Ministry of Culture, Sports and Tourism and the Vietnam National Administration of Tourism awarded VJ the Best Airline for Tourists 2025 award, recognising its contributions to expanding the flight network, enhancing economic and tourism connectivity across countries as well as promoting Vietnam's image to the world.

The image of the red flag with a yellow star and the Hello Vietnam melody on every VJ flight has become a familiar emblem to travellers. Many of its aircraft also feature the 'Vietnam Tourism' livery to promote Vietnamese culture and its people globally.



Additionally, Skytrax named VJ the World's Best Ultra LCC in 2025.

As Vietnam's largest private carrier, VJ has been awarded the highest ranking for safety with seven stars by the world's safety and product rating website, AirlineRatings.com since 2018.

For more information, visit www.vietjetair.com



Xiamen Air's New Quanzhou to Kuala Lumpur Route Opens Gateway to Ancient Maritime Silk Route

Chinese carrier Xiamen Air (MF) has launched a direct service from Quanzhou (JJN) city, renowned as the starting point of the ancient Maritime Silk Road, to Kuala Lumpur (KUL) on 27 October 2025.

Operating a four-times weekly service, MF deploys a 169-seater Boeing 738-800 aircraft, with eight Business Class seats and the rest in Economy Class.

MF's maiden flight was officiated by Samuel Lee Thai Hung, Tourism Malaysia's Deputy Director General (Promotion II).

Also present were Mohamad Libra Lee Haniff, Director of International Promotions (Asia/Africa) Division of Tourism Malaysia, Sarjanisham Darus, Senior Manager of Aviation Marketing and Development of Malaysia Airports and Gao Ya Shuang, MF's General Manager.

From January to August 2025, Malaysia recorded 3.3 million visitor arrivals from China, a 27.5% year-on-year increase.

Meanwhile, starting October 2025, MF has been operating the world's longest nonstop passenger flight, clocking in a record 19 hours and 20 minutes when it flew from John F. Kennedy International Airport (JFK) in New York to Fuzhou Changle International Airport (FOC).

The service surpassed Singapore Airlines' (SQ) previous record of 19 hours 10 minutes from Newark Liberty International Airport (EWR) to Changi Airport in Singapore (SIN).

MF, which operated the JFK to FOC route between 2017 and 2020, resumed it in 2024. The airline's longer detours to avoid Russian airspace due to geopolitical tensions in October 2025 have stretched the flight to record-breaking levels, covering approximately 12,505 kilometres.

Demand for this long-haul route remains strong, with MF operating twice weekly using the Boeing 787-9 Dreamliner, designed to carry more fuel without compromising passenger comfort.



Based on booking data for the 12 months to July 2025, 160,000 round-trip passengers travelled on this route, boosted by cultural and family ties.

The Little Fuzhou community in New York, with its strong diaspora links, makes this route one of the busiest from the United States to China, beating Beijing's (PEK) 140,000 passengers while coming close to Shanghai's (SHA) 195,000 passengers.

According to OAG, PEK and SHA are the two busiest cities for air travel, with 5.4 million and 4.8 million seats respectively, reported in October 2025, which MF also flies.

Meanwhile, MF's subsidiary, Jiangxi Air (RY), recently made Kuala Lumpur (KUL) its maiden international destination from Nanchang (KHN), marking its first successful entry into the Southeast Asian aviation market.

For more information, visit www.xiamenair.com



The national carrier, Malaysia Airlines (MH), recently formalised strategic partnerships with Penang Global Tourism (PGT), the Langkawi Development Authority (LADA) and Sarawak Tourism Board (STB), further strengthening its signature 'Time For' global campaign and Bonus Side Trip (BST) programme.

International travellers can now extend their journeys beyond Malaysia's gateway cities and secondary destinations such as Johor (JHB), Kuantan (KUA), Kelantan (KBR), Terengganu (TGG), Kedah (AOR), Penang (PEN), Langkawi (LGK) and Kuching (KCH).

"MH is more than a carrier; we are proud to carry the nation's name across the skies and act as Malaysia's storyteller to the world."

"By joining hands with our state tourism boards, we are unlocking new opportunities to grow tourism, empower local communities and deliver world-class travel powered by digital innovation."

DERSENISH ARESANDIRAN

Chief Commercial Officer of Malaysia Aviation Group (MAG)

With PEN, LGK and KCH as stopover destinations under the BST programme, joint marketing campaigns will be carried out to enhance their visibility in key international markets ahead of Visit Malaysia 2026 (VM2026).

PEN's world-famous heritage, food, and culture will be promoted both as a stand-alone destination and an essential part of wider itineraries across Malaysia,

amplifying its role in attracting international arrivals during VM2026.

With KCH being the eighth stopover destination added to MH's BST programme, this gateway is expected to boost arrivals from long-haul markets seeking authentic experiences in Sarawak.

From January to September 2025, Sarawak received 3.59 million visitor arrivals with tourism receipts totalling RM9.18 billion.

Of this, 2.03 million are foreign arrivals, with its top five markets being Brunei, Indonesia, Singapore, China and the Philippines.



STB Chief Executive Officer Sharzede Datu Salleh Askor said these are high yield markets, adding that Sarawak was one of the winners of the PATA Gold Awards in the marketing category this year.

Meanwhile, MH and LADA are set to formalise a two-year Memorandum of Understanding (MoU) in the fourth quarter of 2025 to enhance Langkawi's status as an UNESCO Global Geopark site and the Jewel of Kedah.

For more information, visit www.malaysiaairlines.com



Scoot Grows Southeast Asia Network

Low-cost carrier (LCC), Scoot (TR) now flies twice-weekly service from Singapore (SIN) to Kota Bharu (KBR) in Kelantan, a city known for its rich cultural heritage, using the Embraer E190-E2 aircraft.

During its arrival on 26 October 2025 at KBR, passengers were welcomed by Malaysia Airports Managing Director, Dato' Mohd Izani Ghani, and Jamilah Abdul Halim, Senior Deputy Director of International Promotion Division (Southeast Asia) of Tourism Malaysia.



KBR serves as a springboard via a short ferry ride to the popular Perhentian Islands of Terengganu, renowned for its clear waters and white sandy beaches for snorkelling and diving.

A subsidiary of Singapore Airlines (SQ), TR will be increasing its flight from SIN to Penang (PEN) from 21 to 28 times weekly from November 2025 in anticipation of the strong demand for air travel during the upcoming holiday season.

Meanwhile, the LCC's newly launched thrice-weekly services to Da Nang (DAD) in Vietnam will be increased to daily flights by December 2025.

TR will commence its twice-weekly service to Nha Trang (CXR) from 21 November 2025 and increasing it to five times weekly by January 2026.

With the launch of these new services, the airline will be operating in 12 cities in Malaysia and five cities in Vietnam.

As part of its Southeast Asian network expansion, TR also increased its frequencies to Bangkok (BKK) in Thailand from 39 to 42 times weekly from October 2025, while its flights to Koh Samui (USM) will increase to 28 times weekly by December 2025.

In Indonesia, the airline will increase its flights to Jakarta (CGK) from 25 to 28 times weekly, while Manado (MDC) will see increased services from four to six times weekly, both from November 2025.

Strengthening its presence here with more diverse travel experiences, TR will begin its twice-weekly flights to Labuan Bajo (LBJ) on the E190-E2 from 21 December 2025, while its thrice-weekly service to Semarang (SRG) using the Airbus A320 will start two days later.

The SIN to SRG service will be increased to four times weekly from 1 January 2026.

Additionally, TR flights to Vientiane (VTE) in Laos will increase from five to seven times weekly from December 2025.

Scoot currently flies to over 70 destinations across 18 countries and territories in Asia Pacific, Europe and the Middle East, operating a fleet of over 50 aircraft, comprising the widebody Boeing 787 Dreamliners, single-aisle A320s and E190-E2s.

For more information, visit www.flyscoot.com

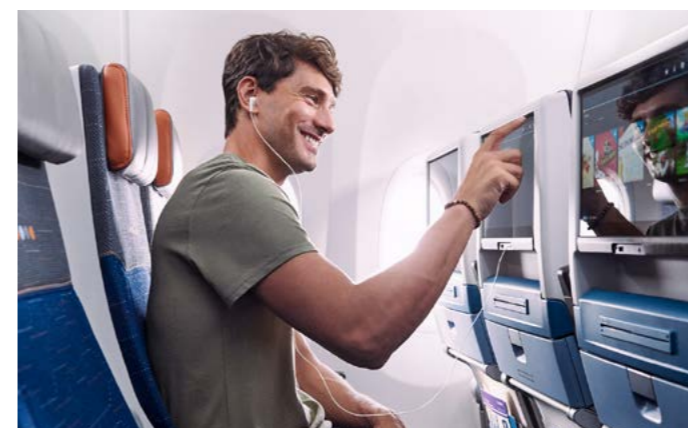


Elevated Onboard Experience in flydubai Economy Class from November 2025

All Economy Class fares on flydubai (FZ) will include meals and in-flight entertainment, elevating passengers' travel experience from November 2025. This is part of the Dubai-based carrier's commitment to putting customers first and responding to changing market dynamics.

Ghaith Al Ghaith, Chief Executive Officer at FZ said, "Our focus remains on investing in enhancing our customer experience and delivering added value across every touchpoint through services, technologies and product development."

Hamad Obaidalla, FZ Chief Commercial Officer said, "By including meals and in-flight entertainment in every ticket, we are modifying the Economy Class fare structure and ensuring passengers get more value, while remaining competitive."



Passengers can now enjoy multi-language in-flight entertainment, over 1,000 of the latest Hollywood, Bollywood, Arabic and international films, alongside diverse television shows from major studios.

They can also explore interactive games, E-magazines, more than 700 music albums and podcast episodes as well as travel guides and real-time flight information.

Additionally, a variety of delicious meals, light snacks and refreshing beverages are served throughout the flight. FZ currently offers regional menus featuring authentic local dishes from Africa, Europe, India, Russia, Southeast Asia and the Middle East.

The airline has received nine new aircraft this year, growing its fleet to 95 Boeing 737s, with three more to be delivered by the end of 2025 to support its operations across more than 135 destinations.

Through a comprehensive retrofit programme across its fleet of Next-Generation Boeing 737-800 aircraft, FZ's signature lie-flat Business Class seats and new Economy Class seats offer enhanced comfort and style, aligning the onboard experience with the customers' evolving expectations.

The arrival of the B787 Dreamliner from 2027 will further unlock new opportunities for FZ to expand its network, enhance its long-haul capabilities and offer an even greater level of comfort and service to its customers while adding capacity on existing routes.

For more information, visit flydubai.com



**'Four-Star Major Airline'
Rating for Philippine Airlines**

Philippine Airlines (PAL) has been recognised as a 2026 Four Star Major Airline by the Airline Passenger Experience Association (APEX), the world's premier airline industry network dedicated to elevating passenger experience across critical touchpoints.

The touchpoints cover cabin comfort, cleanliness, food and beverage, inflight entertainment, connectivity and customer service.

This recognition underscores the airline's standing as the Philippines' only full-service legacy carrier and highlights its role as a global competitor in the aviation sector.

The APEX Award relies on verified passenger feedback, with the ratings compiled in partnership with TripIt from Concur, covering more than one million flights annually

across over 600 airlines.

Other international accolades earned by PAL include the 2025 Flyers' Choice Award as the second most preferred airline in Southeast Asia (SEA).

Philippines' flag carrier was also named a 2024 LinkedIn Talent Awardee for Best Employer Brand, and ranked the most punctual airline in SEA in August and September 2025 by the London-based Cirium aviation analyst company with an on-time performance of 89.37% and 90.47% respectively.

After recently unveiling plans to retrofit its 18 Airbus A321neo aircraft to enhance passenger comfort, PAL is now preparing an estimated USD315 million refurbishment plan for 11 widebody A330-300s and 10 Boeing 777-300ER aircraft to be used on long-haul routes.

PAL President Richard Nuttall reckoned this would be challenging due to parts supply constraints while highlighting that it would be costly to buy new aircraft.

He said the airline expects to receive the first of its nine A350-1000s by December 2025 or January 2026.

Touted the most fuel-efficient long-range aircraft for its Manila to New York route, this is currently PAL's longest flight.

Nuttall added that PAL is looking at closing 2025 with a fleet of 83 aircraft, four units more than 2024's figure.

For more information, visit www.philippineairlines.com



**Ethiopian Airlines Expands
Global Routes and Fleet Plan**

Africa's largest aviation group and one of the fastest-growing global airline brands, Ethiopian Airlines (ET), has forecast growth of 12% and 15% this year with the launch of new routes and increased flight frequencies.

ET, which reinstated its daily flights to Port Sudan (PZU) on 15 October 2025, will increase the service to double daily starting 1 November 2025.

The airline's expansion into Asia, China, Europe and North America faced setbacks as the United States-based Boeing manufacturer delayed ET's widebody aircraft orders for the next generation B777-9 for long-haul destinations.

These state-of-the-state aircraft are now expected to enter service starting 2027 instead of next year, with the deliveries of at least eight of its B777 aircraft to run until 2030.

Additionally, ET's outstanding orders for 11 each of its A350-900s and B787-9 have been delayed to 2028 from 2027.

On the other hand, ET maintained that its deliveries for the narrowbody aircraft are on schedule.

To ease congestion at the Addis Ababa International Airport, which is nearing 25 million passengers per annum (mppa) capacity, ET is funding 30% of the USD10 billion Bishoftu Airport in Abusera, which is expected to handle 60 mppa initially and 110 mppa by 2029.

ET was recently recognised as a 2026 four star global airline by the Airline Passenger Experience Association (APEX) at the APEX/IFSA Global EXPO held in Long Beach, California, after a rigorous passenger-driven review process.

Mesfin Tasew, ET Group Chief Executive Officer was the recent recipient for the African Impact Award in recognition of his outstanding performance in shaping the airline's strategic growth.

For more information, call **+603-2022 0168** or visit www.ethiopianairlines.com



AirAsia's First Direct Flight to Banjarmasin

AirAsia (AK) marked its first scheduled international link between Malaysia and South Kalimantan when the low-cost carrier (LCC) launched its inaugural service connecting Kuala Lumpur (KUL) and Banjarmasin (BDJ), also known as the City of a Thousand Rivers, on 20 October 2025.

This route is set to deepen people-to-people ties, boost travel and trade as well as showcase BDJ's unique river culture and growing potential as a must-visit, halal-friendly destination.

Dato' Captain Fareh Mazputra, Chief Executive Officer (CEO) of AK said, "Indonesia has always been an important market for us, and this move to provide direct connectivity between KUL and BDJ reinforces our goal to boost regional connectivity."



H. Muhidin, Governor of South Kalimantan said, "This new connectivity will not only boost our local economy and tourism sector but also strengthen cultural and trade ties within the region."

AK serves 18 destinations across Indonesia as one of the most connected foreign carriers here, thanks to its extensive Fly-Thru network spanning over 130 global destinations.

It was honoured at the recent 2025 World Travel Awards Asia and Oceania with a double win as Asia's Leading Low-Cost Airline for the 13th time and Asia's Leading Low-Cost Airline Cabin Crew for the ninth consecutive year.

Bo Lingam, Group CEO of AirAsia Aviation Group said, "This recognition belongs to our guests and our 21,000 plus Allstars at the heart of our growth from across 58 nationalities.

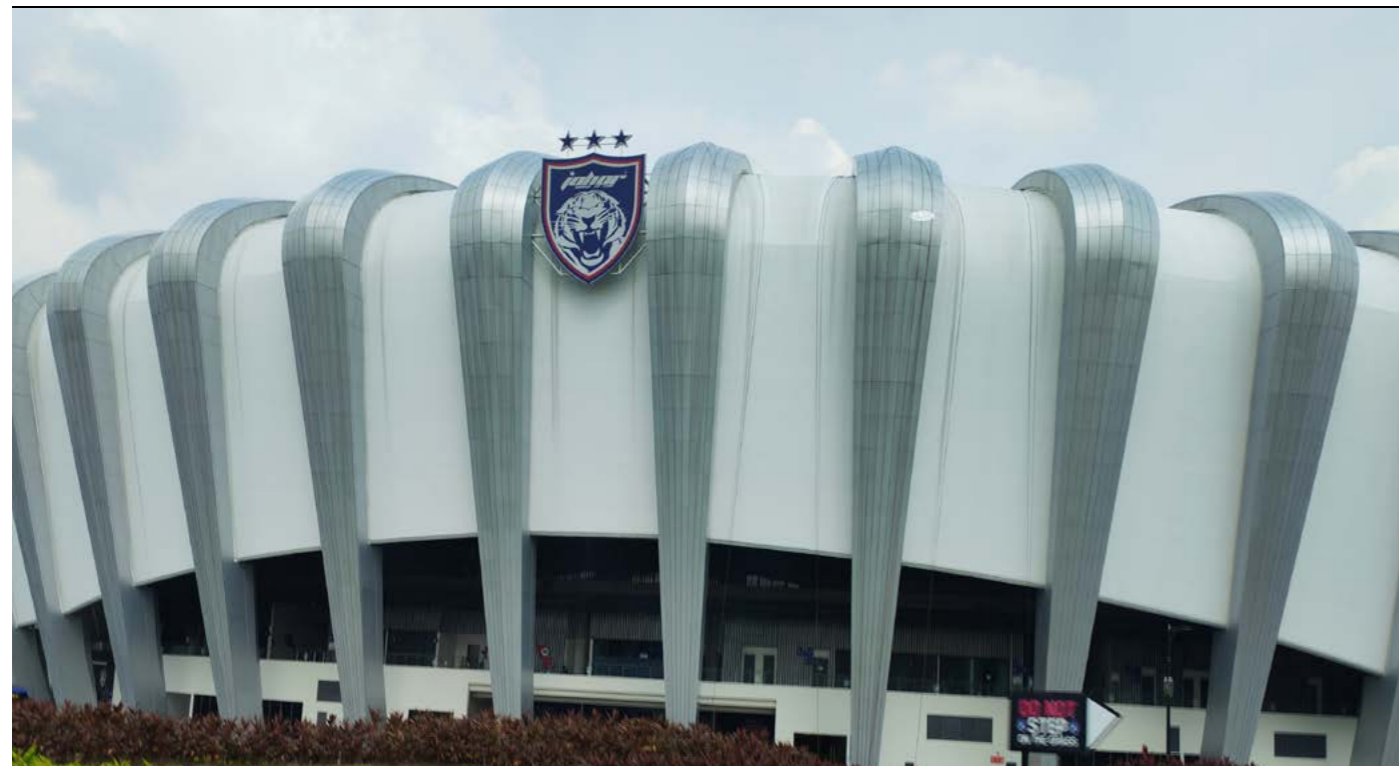
Looking ahead, AK plans to expand into new growth corridors in the Middle East and Central Asia as part of its ambition to become the world's leading LCC.

In conjunction with its sister airline, AirAsia X's (D7) recently launch direct thrice-weekly flights from KUL to Tashkent (TAS) in Uzbekistan, a Memorandum of Understanding (MoU) was signed with Uzbekistan's tourism authorities to collaborate on joint promotions and exchange programmes.

His Excellency Dr. Karomidin Gadoev, Ambassador of Uzbekistan to Malaysia said, "Uzbekistan is making significant strides in strengthening its Islamic tourism sector through infrastructure investments and global promotion initiatives, ensuring our heritage and spiritual sites are accessible to more international visitors."

He looks forward to more opportunities for cultural, educational and economic exchanges between the two countries.

For more information, visit www.capitala.com



Majestic Johor Theme Shines

With the Visit Johor Year 2026 (VJY 2026) campaign drawing nearer, Malaysia's southern gateway has been ramping up preparations for its grand launch celebration slated on 13 December 2025 at Dataran Majlis Bandaraya Johor Bahru.

During the campaign's soft launch on 14 October 2025, the Johor state government unveiled several initiatives, with Menteri Besar Dato' Onn Hafiz Ghani targetting 12 million visitors by the end of 2026 and RM42 billion in economic turnover.

Johor's main markets are from Singapore, Indonesia, other members of the Association of Southeast Asian Nations, China as well as countries from the Asia Pacific and the Middle East.

Among the initiatives launched during VJY 2026's soft launch was a strategic collaboration between Tourism Johor, Majestic Johor Tourism Sdn Bhd, Johor Public Transport Corporation and GrabCar Sdn Bhd where VJY 2026 stickers were displayed on public coaches and Grab vehicles to create awareness as the lead-off to the campaign.

Additionally, 20,000 Grab ride promotion codes were also provided at Johor's key tourist attractions for the public and tourists alike to use.

The VJY 2026's soft launch also saw the unveiling of the campaign's theme song, *Persona Johor* or Charming Johor sung by Aina Abdul, which highlighted the culture, art and tourism offerings of Johor's 10 districts while its tagline, *Meh Lah Johor!* extended a friendly welcome to everyone to "come to Johor".

The VJY 2026 video, featuring the state's unique selling points such as its tropical forests and beautiful beaches, which brought out its 'Majestic Johor' theme to the global stage, was also launched alongside the two Panthera Tigris, Cuping and Jucy from Zoo Negara, which have been selected to be the male and female mascots respectively for its campaign.



Cuping, born in 2013 and named after a scar on his ear caused by a bite from his mother, representing the Johoreans' fortitude, tenacity and fighting spirit, while Jucy, born in 2018, was chosen to represent grace, friendliness and hospitality.

Zoo Johor, Malaysia's oldest zoo, where the VJY 2026 soft launch was held, was honoured that day for having received one million visitors since its reopening in August 2024, underscoring its achievement as a family-oriented recreational attraction.

As a build-up to VJY 2026, Tourism Johor invited local and foreign media from Batam, Indonesia to witness the pre-launch event as part of their four-day three-night familiarisation trip.

Their itinerary covered Johor Bahru, Kota Tinggi and the mesmerising islands off Mersing such as Pulau Besar, Pulau Tengah and Pulau Rawa, which are known for their pristine beaches, clear waters and snorkelling activities.



The group visited various tourist attractions, including Sultan Ibrahim Stadium, home of Johor Darul Ta'zim (JDT) Football Club of the Southern Tigers in Gelang Patah; the Desaru Fruit Farm, an agro-tourism site in Kota Tinggi; and three properties of Desaru Development Holdings One Sdn Bhd.

These include The Westin Desaru Coast Resort, Hard Rock Hotel Desaru Coast and The Els Club Desaru Coast, which is more than a golf championship course with 45 holes as the venue is also used for events and team building activities.

At the recent ITB Asia 2025, Asia's largest travel trade show held at the Marina Sands Bay in Singapore, Tourism Johor joined forces with the Johor Economic, Tourism and Cultural Office Singapore in its promotion of VJY 2026 and the state's attractions, which include JDT sport tourism products such as its Stadium and Hummer stretch limousine tours.



In view of the upcoming year-end holiday season, LEGOLAND Malaysia Resort's (LMR) latest LEGO Ferrari Build and Race attraction in Iskandar Puteri is expected to be a major draw for families, Ferrari fans and LEGO enthusiasts regionally.



This new launch will complement the recent debut of its reimagined MINILAND Singapore and the world's first LEGO Flower Garden MINILAND launched earlier this year.

Malaysians and Singaporeans reportedly account for about 60% of LMR's total visitors while the rest come from Indonesia, China, South Korea, Australia, the Philippines and other countries.

Located near LMR, SnowLand Johor Bahru is housed in Medini Mall. Soft opened in May 2025, Johor's first indoor winter-fun attraction, is also gaining traction among the children and families. As the VJY 2026 tagline beckons, *Meh Lah Johor!*



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