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A seamless blend of connectivity, excellence, and five-star comfort at Kuala Lumpur International Airport.

Beyond the movement and momentum of Kuala Lumpur International Airport (KLIA) lies a quieter way to travel, one defined by ease, discretion, and unhurried elegance.

At KLIA, this refined experience is brought to life by Malaysia Airports Holdings Berhad (MAHB) and the KL Airport Hotels (KLAH) Group, redefining what an airport gateway can be. Here, efficiency is seamless, comfort is intuitive, and every transition is thoughtfully orchestrated.

For those who prefer to move effortlessly through the world, Airport FastTrack (AFT) offers a private passage through the airport's formalities. From a discreet curbside welcome to expedited immigration clearance, personalised baggage assistance, and access to exclusive lounges, the journey unfolds smoothly—shielded from queues, crowds, and haste. It is travel as it should be: calm, composed, and impeccably managed.

Just moments away, Sama-Sama Hotel, KLIA continues this sense of tranquillity. Directly connected to Terminal 1 via a covered sky bridge and supported by a 24-hour complimentary buggy service, the five-star hotel offers comfort and convenience just steps from the terminal. Guests enjoy round-the-clock international dining, an outdoor swimming pool, a fully equipped gym, spa, jacuzzi, sauna, and steam room, complemented by thoughtful services including room service, laundry, private parking, and complimentary Wi-Fi—ensuring a seamless and relaxing stay at any hour.

Together, Airport FastTrack and Sama-Sama Hotel transform KLIA into more than a point of arrival or departure. They create a seamless, sophisticated passage—where the airport becomes a place of calm, and the journey itself becomes part of the luxury.

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New MRO Logistics Complex in Subang Aerotech Park to Enhance Malaysia's Competitive Edge

Subang Aerotech Park (SAP), envisioned as the gold standard for the development and management of industrial parks in Malaysia, marked a new milestone with the recent groundbreaking ceremony of the RM80 million Subang MRO Logistics Complex project.

Strategically located within the perimetre of the Sultan Abdul Aziz Shah Airport (SZB) in Subang, Selangor, the 4.42-acre MRO Logistic Complex aligns with the Subang Airport Regeneration Plan to capture the global tier one aviation and aerospace-related operators to the SAP.

Developed by MFMA Industrial Sdn Bhd, a joint venture (JV) between Malaysia Airports (Subang) Sdn Bhd and Mitsui Fudosan (Asia) Malaysia Sdn Bhd, this new industrial development will offer ready-built industrial space designed to support a diverse range of aviation, aerospace and logistics operators.

Offering approximately 254,420 sq ft of gross floor area and multiple tenancy options to accommodate diverse operational requirements, the Subang MRO Complex is expected to be completed in the third quarter of 2027 and begin operations in the next quarter.

Its flexible configuration will cater to both growing enterprises and established industry players requiring rapid market entry as well as small and medium enterprises seeking competitive market rates, Dato' Mohd Izani Ghani, Managing Director of Malaysia Airports said at the ground breaking ceremony.

"The Subang MRO Logistics Complex project broadens our real estate proposition within the SAP."

Apart from the land sublease and build-to-suit offerings, Dato Mohd Izani added, "We are introducing a ready-built, multi-tenant facility that provides greater flexibility for aviation, aerospace and logistics operators seeking efficient and scalable space solutions.

"Together with our partner Mitsui Fudosan, we are widening the range of options available within the park to create an environment that supports long-term industry growth, attract quality investment and further strengthen Subang's position as a centre for aerospace, business aviation and aviation support services."

The Subang MRO Logistics Complex is Malaysia Airports' second JV with Mitsui Fudosan following the successful collaboration of the Mitsui Outlet Park KLIA in Sepang, Selangor. The project also builds on Mitsui Fudosan's first commercial operation outside Japan.

Masayoshi Saito, Managing Director of Mitsui Fudosan (Asia) Malaysia said, "In addition to the dry warehouse facilities, we have expanded our portfolio to include cold storage facilities, factories and data centres in response to evolving market needs.

"Leveraging our extensive development experience both in Japan and overseas, we will develop and build a high-quality facility that can meet the diverse needs of our tenants, including the maintenance, repair and overhaul (MRO) industry at this attractive location."

Saito observed that Malaysia possesses a strong geographical advantage as a potential logistics hub within the Association of Southeast Asian Nations.

As of August 2025, the Mitsui Fudosan Group has developed a total of 68 logistics operations in Japan and 10 overseas, with cumulative investment of 1.3 trillion Yen.

Daisuke Nihei, Minister at the Embassy of Japan said Malaysia's position as a leading aerospace hub in Asia Pacific is well established, ranking third in the region and fourth globally for business aviation MRO activities.

The Subang MRO Logistics Complex is expected to further reinforce Malaysia's standing in the aerospace industry.

Nihei added that this project also symbolises the deep and steadfast friendship between Japan and Malaysia, with next year marking the 70th anniversary of diplomatic relationship between the two countries.

Transport Minister Anthony Loke Siew Fook remarked, "The collaboration between Malaysia Airports and Mitsui Fudosan demonstrates how international partnerships can support Malaysia's aerospace ambitions by combining local expertise with global experience.

"Beyond delivering modern infrastructure, this partnership strengthens our aerospace ecosystem, encourages knowledge exchange and positions Malaysia to capture greater opportunities in the rapidly growing regional MRO market," he added.

Loke hopes to see be more JV projects between the two parties considering that the airport operator has ample land for development.

With Malaysia's strategic location in Southeast Asia (SEA), capable workforce and well-established aviation ecosystem, he envisioned the country's continued growth will be enabled by strong strategic partnerships between governments, industry players, investors and infrastructure providers.

SAP is also home to other aerospace and aviation companies, including RTX's newly launched Collins Aerospace facility, which is located near the Subang eMRO Logistics Complex along Jalan AeroAngkasa U33.

In the vicinity of SZB are BHIC AeroServices Sdn Bhd (BHICAS) and Zenix Aerospace UPECA, where BHICAS, a member of the Boustead Group, specialises in MRO services for rotary- and fixed-wing aircraft, primarily supporting government and defence agencies.

Zenix Aerospace UPECA, on the other hand, manufactures and assembles build-to-print aerostructures for the civil aerospace industry, specialising in the hard and soft-metal machining components and assemblies.

Senior Aerospace, now part of Zenix Aerospace UPECA, is into the production of precision aerospace components and aerostructures for global aviation giants.

Dassault Aviation, a major French aerospace company, also operates a purpose-built MRO facility at SZB through its wholly owned subsidiary, ExecuJet MRO Services Malaysia Sdn Bhd, which serves as a regional hub for business aviation in Southeast Asia (SEA).

ExecuJet MRO Services Malaysia's apprenticeship programme, which aims to develop the next generation of aircraft maintenance professionals to address the industry's challenges in attracting and retaining skilled aviation talent, recently produced its first batch of full-time staff.

The company's ecosystem was highlighted as part of Malaysia's broader national aerospace capabilities under the Malaysia Pavilion in the Farnborough International Airshow 2026 held from 20 to 24 July.

As highlighted by Dato' Mohd Izani, the continued growth of SZB 's aerospace ecosystem depends on having the right supporting infrastructure and skilled talent in place.

MH Enhances Connectivity with China and France's Rail Network

Malaysia Airlines' (MH) recently launched two new direct services from Kuala Lumpur (KUL) to Shenzhen (SZX) and Changsha (CSX), reflecting the growing demand for travel between Malaysia and China, strengthening economic ties and increasing demand for both leisure and business travel.

MH commenced the inaugural flight to SZX and CSX on 1 and 8 July 2026, respectively, with both routes operating seven weekly flights using the Boeing 737-8 aircraft.

Bryan Foong, Chief Executive Officer of Airline Business from Malaysia Aviation Group (MAG), said, "By connecting KUL to these high-growth regional hubs, we are offering travellers greater convenience and flexibility while supporting stronger business, tourism and people-to-people ties between our two countries.

"As we welcome more visitors under the Visit Malaysia 2026 banner, this expansion also brings us closer to our vision of positioning KUL as a premier gateway to Asia and beyond."

With the addition of SZX and CSX, MH now serves nine gateways across China, its second largest international market by number of destinations.

The airline's other destinations in Greater China include Beijing (PKX), Shanghai (PVG), Guangzhou (CAN), Xiamen (XMN), Hong Kong (HKG), Taipei (TPE), and Chengdu (TFU), offering up to 74 weekly flights.

As the official Airline Partner of ITB China 2026, recently held in Shanghai, MH further strengthened its presence in the Chinese market and deepened its engagement with the travel trade, corporate and business event partners.

Meanwhile, the airline recently signed a new codeshare partnership with SNCF Voyageurs, France's national rail operator, integrating seamless rail and air connectivity between Paris' Charles de Gaulle Airport (CDG) and 28 railway destinations across France via its high-speed rail network.

Under the partnership, MH places its marketing code on SNCF-operated rail services through AccesRail's IATA code (9B), enabling customers to book rail segments as part of their onward journeys via CDG on the airline's official website.

All travel is covered under a single booking, offering coordinated connections and simplified transfers.

This latest collaboration reinforces the airline's commitment to expand its MHrail initiative across key global gateways, including strategic hubs such as Seoul (ICN) and London Heathrow (LHR) as part of its broader network and customer experience strategy.

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

Celebrating 28 Years of Timeless Hospitality at Sama-Sama Hotel KL International Airport

Sama-Sama Hotel KL International Airport (KLIA) is celebrating its 28th anniversary with the launch of its special "Forever Young at 28" campaign, paying tribute to nearly three decades of warm Malaysian hospitality, personalised service and memorable guest experiences.

As part of the celebration, guests can enjoy exclusive anniversary privileges, including room rates from RM628+ and 28% savings on food and beverage purchases at participating dining outlets.

They can also indulge in a specially curated In-Room Dining menu featuring signature favourites from just RM28+ per item.

Adding to the celebration, guests born in 1998, the year the hotel welcomed its first guests, will receive a special surprise gift during their stay, subject to terms and conditions.

Sundralingam Kulendra, General Manager of Sama-Sama Hotel KLIA said, "Our 28th anniversary is not only a celebration of the hotel's journey but also a celebration of gratitude and appreciation towards our guests, partners, clients and associates, who have been part of our success story over the years."

Strategically located adjacent to KLIA's Main Terminal, the hotel remains a preferred choice for both business and leisure travellers seeking comfort, convenience and world-class service.

Over the years, the hotel has received numerous accolades, including being named "World's Best Airport Hotel" by Haute Grandeur Global Awards from 2016 to 2026. The hotel was also recognised with awards such as "Best Sustainable Hotel Apartments in Asia" and "Best Culinary Experience in Malaysia."

Earlier this year, Sama-Sama Hotel KLIA became the first hotel in Selangor to receive the Green Hotel certification from the Ministry of Tourism, Arts and Culture.

The hotel's Continents Restaurant also received recognition in the All Day Dining category at the Hospitality Asia Platinum Awards 2026 Series.

Owned by KL Airport Hotel Sdn Bhd, a wholly-owned subsidiary of Malaysia Airports, the hotel's "Forever Young at 28" campaign is now available for booking, with stays valid until 31 December 2026.

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

Award-Winning ADE Secures USD100 Million Financing from QNB Group

Capital A Berhad's maintenance, repair and overhaul (MRO) subsidiary, Asia Digital Engineering (ADE), has received two accolades at the recent Malaysia Aerospace Industry Association (MAIA) President's Award 2026.

In the corporate category, ADE was recognised for its commitment to talent development and workforce empowerment, among other things.

ADE Head of Digital & Innovation Services, Adnan Mansur, received this Leadership Competencies and Development Award from Sim Tze Tzin, Deputy Minister of the Ministry of Investment, Trade and Industry and Naguib Mohd Nor, MAIA President.

In the individual category, Mahesh Kumar, ADE Chief Executive Officer (CEO), received the Aerospace Premiership Award for his leadership and innovation contributions in shaping the aerospace industry.

Naguib said, "We are confident ADE will continue to lead the industry, raise the benchmark for excellence and fly the Malaysian flag proudly on the global aerospace stage."

ADE recently secured a USD100 million financing facility from QNB Group, a leading financial institution in the Middle East and Africa, accelerating its growth trajectory and long-term expansion potential. The financing will support its expansion and capacity growth as one of the fastest growing MRO providers in Asia.

ADE offers end-to-end engineering and maintenance solutions across the region. Its line maintenance network spans 20 airports across the Association of Southeast Asia Nations, supported by base maintenance capability of up to 16 lines alongside its specialised workshops in Kuala Lumpur.

Mahesh commented, "It reflects our financial track record, disciplined execution and clear growth strategy. In just five years, ADE has completed more than 300 C-checks, demonstrating the scale and consistency of our capabilities."

Tony Fernandes, Capital A CEO remarked, "What started as an internal engineering capability serving AirAsia has evolved into a fast-rising aviation services business supporting multiple global airlines and attracting serious institutional support."

At its core, ADE continues to drive digital and innovation-led transformation through its proprietary platforms, AEROTRADE and ELEVADE, which are reshaping aircraft parts procurement and enabling comprehensive aircraft health management across Asia.

Besides being recognised as an Approved Maintenance Organisation in 18 countries, ADE also holds the European Union Aviation Safety Agency (EASA) Part 145 certification and the United States' Federal Aviation Administration certification.

For more information, visit **www.ade.aero**

Batik Air Malaysia's New Routes to Sydney and Shanghai

The launch of Batik Air Malaysia's (OD) new direct daily services from Kuala Lumpur (KUL) to Sydney (SYD), Australia, and Shanghai (PVG), China, operated using the Airbus A330-300 aircraft, marks a significant milestone in the airline's long-haul network expansion.

OD's inaugural daily flight from KUL received a ceremonial water salute upon its arrival at SYD on 1 July 2026.

Celebrating its return journey, a send-off ceremony was held in SYD with passengers presented with commemorative goodie bags by Jamilah Abdul Halim, Director of Tourism Malaysia Sydney and other representatives.

Upon its arrival in Kuala Lumpur, the flight was welcomed with a festive reception featuring the Visit Malaysia 2026 campaign mascots, Wira and Manja.

Among those in attendance were Datuk Musa Yusof, Deputy Director General (Promotions) of Tourism Malaysia, and representatives from Malaysia Airports.

This new direct service complements OD's existing KUL to SYD operations via Bali, providing travellers with more choices, additional capacity and enhanced schedule flexibility onboard its widebody aircraft.

Australia, a key source market for Malaysia, welcomed 213,378 Australian visitors as of May 2026, up 7.2% year-on-year.

The sustained growth reflects strong demand across leisure, education, business as well as visiting friends and relatives travel.

As a strategic regional hub, KUL also offers seamless onward connections to OD's extensive domestic and regional network.

On the domestic front, the airline increased its flight frequency to twice daily from KUL to Bintulu (BTU) in Sarawak on 20 July 2026.

Meanwhile, OD's earlier launch of its KUL-PVG service on 23 June 2026 further expanded its presence in China, complementing its existing network to Guangzhou (CAN) and Chengdu (CTU).

Operating more than 1,400 weekly flights to over 60 destinations across 21 countries, OD has a fleet of seven Airbus A330-300 aircraft, 47 Boeing 737-8 aircraft and Boeing 737-800 aircraft.

The airline carried more than 8.4 million passengers in 2025 compared with 6.6 million in 2024.

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

Eraman Unveils Reimagined Flagship Retail Destination at KLIA Terminal 2

Malaysia Airports' duty-free and travel retail arm, Eraman, has unveiled its upgraded its Duty Free Emporium, located near Gates P and Q of the International Departure Hall of KL International Terminal 2 (KLIA Terminal 2).

Spanning over 1,194 square metres, the flagship store operates 24 hours daily.

The refreshed retail space features an expanded portfolio of international and homegrown brands across key product categories, including perfumes and cosmetics, premium chocolates, confectionery, liquor, and tobacco.

The beauty and fragrance zone showcases world-renowned brands such as Chanel, Lancôme, Gucci, Versace, BOSS, Calvin Klein, Carolina Herrera, Burberry, Orchid and Coach.

The store's premium beauty portfolio will be further enhanced with the upcoming addition of Charlotte Tilbury and NARS.

Its confectionery section features a wide selection of fine chocolates from renowned international brands, including Lindt, Hershey's, Toblerone, Ferrero Rocher, and Ritter Sport.

It also showcases popular local brands such as Beryl's, Sunshine Kingdom, Malsa, Scentful, Danson, Choc O Time, and Fidani, offering travellers a taste of Malaysia.

Eramen's Duty Free Emporium also offers a curated selection of premium spirits that cater to diverse tastes and preferences.

Beyond its retail offerings, the store features a dedicated experiential zone designed to enrich the traveller's journey.

The CHOYA Experience showcases the world's top producer of the Japanese beverage, umeshu, besides highlighting the rich heritage and craftsmanship behind the premium Nanko ume plum liquer.

The transformation of Eraman's redesigned Duty Free Emporium at KLIA Terminal 2 reflects its commitment to elevating the airport retail experience through strategic brand curation and immersive customer engagement.

The initiative aims to encourage travellers to arrive earlier and explore the store's diverse offerings, while supporting efforts to strengthen KLIA's position as a leading regional travel retail hub.

In conjunction with Eraman's Duty Free Emporium's grand reopening at KLIA Terminal 2, travellers who spend a minimum of RM250 in a single receipt can redeem a RM20 shopping voucher.

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

AirBorneo to Enhance ASEAN Connectivivty

AirBorneo's (MY) recent launch of its inaugural flight from Kuching (KCH) to Kuala Lumpur (KUL) marks the beginning of its domestic network expansion, followed by the next phase of its international growth with the inaugural KCH to Singapore (SIN) flight two days later on 22 July 2026, coinciding with Sarawak Day.

As MY Chairman Datuk Amar Mohamad Abu Bakar Marzuki pointed out, "It reflects our commitment to strengthening connectivity, expanding opportunities and supporting Sarawak's long-term economic aspirations. Aviation connectivity is central to Sarawak's future."

Sarawak Premier, Datuk Patinggi Tan Sri (Dr) Abang Abdul Rahman Zohari Tun Datuk Abang Openg reiterated that MY's objective is to provide travellers, especially those from Sabah and Sarawak with more options and reasonable fares.

As such, fares for MY's twice-daily Kuching–Kuala Lumpur service are fixed at RM375 one-way in Economy Class throughout the year, while one-way fares for its daily Kuching–Singapore service start from RM399 in Economy Class and RM871 in Business Class.

MY operates both services using wet-leased Boeing 737-800 aircraft.

The inaugural flight was also attended by the Sarawak Premier, who was on board MY5005 from KCH to KUL, accompanied by other Sarawak Ministers such as Transport Minister, Dato Sri Lee Kim Shin and Minister of Tourism, Creative Industry and Performing Arts, Dato Sri Abdul Karim Rahman Hamzah.

The flight was welcomed by Deputy Prime Minister, Dato' Sri Datuk Amar Fadillah Yusof; Minister of Tourism, Arts and Culture, Tiong King Sing; Malaysia Airports Chairman, Tan Sri Dr Azmil Khalid and key representatives from the Ministry of Transport.

The Sarawak Premier said MY's next move is to strengthen its ASEAN connectivity, revealing that the airline will launch flights to Jakarta (CGK), Indonesia, within two months.

"Our priority remains to deliver safe, reliable and high-quality service while continuously enhancing the travel experience for our passengers."

MEGAT ARDIAN MOHD AMINUDDIN
Chief Executive Officer at Airborneo

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

Turkish Airlines' Codeshare Deal with South African Airways

Turkish Airlines (TK) and South African Airways (SAA) have officially launched their new codeshare partnership, effective 15 July 2026, following the signing of the agreement in Geneva, Switzerland, on 4 December 2025.

Through this strategic collaboration, customers will benefit from seamless travel options between Turkiye and Africa, improved connectivity across both airlines' networks and enhanced access to major destinations worldwide.

Ahmet Olmuştur, TK Chief Executive Officer (CEO) said, "We are glad to bring together our complementary networks, thus offering our guests more convenient travel options."

He added that the airline was recently recognised by the Airline Passenger Experience Association (APEX) as Europe's Best Food & Beverage airline for the fifth time.

"This award speaks to the passion and craftsmanship our teams pour into every meal we serve above the clouds, starting from menu design to the moment it reaches our guests."

APEX Group CEO Dr Joe Leader remarked, "Its food and beverage experience does not simply satisfy passengers, it tells a story of place, care, generosity, and aviation leadership."

Through TK's Flying Chef programme, diverse onboard menu offerings and continuously evolving catering concepts, the flag carrier brings a distinctive gastronomic experience across its global network that spans over 130 countries in six continents.

From January to May 2026, the airline carried 36.4 million passengers, a 7.3% increase compared to the same period in 2025.

In May 2026, Turkish Airlines recorded its highest-ever monthly passenger volume, carrying 7.9 million passengers, while maintaining strong international and domestic load factors of 84.0% and 84.4%, respectively.

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

Lion Air Launches More Direct Flights to Kuala Lumpur

Indonesia's privately owned low-cost carrier, Lion Air (JT), continues to expand its international network with the launch of several new direct services to Kuala Lumpur (KUL). The latest addition is a daily service from Lombok (LOP), West Nusa Tenggara, which commenced on 1 July 2026.

Through this new route, travellers can access not only Malaysia's capital city but also onward connections to more than 40 destinations across Asia, Australia and the Middle East.

For Umrah pilgrims, this new route provides a comfortable travel option via KUL with onward connections to Jeddah (JED) in Saudi Arabia and beyond.

At the same time, globally renowned attractions in Lombok—including Mandalika, the Gili Islands (Gili Trawangan, Gili Meno, and Gili Air), Mount Rinjani, UNESCO Global Geopark sites, charming tourism villages, and the rich cultural heritage of the Sasak people—are now more accessible to international travellers.

Within Malaysia, JT's network includes Kota Bharu (KBR), Tawau (TWU), Miri (MYY), Sibu (SBW) and Bintulu (BTU).

In addition, passengers can conveniently connect via Lion Air to Medan (KNO), Padang (PDG), Pekanbaru (PKU), Batam (BTH), and many other destinations across Indonesia.

Earlier on 29 June 2026, the airline commenced its maiden twice weekly flights from Banjarmasin (BDJ) on the island of Kalimantan to KUL as part of its international network expansion.

The airline deploys the Boeing 737-800NG and B737-900ER aircraft for its regional and international operations.

Earlier, on 29 June 2026, the airline launched its inaugural twice-weekly service from Banjarmasin (BDJ) in Kalimantan to Kuala Lumpur (KUL) as part of its ongoing international network expansion.

Lion Air operates Boeing 737-800NG and Boeing 737-900ER aircraft on its regional and international routes.

For more information, visit **www.lionair.co.id**

VietJet Air Earns Dual Recognition at HR Asia Awards 2026

Vietjet Air (VJ) has been named one of the Best Companies to Work for in Asia at the HR Asia Awards 2026 for the sixth consecutive year.

The airline also received its first HR Asia Diversity, Equity & Inclusion Award, honouring its commitment to building an inclusive, people-centric workplace.

Organised annually by HR Asia, the awards recognise organisations with outstanding human resource practices, high employee engagement and strong workplace culture across the region.

As Vietnam's largest private carrier, VJ currently employs nearly 10,000 people from more than 68.

Nearly 30% of VJ's workforce comprises young professionals aged between 20 and 30, bringing innovation, creativity and fresh perspectives to the airline's continued growth.

The airline continues to invest in employee development through its international aviation training centre, Victoria Aviation Academy.

The dual recognition from HR Asia comes as VJ continues to strengthen its presence in Malaysia, one of its key regional markets.

The airline increased its Kuala Lumpur (KUL) to Ho Chi Minh City (SGN) service to twice daily from July 3, 2026, expanding its capacity to meet growing demand for leisure and business travel within the Association of Southeast Asia Nations (ASEAN) region.

VJ is offering a 20% discount on its Deluxe and SkyBoss fares, excluding taxes and fees, for its KUL to SGN and KUL to Hanoi (HAN) services until 31 August 2026.

As part of its network growth strategy, the airline also increased its domestic flight capacity across Vietnam.

During the peak travel season, VJ expects to operate more than 500 flights daily and offer over 8.8 million seats across its network.

As the Official Airline Partner of the four ASEAN United Football Confederation events - ASEAN Hyundai Cup, ASEAN Club Championship Shopee Cup, ASEAN Women's MSIG Cup and ASEAN U-23 Championship – VJ will be connecting fans and destinations across this region.

To Viet Thang, VJ Standing Vice President said, "Through aviation and sports, we aim to foster regional connectivity, showcase Southeast Asia to the world and create greater opportunities for sustainable development."

For more information, visit **wwww.vietjetair.com**

Malaysia's Tourism Momentum Surpasses Pre-Pandemic Milestones

Stronger promotions, a wider range of tourism products and events supporting the Visit Malaysia 2026 (VM2026) campaign, coupled with improved regional air connectivity, have helped Malaysia to record 21.12 million international visitor arrivals in the first half of 2026 (1H2026)

The figure represents 2.5% year-on-year (Y-o-Y) increase and is 17.7% higher than the pre-COVID-19 pandemic level in 2019.

According to the Ministry of Tourism, Arts and Culture (MoTAC), the growth was driven mainly by the Association of Southeast Asian Nations market, which contributed 72.8% of the total arrivals.

Neighbouring Singapore led regional growth with a sustained increase of 4.4%, while emerging markets such as Cambodia, Myanmar and Laos posted strong increases of 52.3%, 45.9% and 25.4% respectively.

East Asia recorded a 12.7% growth, with China maintaning strong double-digit Y-o-Y growth, supported by visa-free policies and robust flight connectivity.

Additionally, the Central Asia market grew by 23.3%, while Oceania increased by 7.4%, driven by Australia's double-digit YoY growth of 11.4%.

The Americas also recorded a 4.9% increase, while Europe achieved significant milestones, reaching historic highs in the early months of 1H2026.

Contributing to Malaysia's improved 1H2026 performance were major events such as the inaugural Rain Rave Water Music Festival held in Bukit Bintang, Kuala Lumpur (KL).

Co-organised by Tourism Malaysia, the event generated RM392.23 million nationwide in economic returns over its three-day duration and attracted 100,000 foreign tourists to Malaysia's capital city.

In the second half of 2026, Tourism Malaysia brought back Citrawarna, held from 24 to 26 July at Dataran Merdeka in KL, as one of its flagship events under the VM2026 campaign.

Themed 'The Rhythm, The Soul, The Nation, this event is built around four signature experiences: Colours of Parade, Colours of Flavour, Colours of Culture, and Colours of Art.

The Colours of Parade featured 3,500 performers, representing Malaysia's 13 states, three Federal Territories, while showcasing the traditions, stories and identities of its multicultural communities.

The launch of Citrawarna 2026 was attended by the Prime Minister, Dato' Seri Anwar Ibrahim, Dato Sri Tiong King Sing, Minister of Tourism, Arts and Culture, as well as key members from his ministry and Tourism Malaysia.

Citrawarna 2026 also invited visitors to experience Malaysia's rich cultural heritage through hands-on activities such as batik painting, ketupat weaving and traditional culinary experiences, in line with the immersive offerings promoted under the VM2026 campaign, which has now been extended to 2027.

The event attracted over 700 international visitors through specially curated travel packages, with participants coming from markets such as China, India, Mauritius, Japan, Vietnam, Indonesia, Singapore, Kazakhstan, Italy, the Netherlands, Switzerland and France.

Tourism Malaysia also hosted 55 international media and trade delegates from Australia, Bangladesh, Cambodia, China, India, Indonesia, Laos, South Korea, Sri Lanka, Taiwan, Thailand, Vietnam and the Philippines.

Under its five-day mega familiarisation programme, the delegates witnessed the colourful launch of Citrawarna 2026, visited key attractions in the Klang Valley and participated in a cultural tour to Kuala Selangor.

Tourism Malaysia's Calendar of Events (CoE) also features a range of sports and lifestyle events, including the 2026 China GT Championship season finale, which will be held at the Sepang International Circuit (SIC) in Selangor from 6 to 8 November.

Recently added to the CoE is the Formula 1 (F1) Gulf Air Bahrain Grand Prix (GP), organised by the Federation Internationale de l'Automobile (FIA), which will take place at the SIC from 2 to 4 October, following after the relocation of the Bahrain race due to the ongoing conflict in West Asia, which created geopolitical unrest and safety concerns.

Under the current intergovernmental agreement for the October afternoon races, Bahrain will cover the costs of hosting the event, while Malaysia will oversee operational duties.

Dato' Seri Anwar said that Malaysia was chosen to host the event because it was recognised as a peaceful country with a stable economy and strong diplomatic ties with many countries.

Since the announcement of this one-off race on 26 July 2026, hotel reservations and international flight bookings to Kuala Lumpur (KUL) have surged, according to online booking platforms such as Trip.com Malaysia and Booking.com.

Previous F1 events held in Malaysia have been instrumental in drawing visitors and creating spillover benefits for hotels, restaurants, transport operators, retailers and local businesses.

Also taking place in October 2026 from 3 to 4 is the annual KL Standard Chartered Marathon while the 30th edition of the Petronas Le Tour de Langkawi 2026 will wrap up its race across Peninsular Malaysia on 4 October 4 in Putrajaya, Malaysia's administrative capital city.

Additionally, The Petronas GP of Malaysia will be held at SIC from 30 October to 1 November 2026, further supporting Malaysia's position as a motorsports, lifestyle and experiential tourism hub.

Tourism Malaysia expects to sustain its momentum in attracting more visitor arrivals through an expanded event calendar and continuous promotional efforts with strategic partners under its VM2026-2027 campaign.

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