



PRESS RELEASE

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BRITISH AIRWAYS RESUMES KL-LONDON DIRECT ROUTE

KUALA LUMPUR, 28 May 2015: United Kingdom's flagship airline British Airways landed at KLIA earlier today, completing its inaugural flight of the recently reinstated Kuala Lumpur – London direct route, which comes more than a decade since it last served this route in 2001.

The service, which flies direct daily, will be operated by a four-cabin Boeing 777-200ER, with a capacity of 291 people.

"As Malaysia's economy grows, it is becoming an even more important trading partner with the UK, and Britain has long been a favourite destination for Malaysians to shop, to experience historical sites and culture, and to study. There's no better time to fly with British Airways to London and beyond," commented Jamie Cassidy, British Airways' Area General Manager for the Asia Pacific, Middle East and Africa.

This new development bodes well for Malaysia's tourism industry, of which the United Kingdom has always been a major market. Last year, Malaysia received almost 450,000 tourist arrivals from the UK, and with the resumption of this direct route, that number is expected to jump to 500,000 this year.

"I am encouraged by the return of this direct route, which demonstrates British Airways' confidence in Malaysia's tourism industry. Connectivity is the heart of tourism, and I am sure that the reestablishment of this direct route will help increase tourist arrivals and receipts between our two nations," said Dato' Mirza Mohammad Taiyab, Director General of Tourism Malaysia at the welcoming ceremony earlier today.

Among the passengers of this inaugural flight was a delegation of 22 people consisting of VIPs from British Airways and media representatives from UK and Europe. They received a warm welcome by the Deputy Minister of Transport Malaysia, YB Dato' Aziz Kaprawi, Managing Director of Malaysia Airports, Y.Bhg Datuk Badlisham Ghazali, as well as Director General of Tourism Malaysia, Dato' Mirza.

After the event, the delegation will attend familiarisation tours hosted by Tourism Malaysia to various tourist destinations around the country, namely Kuala Lumpur, Langkawi, Pulau Pangkor and Pulau Pinang.



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For more media releases, media info and media features on Malaysia's tourism industry, kindly visit the Media Centre of Tourism Malaysia's website at <http://www.tourismmalaysia.gov.my/>

MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA is an agency under the Ministry of Tourism & Culture, Malaysia. Tourism Malaysia focuses on the specific task of promoting Malaysia at all levels. Since its inception, Tourism Malaysia has grown by leaps and bounds and it has emerged as a major player in the international tourism scene. In 2014, Malaysia registered 27.4 million tourist arrivals and RM72 billion in receipts, making tourism its second largest foreign exchange earner.

Malaysia celebrated its fourth **VISIT MALAYSIA YEAR (VMY)** in 2014 with the theme "Celebrating 1Malaysia Truly Asia". The promotion of the country continues with the **MALAYSIA YEAR OF FESTIVALS (MyFEST)** campaign in 2015 with the theme "Endless Celebrations" emphasising the various festivals celebrated by its multicultural society. Both campaigns are key drivers towards achieving the country's target of 36 million tourist arrivals and RM168 billion in receipts by 2020, as outlined in the Tourism NKEA (National Key Economic Area).

Through the Tourism NKEA, collaborative efforts between the Ministry of Tourism and Culture, other Government agencies and the private sector have been enhanced to help secure Malaysia's position as a leading tourist destination. The targets set under the Tourism NKEA will be achieved through the implementation of twelve Entry Point Projects (EPPs) clustered under five themes: Affordable Luxury; Nature Adventure; Family Fun; Events, Entertainment, Spa and Sports; and Business Tourism.

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