



PRESS RELEASE

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MALAYSIA WELCOMES INAUGURAL JIN AIR FLIGHT TO KOTA KINABALU

Kota Kinabalu International Airport, 22 December 2014: The Deputy Director General of Tourism Malaysia Dato' Haji Azizan Noordin, as well as representatives from Sabah Tourism Board personally welcomed passengers aboard the Jin Air inaugural flight arriving at Kota Kinabalu International Airport, Sabah, from Incheon, Korea, today.

Beginning today, the Boeing 737-800 aircraft operates the Incheon – Kota Kinabalu route with a capacity of 183 passengers on each flight. It runs 7 times per week during peak period, and 4 times per week during non-peak period.

In conjunction with the new flight, Tourism Malaysia has partnered with Jin Air to promote Malaysia over a 3-month campaign. The promotion campaign is expected to make a total of 86 flights, bring in an estimated 15,738 passengers between 22 December 2014 and 29 March 2015. This effort is in line with the Tourism National Key Economic Area (NKEA) initiative to enhance connectivity to priority medium-haul markets.

Kota Kinabalu has recently emerged as a favourite destination among Koreans. During the first nine months of 2014, a total of 90,225 Korean tourists travelled to Sabah, an increase of 17 percent compared to the same period last year. In 2013, a total of 106,203 Koreans visited Sabah, an increase of 32.1% compared to the previous year. Malaysia recorded a total of 274,622 Korean tourist arrivals in 2013.

Background on Jin Air

Jin Air Co. Ltd is a low cost airline established in 2008 in South Korea. It is a fully owned subsidiary of Korean Air. Jin Air currently operates flights to 16 international routes from Seoul/Incheon to Okinawa, Nagasaki, Sapporo, Fukuoka, Chiang Mai, Bangkok, Vientiane, Clark, Cebu, Kota Kinabalu, Macau, Hong Kong, Guam and 3 international routes from Jeju to Shanghai, Xi'an, Quanzhou and 1 domestic route from Gimpo to Jeju.

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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 2013, Malaysia registered 25.7 million tourist arrivals and RM65.4 billion in receipts, making tourism its second largest foreign exchange earner and the sixth highest contributor to its Gross National Income (GNI).

Malaysia is celebrating 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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