

MEDIA RELEASE

AIRASIA CONNECTS TAIPEI AND KOTA KINABALU, SABAH



From left: Ms Kathleen Tan, Regional Head of Commercial, AirAsia Group, and Mr. Muhamad Nasir Pahmi, Director of Malaysia Tourism Promotion Board, unveiled the promotion fare of new Taipei - Kota Kinabalu route, flanked by AirAsia's cabin crew.

AirAsia, the "Best Airline of the Year 2009," will soon connect Taipei and Kota Kinabalu, Malaysia, on a daily basis with the launch of its direct daily flights between the two cities. The announcement, made on 25 November, makes Malaysia more accessible to the Taiwanese as a holiday destination. The route is now open for sale with direct flights commencing on 15 January 2010.

Besides Kota Kinabalu, AirAsia also connects Taipei to Kuala Lumpur, Malaysia's capital city, with its daily flights.

Although shadowed by economic uncertainties, AirAsia is confident that aggressive marketing and low fares will be entice not only holiday makers, but the Taiwanese public and Malaysians who reside, work and study in Taiwan to fly home to connect with their families and friends frequently.

Ms Kathleen Tan, Regional Head of Commercial AirAsia group said, "The timing of our inaugural (Taipei – Kota Kinabalu) flight in January is great as we can ride on the peak Chinese New Year season at both ends. Kota Kinabalu, famed for its natural wonders and its scenic beauty, is equally captivating to Taiwanese. We have studied the growing travel interests from both ends and it's a perfect fit with AirAsia as the integral connecting bridge."

Mr. Muhamad Nasir Pahmi, Director of Tourism Malaysia office in Taipei said, "We are working very closely with AirAsia and hope to raise more awareness and interest into the hidden gems of East Malaysia. Kota Kinabalu has so much potential that can captivate and interest our friends from Taiwan. This new route, which is due to begin in January 2010, will help to enhance that interest into a catalyst of culture. There's simply so much to do, see and experience in Sabah. We invite and usher the opening of a new doorway into this exclusive realm of wonders."

The new AirAsia route will open up a gateway for Taiwanese to visit Sabah, and via affordable domestic flights, to the rest of Malaysia. Kota Kinabalu, the capital city of Sabah, has the most developed tourism infrastructure for gentle beach life or more active watersports, which has made this beautiful coast one of the most coveted tourist destinations of the world. Mount Kinabalu is one of the stunning tourist attractions in Sabah luring tourists with its magnificence and grandeur. Situated in Sabah's Kinabalu Park, Mount Kinabalu is among the highest mountains in Southeast Asia with a height of 4,095 meters above sea level. Other primary attractions of Sabah are its outstanding national parks, which include Kinabalu National Park, the Crocker Range Park, and the Sepilok Orang Utan Sanctuary. Sabah is also the gateway to fascinating cultures, beautiful scenery and magical islands -- from the world-famous Sipadan

Island, famed as a diving paradise, to the Tunku Abdul Rahman Marine Park, a cluster of islands with rich marine life.

The new route will be serviced by the Airbus A320 aircraft with a 180 passenger capacity. To date, AirAsia and AirAsia X now fly direct to Kuala Lumpur (1 flight daily) and Kota Kinabalu (1 flight daily beginning 15 January 2010). With excellent air connectivity between Taipei and Kota Kinabalu, mutual economic benefits can be expected as AirAsia's low fares and innovative services will definitely stimulate more travel both inbound and outbound from these two destinations. Taiwanese visitors to Malaysia must apply for a social visit visa that costs NT\$ 240 that is valid for 2 months.

FLIGHT SCHEDULE

Flights From	Departure / Arrival	Flight No	Frequency
KOTA KINABALU - TAIPEI	06.00am / 09.20am	AK 6318	DAILY
TAIPEI – KOTA KINABALU	09.50am / 13.10pm	AK 6319	DAILY

For more information on AirAsia, please contact the communications team:

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Issued by: Communications & Publicity Division, Tourism Malaysia

Date: 30 November 2009

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