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PRESS RELEASE

Minister Riyas welcomes Malaysia Airlines' decision to operate additional service to Kerala

'Decision will strengthen Look East strategy'

Thiruvananthapuram, April 25: Tourism Minister Shri P A Mohamed Riyas has welcomed Malaysia Airlines' decision to increase the frequency of flights between Kuala Lumpur and Thiruvananthapuram from four flights to five a week from June 6, saying it will help increase tourist footfall to Kerala from the Asia Pacific region.

Significantly, the decision comes in the wake of Kerala Tourism partnering with Malaysia Airlines as part of its Look East strategy to scale up footfall of tourists to the state from the region.

Malaysia Airlines, in a statement, had announced introduction of additional frequency of flights from Kuala Lumpur to Thiruvananthapuram from June 6 onwards.

The increased frequency will play a vital role in connecting Kerala capital to Asia Pacific region in line with the "Look East" policy being actively pursued by the state, Malaysia Airlines said in a release.

Malaysia Airlines is the only full-service premium carrier operating in the route, connecting the state seamlessly to the Asia Pacific region, it said.

Earlier this month, Kerala Tourism officially launched its Look East initiative to explore the vast Asia Pacific markets in collaboration with Malaysia Airlines.

The strategic initiative took off with a familiarisation (FAM) tour of tour operators and social media influencers from eight countries, besides holding a B2B meet.

Shri Riyas had then termed the collaboration with Malaysia Airlines as a giant leap towards the strategic vision of expanding Kerala's outreach globally, by opening a new direction for Kerala Tourism to explore new markets."

Around 40 tour operators and 17 top social media influencers from Australia, China, Indonesia, Japan, Korea, Malaysia, New Zealand, Singapore, Taiwan, Thailand and Vietnam, had joined the FAM trip, showcasing the picturesque landscape and immense tourism potential of the state.

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