

## Malaysia Airlines launches global new year campaign for 2026

- A Monitor Desk Report

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Dhaka: Malaysia Airlines has kicked off 2026 with the launch of its global new year campaign, themed “Time for New Chapters,” encouraging travelers to plan ahead for a year of travel, discovery, and new experiences.

The campaign is open for bookings from January 6 to 20, 2026, with travel valid from January 6 to November 30, 2026. Designed to support a wide range of travel needs — from leisure holidays and family visits to milestone trips and business travel — the initiative positions the new year as a turning point for forward planning.

As part of the promotion, Malaysia Airlines is offering new year return fares from USD 321 all-in. Members of the airline’s Enrich loyalty program will receive an additional 5 percent discount. Non-members can sign up during the campaign period to enjoy the same benefits.

The campaign highlights Malaysia Airlines' expanding network, including recently launched routes to Cebu, Siem Reap, and Krabi through sister airline Firefly, as well as established destinations such as London, Seoul, and Shanghai. With Kuala Lumpur as its central hub, the airline aims to support the spirit of Visit Malaysia Year 2026, positioning the city as a key gateway into Asia and beyond.

Passengers travelling on the airline's next-generation A330neo aircraft can expect enhanced comfort, featuring ergonomically designed seats, quieter cabins, and larger high-definition in-flight entertainment screens. The A330neo currently operates on routes including Tokyo, Bali, Melbourne, Sydney, and Auckland, reflecting Malaysia Airlines' ongoing fleet modernization efforts.

Across selected aircraft, travelers also have access to Bluetooth-enabled in-flight entertainment and complimentary Wi-Fi via MHconnect, allowing them to stay connected throughout their journey.

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