

# ISSUE 205

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## WEEKLY INSIGHTS

## HOSPITALITY INDUSTRY NEWSLETTER



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# Domestic arrivals to Sabah increase by 700pc, says Sabah Tourism Board CEO

Domestic arrivals to Sabah have increased by 700 per cent in December 2021 compared to the same month the year before since the state allowed interstate travel last year.

Sabah Tourism Board (STB) chief executive officer Noredah Othman said Sabah saw an influx of domestic visitors since the state opened for interstate travellers in December 2021.

“We saw how important it is for us to depend on domestic travellers.”

She said the STB was working on reviving the tourism industry and reconnecting with industry players based on its four pillars, which included convincing travellers to return to Sabah; looking into potential segments like community-based tourism, medical tourism and niche tourism; supporting local industry players; and restoring connectivity to Sabah. [READ MORE](#)



# Tourism Malaysia survey: Indonesian tourists looking forward to visiting Malaysia

Apart from recreation, Indonesian tourists are looking forward to coming back to Malaysia to meet family members and seek medical treatment.

This was revealed in Tourism Malaysia's four-day survey at the 'Astindo Hybrid Travel Fair' organised by the Association of Air Ticketing Companies in Indonesia (Astindo).

The main tourist locations in Kuala Lumpur, Penang, Johor and Genting Highlands are very much missed by tourists, according to Tourism Malaysia's director of marketing in Jakarta, Niko Johan Tanosa. [READ MORE](#)



# Ascott upbeat on Malaysia, eyes footprint expansion

The Ascott Ltd, the lodging business arm of Singapore's CapitaLand Investment Ltd, is expanding its presence in Malaysia, despite the ongoing Covid-19 pandemic,

Mondi Mecja, Ascott's country general manager for Malaysia, said that there are plans to open three more properties in Kuala Lumpur and Penang by the third quarter of this year.

He said that with a significant global brand presence in hospitality and tourism, Ascott will continue to expand its footprints in Malaysia.

"We are excited to bring this positive momentum into 2022 and introduce more of what Ascott has to offer," he said at the official opening of Ascott Gurney Penang on Thursday (March 3).

Plenitude Bhd owns the Ascott Gurney Penang, a 37-storey building with 271 apartments that took over the space of the former The Gurney Resort Hotel and Residences. [READ MORE](#)



# Ascott makes Oman debut with Citadines Al Ghubrah Muscat

The Ascott Limited, the leading international lodging owner-operator, has entered the Omani market with the launch of its vibrant brand Citadines in the capital of Oman.

Citadines Al Ghubrah Muscat opened its doors to guests, and commemorates its presence with a Special Opening offer of Triple ASR points and up to 60% off on bookings, as part of its Ascott Star Rewards (ASR) loyalty programme.

The Ascott Limited brings an innovative perspective of the authentic ‘apart-hotel’ concept to the country, through a new 96-unit stellar property, specially designed for the versatile and independent global citizen; delivering a fresh, functional and fulfilling lifestyle to every type of guest. [READ MORE](#)



# Narai Hospitality to Launch Luxury Hotel Brand in Thailand

Narai Hospitality Group is expanding its business into the luxury hotel market with the launch of Marasca Hotels & Resorts.

The first hotel under the new brand, the 18-key Marasca Khao Yai, is scheduled to open in late-2022, followed by the Marasca Koh Samui in 2023.

Marasca Hotels & Resorts—a collection of intimate, casual luxury escapes in unique locations that promise ‘cherry-on-top’ moments and experiential stays.

The brand’s debut property, Marasca Khao Yai, is located in the scenic mountain range of Khao Yai, an UNESCO World Heritage Site about 2 hours by car from Bangkok. [READ MORE](#)



marasca™

# Accor Signs ibis Hotel in Chiang Mai

Accor is expanding its partnership with Boutique Corporation Public Company Limited for a new development project in Chiang Mai, Thailand. The partnership will see the debut of the iconic ibis brand in the mountainous northern region, with the newly signed ibis Chiangmai Nimman Journeyhub scheduled to open mid-2023.

With a forward-looking modern design that reflects the unique character of Chiang Mai, this vibrant hotel will feature 143 comfortable guestrooms, a restaurant, swimming pool, and gym.

Accor is one of the largest international operators in Thailand with 88 hotels across 13 destinations and a strong pipeline of 17 committed projects across the country. ibis Chiangmai Nimman Journeyhub will become the 12th ibis hotel in Thailand and will join a collection of over 1,200 ibis addresses globally across 65 countries. [READ MORE](#)

