

# ISSUE 208

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## WEEKLY INSIGHTS

## HOSPITALITY INDUSTRY NEWSLETTER



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# Berjaya Land partners with SESB to develop eco-tourism in Sabah

Berjaya Land Bhd (BLand) is collaborating with Sabapak Eco Sdn Bhd (SESB) to jointly develop a Sustainable Tourism Destination in Sabah.

The two parties inked a Memorandum of Understanding for this purpose under which they will jointly formulate a comprehensive sustainable plan to develop and transform part of Gaya, Sapi and Bohey Dulang Islands into a prime destination for eco-tourism.

SESB is a wholly-owned subsidiary of Sabah Parks' board of trustees, which was created in 2002 but was only activated in January 2022 to boost the development of new potential tourist destinations as well as to promote a sustainable economic growth in Sabah. [READ MORE](#)



# Seacera in JV with Mlabs unit to develop holiday villas worth RM156m GDV in Terengganu

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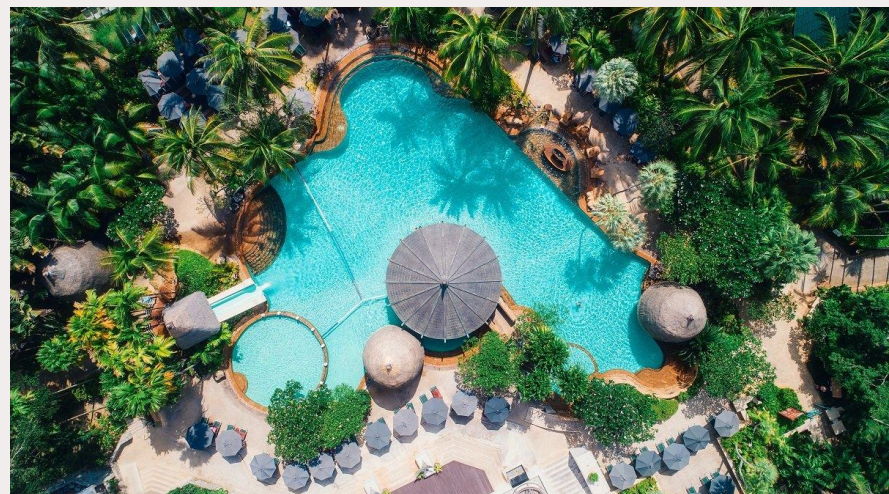
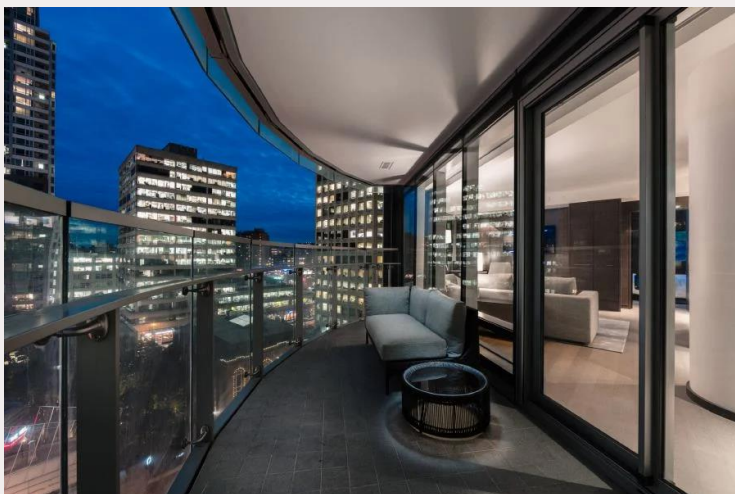
# TA Global launches Paradox, a Canadian hospitality brand

TA Global Bhd has announced the launch of the Paradox collection of hotels and resorts on March 21. Paradox is a Canadian-born boutique hospitality brand, and the brand stands out from traditional hospitality norms through a series of quirky, cultured and highly experiential offerings.

Paradox will make its debut in Vancouver, Canada, with its flagship hotel, Paradox Hotel Vancouver, set to open its doors in April this year. The brand will also be introduced in Southeast Asia, with Paradox Resort & Residences Phuket that was recently opened in January and Paradox Singapore Merchant Court at Clarke Quay in April.

In a statement, TA Global chief executive officer Tiah Joo Kim said the hospitality sector is currently going through a key moment of transformation as technology and social media are quickly changing the way we travel and interact with others. The company recognised a shift was occurring in how people engage with each other and also with the built environment.

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# Holiday Inn Express & Suites opens in JB

The opening of the new 203-roomed Holiday Inn Express & Suites yesterday could not have had a more propitious timing, what with the border reopening with Singapore on April 1.

Johor Baru Mayor Datuk Mohd Noorazam Osman said the hotel, located in Jalan Syed Mohamed Mufti, enjoyed several advantages from the word go.

"It's a strategic location in the heart of the city, the timing of its opening to coincide with the border reopening with Singapore, and the several domestic tourism packages it offers, all combine to make the occasion an auspicious one," he said. [READ MORE](#)

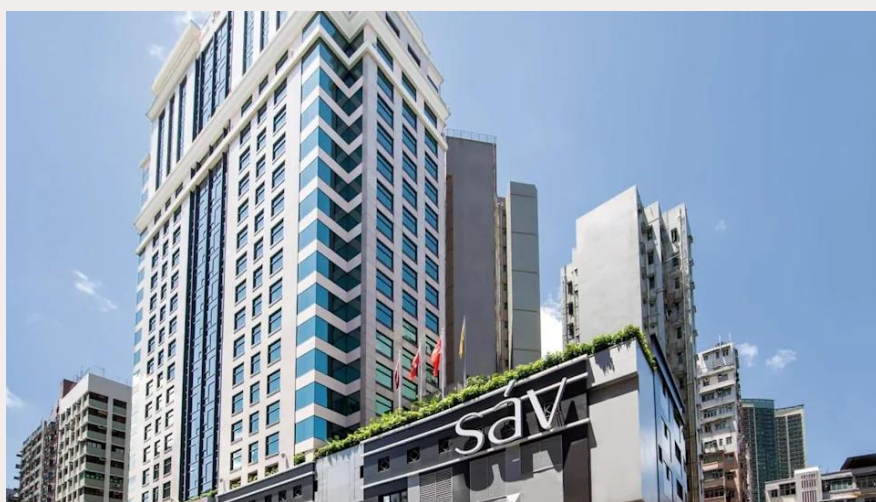


# Investors snap up Hong Kong hotels for conversion to long-term leasing, student accommodation as tourism industry remains in doldrums

International funds and local investors are snapping up hotels in Hong Kong with the intention of converting them for long-term leasing and student accommodation as the outlook for the city's tourism industry remains uncertain.

In the past, hotel owners were reluctant to offer their properties for sale as millions of international travellers poured in every year. But many changed their minds as the 2019 anti-government protests and the ensuing Covid-19 pandemic brought the industry to its knees.

Since the onset of the coronavirus crisis in early 2020, some 14 hotels have changed hands, the vast majority of them acquired for conversion to co-living or student accommodation, with more in the pipeline as activity accelerates in the sector. [READ MORE](#)



# Kempinski to manage Lombok resort

Kempinski Hotels has been selected to become one of the first international hotel groups to operate a luxury resort on the island after signing a management agreement with Indonesian developer PT. Teluk Agung Alami to operate The Apurva Kempinski Lombok. The signing follows more than three years' successful collaboration with the company at The Apurva Kempinski Bali, which opened in February 2019.

Set on 14.3 hectares of spectacular beachfront in a secluded bay on the southwestern coast of the island, The Apurva Kempinski Lombok will be home to 200 suites and villas starting from a generous 65 sq m, placing them among the largest entry-level rooms in Indonesia.

A world-class integrated spa and wellness facility will tap into Indonesia's deep connections with health and healing, while five dining venues will celebrate the archipelago's rich culinary traditions. [READ MORE](#)

