

ISSUE 210

Z E R I N
P R O P E R T . I E S

WEEKLY INSIGHTS

HOSPITALITY INDUSTRY NEWSLETTER



[HTTP://WWW.ZERINPROPERTIES.COM](http://www.zerinproperties.com)

[HTTPS://WWW.FACEBOOK.COM/INVESTHOTELS](https://www.facebook.com/investhotels)

MOTAC targets up to RM77 bil tourism revenue in 2025

The Tourism, Arts and Culture Ministry (MOTAC) aims to generate between RM47 billion and RM77 billion in tourism revenue through the arrival of 16 million to 22 million international tourists in 2025, said its minister Datuk Seri Nancy Shukri.

“The reopening of the country’s borders from April 1 came as good news to the entire chain of the tourism and culture sector to generate income.

“Therefore, MOTAC also aims to attract about two million international tourists this year with RM8.6 billion in tourism receipts. However, this is only an early projection which will of course be influenced by the current situation,” she said in her speech when officiating at the Kid’s Safe Travel campaign organised by Ola & Oli Sdn Bhd. [READ MORE](#)



Exco: Penang to implement 3-in-1 marketing strategy to spur state's tourism sector

Penang plans to implement a “three-in-one” marketing strategy to spur and attract tourism demands for the state in the international market.

In a statement, state executive councillor for tourism and creative economy, Yeoh Soon Hin said this marketing strategy would involve aviation, hotel and attractions to ensure that the state would be in full steam ahead of its recovery journey.

“Malaysia Aviation Group will reinstate Penang as the northern region base hub for Firefly, effective April 11.

“Following this reinstatement, the first exercise that we will be seeing under the three-in-one strategy is the provision of discounts on Firefly flight tickets for travellers staying more than one night in Penang hotels,” he said.

He said Firefly also planned to launch new flight routes to other Southeast Asian countries, apart from connecting Penang to Sabah and Sarawak. [READ MORE](#)



Johor expects 5mil foreign tourists to visit this year

A total of five million foreign tourists are expected to arrive in Johor this year following the reopening of the country's borders today.

Tourism Johor director Suhairi Hashim said around a million Singapore tourists are expected to visit the state this month.

“We are targeting five million foreign tourist arrivals up to the end of this year, and we based this on 50% of tourist arrivals in 2019, which was 10 million foreign tourists.

“Over the next two weeks, there will be a surge of Singaporean tourists who will come over to shop. More so during the months of Ramadan and Syawal,” he told reporters after welcoming the first international flight at Senai International Airport here today.

[READ MORE](#)



Hilton eyes growth in APAC, set to open 2 hotels a week in region in 2022

THE Asia-Pacific region accounts for just around 10 per cent of Hilton's global portfolio now, but the hospitality group has its sights set on growing that share of the pie.

"Asia-Pacific will continue to be a bigger part of the business," Hilton president and chief executive officer Christopher Nassetta told reporters at a roundtable in Singapore on Thursday (Apr 7).

"We have about 300 million people in the United States, and we have 5,000 hotels. There are 4 billion (in Asia-Pacific) and we have 523 hotels. So on a per capita basis, this is where we will see the highest growth...We are in our infancy in growth potential in the Asia-Pacific," he said.

The US-based multinational company's upcoming plans reflect this. In addition to the 523 hotels it operates in the region, another 760 hotels are in the pipeline. [READ MORE](#)



Fairfield by Marriott continues Japan expansion with seven hotel openings in 2022

Fairfield by Marriott, part of Marriott Bonvoy's portfolio of 30 extraordinary brands, has announced the planned openings in 2022 of seven new Fairfield properties across four prefectures in Japan: Nara, Hokkaido, Hyogo and Okayama.

The Fairfield by Marriott Michi-no-Eki project is also expected to expand its portfolio to a total of 21 hotels across nine prefectures in the country by the end of the year.

These anticipated openings continue the momentum of the Fairfield by Marriott Michi-no-Eki project in Japan, a collaboration with Sekisui House that began in 2018. The Fairfield by Marriott hotels are located near roadside rest stations called "Michi-no-Eki" in Japan, situated close to national parks and UNESCO World Heritage sites that unlock access to many destinations off the beaten path. [READ MORE](#)

