

ISSUE 213

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WEEKLY INSIGHTS

HOSPITALITY INDUSTRY NEWSLETTER



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Discounts, rebates offered under tourism recovery plan

The tourism ministry today officially unveiled its recovery plan for the country which will see discounts and rebates being offered to tourists, and initiatives for certain “clusters” expanded in stages to boost domestic tourism.

Tourism, arts and culture minister Nancy Shukri said the recovery plan was aimed at wooing the public to book tickets or tour packages at a discounted rate.

“It is hoped that the initiatives would restore the people’s confidence to travel, fuel domestic tourism as well as maximise existing resources,” she said at the launch.

Nancy went on to say that the initiatives under the plan, including offering “discounts, vouchers and rebates”, were initially implemented on April 29, but restricted to the land transport cluster and the tourism association cluster. [READ MORE](#)



Qatar Airways and Malaysia Airlines unveil enhanced strategic partnership

Qatar Airways and Malaysia Airlines unveil the roadmap outlining the next phase of their strategic partnership, following Malaysia Airlines' announcement to launch a non-stop service from Kuala Lumpur to Doha from 25 May 2022.

The two partners will significantly expand their codeshare cooperation, allowing passengers to travel the world and enjoy seamless connectivity via their leading hubs in Kuala Lumpur and Doha.

The codeshare expansion, which adds 34 destinations to the existing 62 codeshare destinations, marks another milestone in the long-standing relationship between the two countries' national carriers and oneworld partners. The agreement benefits travellers from across the globe who will have access to a much greater combined network and enjoy a seamless travel experience on both airlines with a single ticket including check-in, boarding and baggage-check processes, frequent flyer benefits and world-class lounge access for the entire journey. [READ MORE](#)



Malaysia's tourism boost via Emirates

Malaysia clinched a deal with Emirates Airlines to boost inbound visitors from the latter's 130 global destinations, into the country.

Tourism, Arts and Culture Minister Datuk Seri Nancy Shukri said the collaboration would further boost the tourism industry and strengthen economic ties between Malaysia and the United Arab Emirates.

"We hope Emirates will continue working with Tourism Malaysia to promote the country as a unique travel destination, by highlighting different cities such as Kota Kinabalu and Penang.

"This collaboration also aims at attracting international tourists from other markets such as Europe, America and Africa via Emirates airlines network," she said after witnessing the memorandum of collaboration (MoC) between Tourism Malaysia and Emirates at the 29th Arabian Travel Market in Dubai. [READ MORE](#)



Kidzania KL owner to construct and operate new ESCAPE theme park in Perak

Developer and operator of theme parks based in Malaysia, Sim Leisure Group Ltd, which is also the licensee operator of Kidzania KL, is set to construct and operate a new ESCAPE theme park located in Perak.

In a bourse filing dated May 11 on Singapore's stock exchange, Sim Leisure said it has entered into a theme park agreement in relation to the project management of the construction and the operation and maintenance of an environmentally sustainable ESCAPE theme park in Jalan Tanjung Tualang Batu Gajah, Perak.

The agreement was entered by its wholly owned subsidiary, Sim Leisure Rock Sdn Bhd, with TT5 Park Sdn Bhd and its wholly owned subsidiary, TT5 Theme Assets Sdn Bhd.

TT5 Park, whose principal activity is to own, build and operate a tourism park, is the registered lessee of the land measuring approximately 120 acres to be used for the project. [READ MORE](#)



The Avillion Group is looking for new ways to expand, given that foreign travel has resumed

Avillion Bhd, a hotel, property, and travel group, expects to do better this year now that international travel has resumed following the reopening of borders on April 1, 2022.

Tommy Ooi, Avillion's associate marketing manager, said the group is relieved that the worst of the Covid-19 lockdown may have passed and that domestic tourism has begun.

"This enables us to re-establish our tourism footing," he told NST Property.

In Malaysia and Indonesia, Avillion manages a beach resort and hotel chain with over 700 rooms. Among these are the Avillion Port Dickson, Avillion Admiral Cove, Avillion Villa Cinta Bali, Avillion Cameron Highlands, and the Avi Pangkor Beach Resort.

It also runs the aVi Spa at the Avillion Port Dickson, the city's most popular beach resort. [READ MORE](#)



Budget hotels seek temporary exemption from minimum wage rule

Budget hotels are seeking temporary exemption from the RM1,500 minimum wage rule until all factors threatening the industry are solved.

The Malaysia Budget & Business Hotel Association (MyBHA) deputy president Sri Ganesh Michiel said the government needed to help address six key threats the industry faced to ensure its long-term viability.

These were the lack of regulations governing short-term residential accommodation (STRA) and online travel agencies (OTA), low sales and service tax (SST) thresholds, high electricity tariff rates, service tax passed on by digital services and the absence of a single music royalty licensing body.

“We request the government immediately enforce guidelines for STRAs and enact laws to regulate all types of OTAs,” Ganesh said at a press conference. [READ MORE](#)

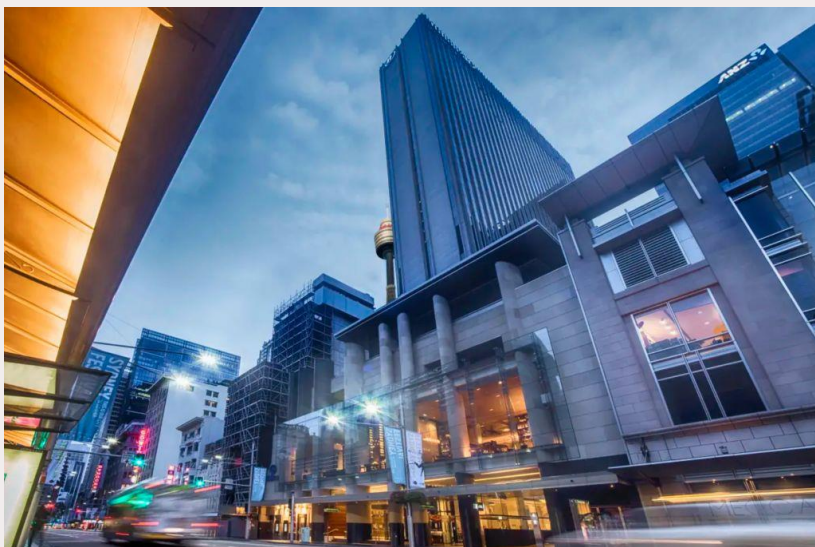


Hong Kong firm snaps up Hilton Sydney for record \$530m

Hong Kong-based investment manager Baring Private Equity Asia has struck the biggest single hotel deal in Australian history, securing the Hilton Sydney for around \$530 million in a huge sign of confidence in the country's recovering tourism sector and in the underlying value of CBD hospitality real estate.

The deal, which is subject to a number of conditions, will see BPEA, a subsidiary of global investment giant EQT Partners, take ownership of one of Sydney's flagship city hotels, acquiring it from Chinese-backed investment vehicle Bright Ruby, which paid \$442 million in 2015.

It is the biggest price paid ever for an operating hotel, beating the \$463 million paid by Chinese insurer Sunshine Insurance Group for Sydney's Sheraton on the Park in 2014, and the highest – at over \$900,000 – on a per-room basis. [READ MORE](#)



BPEA

Baring Private Equity Asia

Mövenpick Hotel Auckland opens making it the brand's first property in New Zealand

Accor has expanded its portfolio of hotels in New Zealand with the official opening of the Mövenpick Hotel Auckland.

A second Mövenpick hotel is scheduled to open in Wellington in July.

The Mövenpick Hotel Auckland is located in the heart of the city, providing guests with easy access to some of the best commercial, retail, dining and leisure attractions in Tamaki Makaurau.

Superior Room at Mövenpick Auckland. Click to enlarge. Superior Room at Mövenpick Auckland

“Mövenpick is a brand name that New Zealanders are familiar with, which is associated with quality and luxury,” said Sarah Derry, Accor Pacific Chief Executive Officer. “The strategic location of both Mövenpick hotels in cosmopolitan centres provides travellers with a gateway to each city, and all the culinary, retail and commercial amenities they have on offer.” [READ MORE](#)

