

# ISSUE 215

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## WEEKLY INSIGHTS

## HOSPITALITY INDUSTRY NEWSLETTER



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# Malaysia Airlines says ticket sales grew over 100% since Malaysia reopened borders

Malaysia Airlines Bhd's ticket sales have grown more than 100% since Malaysia reopened its borders on April 1, 2022 in tandem with the country's transition to the Covid-19 endemic status from pandemic earlier, mint reported on Tuesday, quoting Malaysia Airlines' chief executive officer Izham Ismail.

"Since the government announced the reopening of Malaysia's borders, we have seen a positive response from travellers eager to resume their travels. Ticket sales have been showing substantial growth [of] more than 100%.

"We are currently looking at very encouraging advanced booking on Malaysia Airlines with more than 80% load factor on most flights. We are seeing a strong pent-up demand," Izham said. [READ MORE](#)



# Firefly to restart Subang flights to Singapore's Seletar Airport after over two-year absence

Malaysia Aviation Group's (MAG) low-cost arm Firefly is set to resume its service from Sultan Abdul Aziz Shah Airport in Subang to Seletar Airport which serves the north-east region of Singapore.

The service is effective from June 13 after more than two years of suspension due to the pandemic following border closure.

Firefly said in a statement the twice-daily return flights were set to be operated by ATR 72-500 turboprop aircraft with a capacity of 72 seats. It will progressively increase the services by the end of the year.

Firefly chief executive officer Philip See said with the opening of Malaysia's border, the airline was glad to reconnect communities within Malaysia and Singapore whether for business, leisure or with loved ones. [READ MORE](#)



# Tourism Malaysia and Expedia Group join hands for global marketing campaigns

Tourism Malaysia has partnered with travel platform Expedia Group to launch a series of marketing campaigns in global markets such as Australia, the UK, and the US. The campaign aims to promote international inbound travel to Malaysia from these three markets and is aligned with Tourism Malaysia's tourism promotion strategies.

The global campaign will spotlight Malaysia's hidden tourist attractions, as well as promote the accommodation available to Expedia Group's monthly visitors globally.

According to Tourism Malaysia, this collaboration will also support Malaysia's target of achieving two million tourist arrivals and RM8.6 billion in tourist spending set for its national "Malaysia Truly Asia 2022" campaign.

Aside from boosting promotion internationally, Tourism Malaysia is also working on enhancing its domestic promotion with the local media. Nine mainstream and new media, namely Astro, Media Prima Omnia, Star Media Group, RTM, *Sinar Harian*, *Nanyang Siang Pau*, Borneo Post, Free Malaysia Today, and BFM 89.9 Radio, will be engaged to support the campaign. [READ MORE](#)



# Azerbaijan seeks to boost trade, investment, tourism ties with Malaysia

Azerbaijan is seeking to boost trade, investment and tourism links with Malaysia as both countries celebrate close to three decades of diplomatic ties this year.

Azerbaijan's ambassador to Malaysia, Irfan Davudov, said both Malaysia and Azerbaijan have huge, untapped potential in trade and other areas such as education, scientific research, culture, art and tourism.

"Since the first days of our independence, Malaysia has been among our closest friends and reliable partners in the international arena. Malaysia was one of the first countries to recognise the independence of Azerbaijan.

"One can cite the relations of two countries as an example of interstate relations within the framework of international organisations. "We are successfully cooperating within the framework of the United Nations, its subsidiaries and specialised organisations, within the framework of the Organization of Islamic Cooperation and the Non-Aligned Movement.

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# Cyberview, Les' Copaque team up to develop Upin & Ipin theme park in Cyberjaya

Cyberview Sdn Bhd (Cyberview) has inked a memorandum of understanding (MoU) with Les' Copaque Production to explore the development potential of Upin & Ipin theme park in Cyberjaya.

The theme park is targeted to be ready by 2024/2025, with about two million visits projected annually from local and international fans.

In a joint statement today, Cyberview managing director, Datuk Najib Ibrahim said: "The Upin & Ipin theme park will effectively be bridging the animation industry and fans through on-the-ground experience.

"With our focus on digital creativity, the theme park is a piece of the puzzle that fits perfectly, directly bringing ancillary commercial value to local IP (intellectual property) while further encouraging the participation of local talents in the creative content industry."

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# Accor's growth in Malaysia on the rise

Accor is expecting its hotel occupancies in the country to surpass 2019 levels by 2H2023, with its presence in every major destination in Malaysia, including Kuala Lumpur and its surroundings, Penang, Melaka, Taiping, Kota Bahru, Johor, Langkawi, Kota Kinabalu, Kuching and Miri.

Garth Simmons, CEO for Accor South-east Asia, Japan and South Korea, shared with *TTG Asia* that with the recent easing of travel regulations, Accor is expecting a strong recovery on both domestic and main inbound markets with a clear ramp up in 3Q2022 and 4Q2022, in all the destinations where it is present.

While the forecast is 19 per cent below 2019 levels by end 2022, Accor hotels in Malaysia have forecasted the average daily rate (ADR) to be in line or even higher than 2019 by end 2022, with premium and luxury branded properties' ADR less impacted and already on par with 2019.

Simmons revealed that the country's borders reopened, Accor has seen a strong pick up of international reservations through online channels, especially from the South-east Asia region. [READ MORE](#)



# Southeast Asia's First Esports-Focused Hotel Opens in Malaysia

Located in the town of Senai in Johor, Malaysia, the SEM9 Senai Esports Hotel boasts luxurious rooms fitted with the latest technological facilities in gaming.

Developed and built by the Southeast Asian SEM9 esports organisation and backed by SEAGM and Aiken Digital, SEM9 Senai aims to bring a brand-new concept in the gaming and esports field. The hotel is a mere three-minute walk from the Senai International Airport.

"SEM9 Senai proffers the ultimate in comfort, marrying form and function to meet the toughest of needs of not just the best esports teams worldwide, but also to cater to guests of all kinds with a bevy of gaming and non-gaming rooms," said SEM9 chairman Tommy Chieng.

Guests can experience the best of a game's visual splendour with ultra-high-performance gaming computers powered by the latest Nvidia graphics, comfortable gaming chairs, and gaming peripherals.

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