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WEEKLY INSIGHTS

HOSPITALITY INDUSTRY NEWSLETTER



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Waldorf Astoria Hotels & Resorts set to debut in Malaysia

Hilton has announced plans to open the first hotel under its luxury Waldorf Astoria brand in Malaysia.

Waldorf Astoria Kuala Lumpur is scheduled to open in 2024, and will be situated in the city's Bukit Bintang shopping and entertainment district.

Features will include 279 rooms starting from 76 sqm, as well as a wellness centre and 3,390 sqm of meeting and events space, including a 1,845 sqm ballroom.

There will also be five "distinctive" restaurants including the brand's signature Peacock Alley, inspired by the original Waldorf Astoria hotel in New York. [READ MORE](#)



Intercontinental Hotels : IHG to introduce world-renowned InterContinental luxury brand to Penang's Glowing Bay

IHG Hotels & Resorts (IHG), one of the world's leading hotel companies, announced the signing of InterContinental Penang Resort, in partnership with THR Hotel (Penang) Sdn Bhd, a subsidiary of a leading Malaysian hotel owner, Tradewinds Corporation Berhad (Tradewinds Corp).

The collaboration will see IHG grow its Luxury & Lifestyle portfolio in Malaysia by transforming the former Penang Mutiara Beach Resort at Teluk Bahang into an IHG-branded luxury beach resort.

Opening in 2025, Intercontinental Penang Resort will feature 355 rooms and suites, up to three bedrooms and a private enclave of six villas for guests seeking a truly immersive stay amongst nature. The stay experience is complemented by a holistic wellness village which will house 10 treatment villas, a yoga studio and a relaxation pavilion, all within a development surrounded by stunning Angsana trees that will be delicately preserved and protected during the construction progress. [READ MORE](#)



Zenith Aim Group plans to grow its hospitality division by building beachfront resorts

Zenith Aim Group, a private homegrown property developer, intends to build three to five new hotels and resorts, to expand its hospitality division.

Datuk Sri Tew Kim Thin, the group's founder and executive chairman, told NST Property that he is considering building a five-star beachfront hotel with more than 250 rooms on the border of Pahang and Terengganu.

According to him, Zenith Aim Group is working on a plan to develop roughly 60 acres of land on Chendor Beach.

The property developer and entrepreneur from Banting is also planning beachfront resorts in Langkawi, Sabah, and Sarawak, as well as a business hotel in Kuantan, Pahang.

Tew has ruled out purchasing existing resorts and hotels. [READ MORE](#)



Cable cars and electric trams at Tropicana Windcity for carbon-free living

Tropicana Windcity, a Genting Highlands mid-hill township developed by Tropicana Corp Bhd, will be a well-planned holistic retail, recreational, and residential sanctuary.

Tropicana Grandhill, Tropicana Paradise, and Tropicana Avalon are three distinct masterplans that will span 112 acres, 308 acres, and 176 acres, respectively, within the 596-acre township.

Tropicana Paradise is made up of 308 acres of business and residential space, as well as a 38-acre entertainment complex. Branded serviced homes, **five-star worldwide branded hotels**, a theme park, and a shopping mall are all part of the proposed development.

Tropicana Grandhill is a 112-acre wholesome and holistic metropolis with year-round lifestyle amenities like a projected health hub and silver hair village. Tropicana Avalon is a 176-acre luxury township comprising serviced and branded apartments, hospitality facilities, and a villa resort, as well as a proposed forest park and eco-adventure components.

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Penang, Langkawi join forces to beef up country's tourism competitiveness

The Penang state government and Langkawi Development Authority (LADA) will join forces to beef up the country's tourism competitiveness to make Malaysia a destination of choice in the region.

Penang State Executive Councillor for Tourism and Creative Economy (PETACE), Yeoh Soon Hin, said both Penang and Langkawi were among the tourism hotspots with the former being steeped in cultural heritage and the latter offering pristine nature and splendid beach activities.

"If we work with the other states and entice travellers to visit other Malaysian destinations, we will see the traveller's expenditure and spending being retained within Malaysia, which will have economic effects on our tourism ecosystem and local communities.

Yeoh said Penang and LADA had principally agreed to establish a joint working committee for cross promotion, specifically on the UNESCO listings, namely the Langkawi UNESCO Global Geopark and Penang Hill UNESCO Biosphere Reserve. [READ MORE](#)



AAX to focus on medium-haul flights for commercial viability going forward

AirAsia X Bhd (AAX) will focus on medium-haul flights moving forward to ensure commercial viability as part of its strategy to swing the airline back to profit, according to its chief executive officer (CEO) Benjamin Ismail.

“The key thing in our strategy is to have a model that flies profitably, we have to make sure that is very important for the company to survive, and also route decisions that are commercially viable for the business itself,” he said at an AAX event held on Wednesday (June 15).

Aligned with this, Benjamin announced the airline’s seven new medium-haul routes namely from Kuala Lumpur to New Delhi, Sydney, Seoul (Incheon), Tokyo (Haneda), Sapporo (Chitose) and Osaka (Kansai), as well as from Osaka to Honolulu.

However, he added that the budget airline known for its long-haul flights has also planned long-haul flights from Kuala Lumpur to London, Dubai and Istanbul. [READ MORE](#)



Ascott unveils new Kimaya brand in Indonesia

The Ascott Limited (Ascott) has opened three new properties in Jakarta, Bandung and Yogyakarta under the Kimaya brand.

The three hotels are the 340-key Kimaya Slipi Jakarta by Harris, formerly Ibis Slipi; the 193-room Kimaya Braga Bandung by Harris, formerly Ibis Styles Braga Bandung; and Kimaya Sudirman Yogyakarta by Harris, which used to be Novotel Sudirman Yogyakarta.

As a brand under Wahana Graha Hijau, part of Indonesia's household and F&B company Wings Group, Kimaya Group operates in the midscale hotel sector in affiliation with the Harris brand. [READ MORE](#)



Taj Is World's Strongest Hotel Brand For Second Consecutive Year

Indian Hotels Company (IHCL), India's largest hospitality company, announced that its iconic brand, Taj, has been rated the World's Strongest Hotel Brand 2022 by Brand Finance. The 'Hotels 50 2022' annual report by the world's leading brand valuation consultancy recognizes the most valuable and strongest hotel brands across the globe.

Mr. Puneet Chhatwal, Managing Director & Chief Executive Officer, Indian Hotels Company, said, "We are very proud that Taj has been recognized as the World's Strongest Hotel Brand for the second time in a row. This reaffirms Taj as the most acclaimed benchmark of excellence in the industry globally."

"With travellers increasingly gravitating towards brands that not only epitomize the essence of world-class luxury but also follow responsible business practices, Taj is well poised to pave the future of hospitality.

Taj received an overall Brand Strength Index of 88.9 out of 100, with a corresponding AAA rating for customer familiarity, employee satisfaction and corporate reputation as well as its world-class customer service. [READ MORE](#)

