

ISSUE 220

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)

Country Heights has set aside RM100mil to expand its wellness tourism business

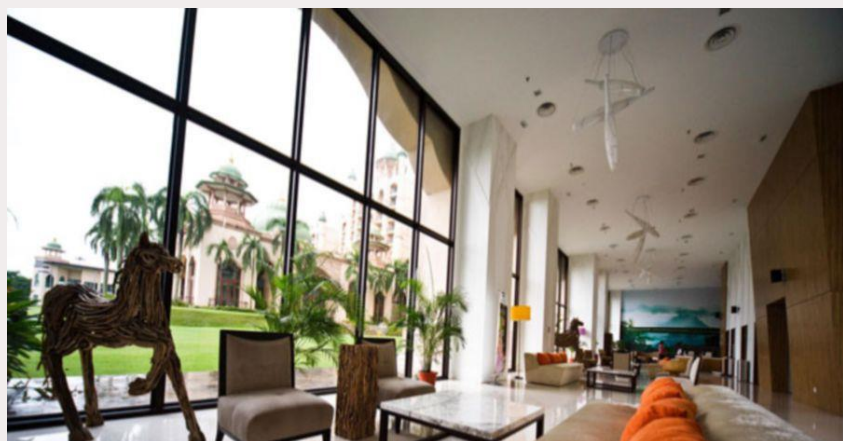
Country Heights Holdings Bhd (CHHB) has set aside RM100 million in capital expenditures (capex) to expand its wellness segment, which has been profitable despite the Covid-19 pandemic.

The wellness segment, according to group founder and major shareholder Tan Sri Lee Kim Yew, was a top performer throughout the viral pandemic. He anticipates a three-to four-fold increase in the business in the near future.

"This market has enormous potential. We want to shift the focus of our group wellness business to wellness tourism, since it has a wider market than medical tourism, which is what we have been doing for many years," he said.

According to Lee, the wellness industry's top performers are the spa, rehabilitation, and aesthetics businesses.

He said that this business has a sizable market because it necessitates extended periods of rest for patients seeking therapy. [READ MORE](#)



Penang to have tourism tie-ups with Sabah, Melaka, Kedah

PENANG is set to lift the state's tourism to the next level through collaboration with other states such as Sabah, Melaka and Langkawi in Kedah.

State tourism and creative economy committee chairman Yeoh Soon Hin said although all the states had political differences, they had to work together to enhance tourism with the opening of the country's borders.

"In line with the initiative, we visited Sabah recently, and are planning to visit Langkawi soon on the invitation of the Langkawi Development Authority," said Yeoh at the launch of the "Welcome to Penang" campaign at St Giles Wembly Hotel in Penang.

Yeoh said with the easing of travel restrictions, more visitors were expected to visit the state.

"We will leverage on this with global advertising campaigns.

[**READ MORE**](#)



Sabah Tourism studying resort proposal by Singaporean company

A Singaporean company is keen to develop a resort equipped with five-star hotel facilities and a theme park.

Sabah Tourism, Culture and Environment Minister Datuk Jafry Ariffin said the ministry would have to go through the proposal as the company had selected areas under the management of Sabah Parks.

"We need to look at how best to go about doing this because aside from the economic benefits, the proposed areas fall under the protected park zone," he said in a statement.

The resort proposal was among the main points being discussed in a meeting with GSH Corporation executive chairman Datuk Sam Goi recently.

In a related development, the intention to develop the first theme park in Sabah was also discussed.

Jafry said with growing interest among foreign investors in the theme park industry, he hoped that in the future, Sabah would also have theme parks that were comparable to Desaru Coast and Legoland Malaysia. [READ MORE](#)



State records 680% jump in domestic and foreign visitor arrivals up to May this year

Domestic and foreign tourist arrivals to Sarawak increased by 680% for the first five months of this year compared to the same period last year.

Sarawak Tourism, Creative Industry and Performing Arts Minister Datuk Seri Abdul Karim Rahman Hamzah said the current number was 439,150 compared to 56,270 last year.

“There were only 9,108 foreign tourists from January to May 2021, but this year the figure went up to 43,404. This is a jump of 376%,” he said at the media launch of Borneo Tribal Music Festival (BTMF) that will be staged in Sibu for the first time, from Sept 23 to 24.

As for arrivals from peninsular Malaysia and Sabah through flights, Abdul Karim said the number was 47,170 last year compared to 395,746 this year, a jump of 738%.

He revealed that tourist receipts showed an increase too. “From January to May 2021, it was RM130mil but for the same period this year, it was more than RM1bil. [READ MORE](#)



MOTAC offers flight vouchers as part of its tourism rehabilitation plan

THE Ministry of Tourism, Arts and Culture (MOTAC) through Tourism Malaysia today announced that e-vouchers for domestic flights can be redeemed under its Tourism Recovery Plan 2022.

The e-vouchers can be used for domestic flights involving five airlines, including Malaysia Airlines, AirAsia, Batik Air (Malindo Air), Firefly, and MASwings.

As part of the Tourism Recovery Plan, an estimated 45,879 Malaysians have the opportunity to redeem e-vouchers worth between RM25 and RM100 through the purchase of flight tickets online with any of the five airlines from July 1 to December 31, 2022.

The Minister of Tourism, Arts and Culture, Datuk Seri Hajah Nancy Shukri, said the launch of this initiative aims to attract the interest of the public to continue booking air transport tickets at special discounted prices.

“The goal of the strategic partnership between Tourism Malaysia and these airlines is to help the tourism industry recover, which will help the country’s economy as a whole.” [READ MORE](#)



The evolution of a Malaysian icon: Sunway Resort at Sunway City Kuala Lumpur

The transformation of Sunway Resort, Sunway City Kuala Lumpur's flagship five-star property, is almost complete as this exceptional resort strives to seal its position as Southeast Asia's leading fully-integrated hospitality destination and the premier place to stay and play for visitors from Singapore.

A Kuala Lumpur icon for 25 years, Sunway Resort embarked on a once-in-a-generation, US\$60 million transformation in early 2020. Ready to reopen in phases from Q2 2022, this revitalised resort will unveil 12 brand new room and suite categories, a dramatic new lobby with 24k gold leaf ceilings, landscaped pools with underwater speakers and fiber-optic lighting, a vibrant New York-style diner and burger bar, and a wealth of new experiences for families, wellness seekers and business travellers alike.

At the pinnacle of Sunway Resort's transformation will be its partnership with world-renowned and global culinary powerhouse Gordon Ramsay and his eponymous restaurant brand, Gordon Ramsay Bar & Grill, which will become the new signature dining destination at Sunway Resort, marking the brand's first location outside London. [READ MORE](#)



Ascott acquires serviced apartment brand Oakwood

CapitaLand Investment Limited's (CLI) wholly owned lodging business unit, The Ascott Limited (Ascott) announced it is acquiring Oakwood Worldwide (Oakwood), a premier global serviced apartment provider, from Mapletree Investments Pte Ltd.

The acquisition increases Ascott's global portfolio by 81 properties and about 15,000 units. Oakwood's approximately 8,500 operational units are expected to immediately contribute to Ascott's recurring fee income streams upon completion of the transaction slated in 3Q 2022.

Ascott's acquisition of Oakwood will leapfrog Ascott's global presence to more than 150,000 units in about 900 properties across over 200 cities in 39 countries. It will add new markets which include Cheongju in South Korea; Zhangjiakou and Qingdao in China; Dhaka in Bangladesh as well as Washington D.C. in the United States of America (USA).

Recently named the 'Best Serviced Residence Brand' in DestinAsian Readers' Choice Awards 2022, Oakwood's award-winning portfolio includes flagship properties Oakwood Premier Tokyo and Oakwood Premier Coex Center Seoul which were ranked top 10 properties in their respective countries in the DestinAsian awards. [READ MORE](#)



Accor Completes 10-Hotel Deal with Salter Brothers in Australia

With the acquisition of the Travelodge portfolio by Salter Brothers now complete, the 10 hotels that have joined Accor's portfolio include nine Mercure hotels and an ibis Styles property in Sydney's CBD.

The addition of the nine Mercure hotels grows the Mercure brand from 44 properties in Australia to 53, making it the largest and fastest growing global midscale brand in Australia.

"The properties will have access to our powerful network and we are working closely with our partners Salter Brothers to rejuvenate the properties and set them up for success," said Sarah Derry, Accor Pacific Chief Executive Officer.

"We continue to focus on expanding Accor's presence across the Pacific region. Accor has one of the most appealing brand portfolios in the world, positioning us well to continue introducing more choice and more experiences for leisure and corporate travellers."

In an Australian first, the management agreement between Accor and Salter Brothers includes a link to ESG outcomes. [READ MORE](#)

