

# ISSUE 222

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## WEEKLY INSIGHTS

## HOSPITALITY INDUSTRY NEWSLETTER



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# The DoubleTree by Hilton Shah Alam will begin accepting guests on July 27

The 300-room DoubleTree by Hilton Shah Alam will begin welcoming guests on July 27, 2022, with an official opening scheduled for next month.

The Sultan of Selangor, Sultan Sharafuddin Idris Shah, will officially open the 300-room hotel on August 11, 2022.

Gagan Talwar, from Hilton group, has been appointed as general manager to oversee the hotel's opening.

He said the hotel aims to attract business travellers by capitalising on the strengths of Finance Avenue at i-City.

"It helps that Finance Avenue includes a five-star full-service international hotel and a convention centre, in addition to all of the other key components. We hope to host many local and international events here and to develop i-City into a complete destination," he said. [READ MORE](#)



# Malaysia eyes over 4 million international tourist arrivals in 2022, says Nancy

The country has surpassed the targeted two million international tourist arrivals since the April 1 reopening of borders, with RM8.6 billion in tourism receipts.

Tourism, Arts and Culture Minister Datuk Seri Nancy Shukri said the positive development had led to a revised target of welcoming 4.5 million international tourist arrivals, with RM11.1 billion in tourism receipts this year.

"We have set this new target as we are optimistic about achieving a higher number of tourists.

"The past two years have been tremendously challenging for us, but ever since the reopening of our international borders last April, we have had encouraging tourist arrivals," she said after hosting the Thai Travel Agents Association (TTAA) members to a dinner. [READ MORE](#)



# AirAsia X adds three new key routes to Australia, New Zealand

AirAsia X Bhd (AAX) has announced its latest services to Melbourne (Tullamarine) and Perth in Australia, as well as Auckland in New Zealand, which will all take flight from Nov 1, 2022.

The long-haul budget carrier said these three key routes boost the airline's robust growth plans with 13-routes set to be operating this year, including Sydney, New Delhi, Seoul, Tokyo, Sapporo, Osaka and Honolulu, as well as London, Dubai and Istanbul.

AAX will recommence its services to Melbourne (Tullamarine), Perth and Auckland (via Sydney) with three weekly flights from November and will gradually increase the frequency to daily flights by the first quarter of 2023 to meet strong pent-up demand.

In a statement, AAX chief executive officer Benyamin Ismail said in 2019, the airline flew over a million guests to both countries, which shows that Australia and New Zealand are important markets for AAX. [READ MORE](#)



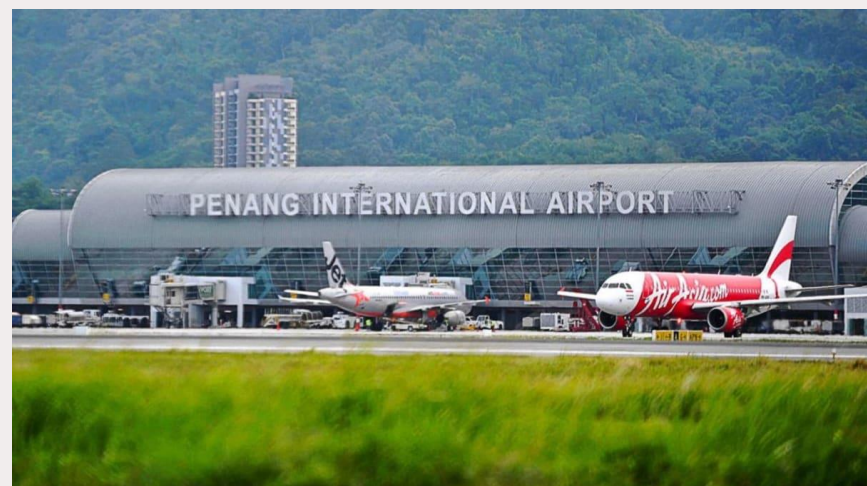
# Penang tourism bounces back strongly with reopening of international borders

Penang has seen a sharp rise in direct flights and movement of passengers since the reopening of international borders in April.

The number of international direct flights has increased from 12 weekly flights in January this year to 106 weekly flights this month, an increase of 783 per cent.

As for the arrival of international passengers, it rose from 1,453 in January this year to 58,553 in June, an increase of 3,929 per cent.

State Tourism and Creative Economy Committee chairman Yeoh Soon Hin said these statistics clearly showed that Penang remained one of the preferred destinations by international travellers. [READ MORE](#)



# WCT Malls, Tourism Malaysia and Visa partner to revive the country's retail and tourism industry

WCT Malls Management Sdn Bhd, the property investment and management business under WCT Holdings Berhad ("WCT Group"), has entered into a tripartite collaboration with Tourism Malaysia and Visa, the world leader in digital payments, to promote Malaysia as the most desirable tourist destination, particularly among inbound travellers as the country moves into the endemic phase.

Through this agreement, which aims to boost the country's economic recovery and growth following the two-year pandemic outbreak, the three organisations kicked off a series of campaigns under the theme #SHOPPINGEXTRAVAGANZA! The campaigns are to be launched across WCT Malls, namely, Paradigm Mall PJ, Paradigm Mall JB, gateway@klia2, and SkyPark Terminal to reward shoppers. [READ MORE](#)



# Accor outlines plans for 400 new Movenpick hotels in China

Accor has signed a master franchise agreement with Sunmei Digital Intelligence Group to open more than 400 Movenpick properties across China.

The first hotel under the new deal is set to open in Qingdao in 2023, coinciding with the 75th anniversary of the Movenpick brand.

Accor has described the move as an “aggressive expansion effort”, which is an understatement considering there are currently only around 150 Movenpick properties in operation globally, and as yet none in China.

The agreement will eventually add 60,000 rooms to the Movenpick portfolio across the country, with the development of hotels, resorts, and extended stay properties. [READ MORE](#)



# Hotels' investments in coworking amenities are paying off

Hotels that have long invested in coworking amenities are now seeing those investments pay off, as pandemic-era travelers increasingly seek out spaces purpose-built for remote work.

In fact, flexible-work policies, which typically allow for more mixing of business and leisure travel, appear to be a priority for a critical mass of workers.

A McKinsey survey released last month found that in the U.S., when people have the chance to work flexibly, 87% of them take it. That is especially true of younger, more educated and higher-income workers.

According to a white paper released last week titled "The Future of Blended Travel" from IHG Hotels & Resorts' Crowne Plaza brand, which analyzed feedback from 3,000 IHG One Rewards members, half of the respondents reported that they would turn down a job that didn't offer flexible or remote working.

Importantly, the report found that their members want to travel while working. [READ MORE](#)

