

ISSUE 229

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WEEKLY INSIGHTS

HOSPITALITY INDUSTRY NEWSLETTER



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Aloft KL is up for sale

Prosper Group Holdings Ltd, a company linked to low-profile Sarawak tycoon Tan Sri Yee Ming Seng, is inviting offers for the Aloft Kuala Lumpur Sentral hotel. The vendor, who bought the hospitality asset 6½ years ago, hopes to fetch as much as RM430 million.

Prosper Group purchased the 482-room hotel, managed by Marriott International Inc, in 2016 from London-listed property developer Aseana Properties Ltd. Ireka Corp Bhd has a 23% stake in Aseana Properties. The group paid RM418.7 million, or RM870,000 per room, for the asset. The purchase price included the purchase of the entire issued share capital of ASPL M3B Ltd and Iringan Flora Sdn Bhd (which owns and operates Aloft) and the assumption of certain debts, assets and liabilities of Aloft.

An industry source says the vendor hopes to sell the asset at between RM420 million and RM430 million, which is slightly above its purchase price. It is worth noting that international tourism is not back at full capacity and that the property market remains tough due to the lingering effects of the pandemic. [READ MORE](#)



The Danna Langkawi joins Small Luxury Hotels of the World

The Danna Langkawi Resort and Beach Villas is the first luxury resort in Langkawi to join Small Luxury Hotels of the World, a prestigious global consortium of independent luxury properties.

Through this partnership, the resort can now access its comprehensive sales, marketing and distribution services, reaching travellers from all corners of the world.

According to the resort GM Karan Singh, they have a unique opportunity to further elevate their commitment to providing world-class vacation experiences on an internationally recognised platform.

“The Danna Langkawi has always been considered as a local jewel of the island and the bespoke luxury resort aligns perfectly with our brand values and meets the independently minded ethos required by Small Luxury Hotels of the World,” he added.

The other resorts included in the Small Luxury Hotels of the World are The Pangkor Laut Resort in Lumut, The Majestic Malacca in Melaka, Grand Hôtel du Palais Royal in France and Cascioni Eco Resort in Italy.

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HARRIS Sunshine Penang in Ayer Itam to be ready by 2nd half of next year

Crimson Omega Sdn Bhd and Ascott International Management (Malaysia) Sdn Bhd joined forces to develop the Harris Sunshine Penang hotel at Sunshine Central in Ayer Itam.

Crimson Omega chief executive officer Cynthia Hwang said Sunshine Central is a mega project which consists of a retail mall, office tower, hotel, service apartment and wellness centre.

Hwang said the three-star hotel is part of the mega project which will have at least 289 rooms and it is expected to be completed by the end of 2023. “The construction is almost 86 per cent complete and we are looking to open it very soon.

The Ascott Ltd managing director and head of business development Mak Hoe Kit said the hotel is built at a strategic location as it is only a few minutes away from tourist landmarks such as the Kek Lok Si Temple and Penang Hill rail station.

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Tourism Malaysia teams up with Qatar

Tourism Malaysia has signed a Memorandum of Collaboration (MoC) with Qatar Airways this week to extend promotional opportunities by tapping the airline's extensive network.

Tourism Malaysia said in a media statement Thursday that working with Qatar Airways would boost travel arrivals from the Middle East via Qatar Airways' broad network to Malaysia. In addition, it will strengthen Malaysia's appeal as a preferred travel destination among travellers in Europe and the US.

Malaysia's Minister of Tourism, Arts and Culture YB Dato' Sri Hajah Nancy Shukri, commented at the press conference: "With the reopening of international borders and an increase in the demand for air travel, we believe the strategic cooperation will increase the awareness of our attractions and more initiatives will take place to help to boost tourist arrivals to Malaysia.

"As we continue to navigate recovery from the pandemic, this MoC works as a platform to increase the choice of flights, wider destinations, and greater flexibility on top of the excellent service hospitality Qatar Airways offers". [READ MORE](#)



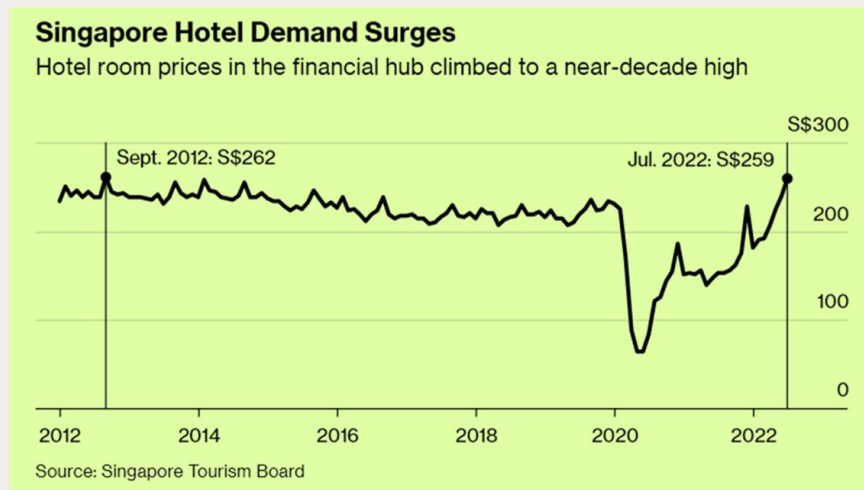
Singapore Hotel Prices Hit 10-Year High as City Roars Back to Life

Hotel rooms in Singapore are now the most expensive in almost a decade as the city-state seeks to position itself as the tourism and business destination in Asia with a slew of high-profile events lined up for the coming months.

At S\$259 (\$184) a night, the average hotel room rate in July rose nearly 70% year-on-year to the highest since Sept. 2012, as visitor arrivals continue to accelerate amid easing Covid-19 restrictions, the latest data from the Singapore Tourism Board showed.

Even as prices climb, luxurious stays in the Southeast Asian nation are still cheaper than in some of its big-city peers.

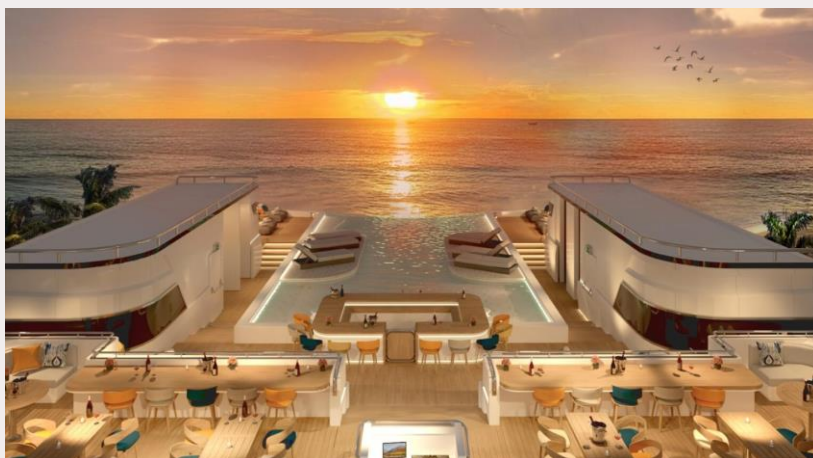
A five-star hotel in Singapore charges an average of S\$344 per night, compared with S\$387 in Hong Kong, S\$522 in Tokyo and S\$584 in London, according to data from Trip.com. Meanwhile, a five-star hotel costs S\$318 per night in Sydney and S\$256 in Seoul. [READ MORE](#)



Thailand is one of the key growth markets for Radisson Hotel Group

The Group plans to add 100 new properties in Thailand by 2025, up from six, four currently operating in Bangkok and two in the pipeline in Phuket and Pattaya. This represents a key part of the Group's wider APAC Expansion Plan, which is aiming to achieve a 400% increase in portfolio strength across the Asia Pacific region, reaching 2,000 properties by 2025. Thailand has been identified as one of five key growth markets, along with India, Vietnam, Australia and New Zealand.

“With all arrival restrictions having been lifted, international visitors are returning to the country once again. This presents exciting opportunities for hotel owners and developers; but following the recent global challenges it is also vital to make good decisions and choose the right partner for your investment. At Radisson Hotel Group, our defined brand architecture with clear market segmentation, flexible investment options, local area expertise and global support structure ensure that a bespoke solution can be tailored to the unique needs of every owner.” said David Nguyen, managing director, Indochina and Strategic Partnerships, South East Asia & Pacific, Radisson Hotel Group. [READ MORE](#)



Marriott aims for 100 hotels in Japan by 2024, expanding 30%

Marriott International will increase its presence in Japan by 30% to around 100 hotels by the end of 2024, anticipating an upswing in travel driven by a recovering economy and easing Covid-19 border restrictions.

The US hotel and resort operator plans to open additional locations under its Fairfield by Marriott brand, which launched in Japan in 2020. These hotels are generally located at roadside rest stops and work with regional governments to highlight local attractions, such as by offering bento boxes featuring the area's delicacies or access to nearby onsen hot springs. The rooms, which go for around ¥15,000 (US\$107) per night, are popular among solo and younger travellers.

Marriott operates more upscale brands like The Ritz-Carlton, Sheraton and Westin in Japan's large cities and vacation destinations. But it sees a growing opportunity beyond these areas as more travellers seek unique experiences off the beaten track." [READ MORE](#)

