

ISSUE 230

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WEEKLY INSIGHTS

HOSPITALITY INDUSTRY NEWSLETTER



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SEM9 Senai Hotel steps into Web3 by launching Malaysia's first hotel NFT

At the back of a successful hotel launch, sold over 1,000+ gaming rooms and served more than 2,000+ gamers in the last three months. SEM9 Senai, Southeast Asia's First Esports Hotel, built by SEM9 esports organisation and backed by SEAGM & Aiken Digital, is launching its first hotel NFT collection — 99LIVES, on 9th September 2022 via Opensea.

SEM9 Senai reaffirms its commitment to innovate and leverage Web3 and blockchain technology to improve its brand loyalty and awareness. With 99LIVES, SEM9 Senai can connect deeper with the younger esports generation and its guests by introducing more immersive experiences and rewarding them with an exclusive membership program. In addition, 99LIVES will elevate SEM9 Senai's status as one of the first few unique hotel chains to launch its own NFT collection to give back to the gaming community.

Owners of 99LIVES NFT will have access to free hotel night at SEM9 Senai, limited edition SEM9 merchandise, invites to participate in physical and digital events, special access to SEM9 and esports behind the scenes and latest information on all upcoming SEM9 projects that are in the pipeline. [READ MORE](#)



More rural communities in M'sia benefiting from domestic tourism — Airbnb report

The resurgence of domestic and inbound tourism has benefited rural, off-the-beaten-path communities in Malaysia, and typical earnings of non-urban Airbnb hosts increased by a third, while non-urban nights booked also increased in the second quarter of 2022 (2Q22) as compared to 2Q19, Airbnb revealed in its latest report, “Further Afield: Spreading the Benefits of the Travel Revolution”.

Airbnb head of public policy for Southeast Asia, India, Hong Kong and Taiwan Mich Goh said in a press release: “More than two years since the start of the Covid-19 pandemic, we continue to see fundamental shifts in travel that are creating new opportunities for communities that lay off the beaten track. It’s incredibly exciting to see travellers so enthusiastic about exploring new destinations, as well as the positive economic impact cascading to locals.

According to Airbnb, the last quarter saw Ipoh, Kuah, Semenyih and Port Dickson emerge as trending Airbnb search destinations for long-term stays (stays longer than 28 days) outside major metropolitan hubs in Malaysia. [READ MORE](#)



Malaysia Aviation Group establishes partnership with Singapore Tourism Board

Malaysia Aviation Group (MAG) and the Singapore Tourism Board (STB) have established an inaugural, multi-faceted partnership to promote destination Singapore to travellers, building on the strong momentum of travel reopening in both Singapore and Malaysia.

According to a statement, the partnership will promote Singapore as a destination of choice for travellers with varied interests and give them exclusive access to MAG's extensive portfolio of travel and lifestyle-related services, which includes both Malaysia Airlines and Firefly.

“This partnership will also leverage Malaysia Airlines’ tour operating arm, MHHolidays, providing curated travel packages for single to group travel, including flights, hotel stays, attractions, and new experiences in Singapore.

“Additionally, the partnership will allow both MAG and STB to explore tourism recovery initiatives. These include new business opportunities, joint marketing campaigns, branding, and promotional activities as well as engagements with in-market influencers and content partners to showcase Singapore as a destination where visitors can discover fresh, innovative, and unexpected experiences.”.

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Malaysia bags six awards in the World Travel Awards 2022

A handful of Malaysian brands and companies have been listed as winners in the Asia division of the 29th World Travel Awards (WTA). Some of the companies that received accolades include national carrier Malaysia Airlines, low-cost carrier AirAsia and One World Hotel.

Malaysia Airlines took home the Leading Airline (Business Class) award, while AirAsia won the Leading Low-Cost Airline award and also the Leading Low-Cost Airline Cabin Crew award.

South-east Asian hospitality operator Ormond Group bagged three prestigious awards. The Chow Kit, an Ormond Hotel, was named Malaysia's leading boutique hotel 2022 for the second consecutive year. The Ormond Group's airport hotel, Tune Hotel KLIA-KLIA2 also secured Asia's best airport hotel 2022.

Another award went to One World Hotel for Leading Meetings & Conference Hotel, while Pangkor Laut Resort bagged the Leading Water Villa Resort award. [READ MORE](#)



Sofitel's So Singapore leaves Accor to become Hotel Telegraph

When one luxurious door closes, another glides open – and that's certainly the case in Singapore, where the So Singapore is set to become the Hotel Telegraph as of September 28, 2022.

The new name is a tribute to the building's heritage: it first housed the Eastern Extension Telegraph Company from 1927, later becoming the Cable and Wireless Building and in 1995, housed the Telecommunications Authority of Singapore.

And with the new name comes a new alliance: the property leaves the Accor family to join the prestigious Small Luxury Hotels of the World group.

Viva Land Group, which recently bought the So Singapore for S\$240 million, says it will reposition the Hotel Telegraph “as the luxury hotel of choice for both business and weekend travellers.”

It's no accident that Viva also owns the 21-storey Robinson Point office tower next door, with Viva managing director Alfred Ong noting “we see several possible synergies between both properties (and are) considering a potential redevelopment of Robinson Point“. [READ MORE](#)



Accor to open first dual-branded hotel in Osaka

Accor will introduce its first dual-branded hotel to Japan with Mercure Tokyu Stay Osaka Namba, slated to open on December 1 this year.

In partnership with Japanese real estate company Tokyu Resorts & Stays, the property will offer the best of both companies – Accor’s global reach and international loyalty programme Accor Live Limitless (ALL), and Tokyu Stays’ domestic network and hotel facilities.

The 288 guestrooms are ideal for short-stay and long-stay guests, with a portion of guestrooms offering washer-dryers and kitchenettes, one of the signature features of Tokyu Stay properties. There is also an all-day Italian dining restaurant on site.

Garth Simmons, CEO, Accor Southeast Asia, Japan and South Korea said: “This property offers the perfect setting for local and international visitors to explore the local scene whether they are in town for business or leisure, and enjoy the warm hospitality that is unique to this region.” [READ MORE](#)

