

# ISSUE 233

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## WEEKLY INSIGHTS

## HOSPITALITY INDUSTRY NEWSLETTER



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# Tropicana and Marriott join hands to open new hotel in Langkawi

Tropicana Corp Bhd has signed a hotel management agreement with Marriott International to build a 270-key five-star hotel at its mixed development in Langkawi, Tropicana Cenang, on Thursday (Oct 6).

Dubbed Sheraton Langkawi Resort and Spa, the hotel building will have a gross development value (GDV) of RM352 million. It is part of the 5.3-acre Tropicana Cenang development, which fronts Pantai Cenang and offers residential, hospitality and commercial components with a total GDV of RM1.4 billion.

With the official signing ceremony concluded at Tropicana's corporate office in Petaling Jaya on Thursday, Sheraton Langkawi Resort and Spa will be Tropicana's third hotel collaboration with Marriott, following W Kuala Lumpur and Courtyard by Marriott Penang. The new hotel is expected to welcome guests by 2029/2030. [READ MORE](#)



# Hilton opens resort in Damai Laut

Hilton announced the opening of DoubleTree by Hilton Damai Laut Resort, a 294-room beachfront resort that overlooks the Straits of Malacca.

This latest addition to Hilton's portfolio in Malaysia marks the global hospitality company's continued expansion in the country, following the opening of DoubleTree by Hilton Shah Alam i-City in July.

"DoubleTree by Hilton Damai Laut Resort is a fantastic addition to our current family of 13 hotels in the country, joining the six DoubleTree by Hilton hotels already in operation. As we continue to expand our presence in Malaysia, including in key secondary markets, we are thrilled to bring our hospitality to Lumut, a coastal town known for its rich heritage. Our guests can experience Perak on an elevated level," said Hilton area vice president and head of Southeast Asia, Alexandra Murray. [READ MORE](#)



# Tourism association to sign agreement for charter flights from Germany to Kuching, Kota Kinabalu next year

The Malaysian Tourism Agency Association (Mata) is in the framework of signing an agreement with leading travel agencies in Germany for special charter flights from Munich and Dusseldorf to Kuching and Kota Kinabalu next year.

This will be the first direct flight from the European continent to the two cities. The special charter flight will begin services in early May 2023, with a weekly frequency for four months.

“In the event the demand from European tourists is successful, then this special charter flight will be extended for another two months. There is a maximum capacity of 220 passengers per flight to Kuching and Kota Kinabalu on this special charter flight,” Mata said in a statement today.

Following the agreement, Mata anticipates more than 7,000 tourists from Europe will visit Sabah and Sarawak within the four months as a result of the introduction of the special charter flight.

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# AirAsia increases four new routes to Indonesia

AirAsia has strengthened its commitment to Indonesia with four new routes and a total of 66 flights weekly from Malaysia.

The airline will resume its flight services to Banda Aceh, Padang and Pekanbaru from Kuala Lumpur from October 1, 2022.

The low-cost carrier will also resume its flight to Bali-Denpasar from Penang for the first time starting October 20 this year.

"The latest routes are a strong testament to AirAsia's pledge to the local governments of Aceh Province, West Sumatra Province and Riau Province to open international services from their main provincial airports.

"The new services are also in response to strong demand by local communities from both countries which share cultural similarities and familial ties and will boost tourism and creative economy in the regions," it said. [READ MORE](#)



# Turkish Airlines adds more weekly flights to Kuala Lumpur

Turkish Airlines has launched three additional flights per week between Istanbul and Kuala Lumpur starting from Oct 1, increasing the frequency to 10 times weekly.

Tourism Malaysia, in a statement issued jointly with the airline and Malaysia Airports Holdings Bhd, said the higher frequency of direct flights would bring even more visitors from across Turkish Airlines' network to the country and further boost the economy with a strong rebound in tourism.

"The easing of international travel protocols and relaxation of the entry procedures to Malaysia will also increase the travel demand to the country and boost connectivity from other international continents.

Turkish Airlines operated its first direct flight to Kuala Lumpur on April 25, 2013, with three flights per week. Barely a year into operation, it began operating daily to and from Kuala Lumpur.

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# After 7 years, Kuwait Airways returns to KLIA

Kuwait Airways' inaugural flight to Malaysia after a seven-year hiatus touched down at Kuala Lumpur International Airport (KLIA) at 11.40 am Monday.

ATS Global Travel and Charter Sdn Bhd chairman Datuk A. Aziz Ahmad said the airline would fly twice a week to KLIA for starters and increase its frequency to three times a week beginning next month.

"We are now in the Covid-19 recovery process. We can expect the frequency to increase in the future.

"This is good for Malaysia because more tourists will be visiting not only from Middle Eastern countries but also travellers from other nations where Kuwait Airways has codesharing with certain airlines," he told reporters after welcoming the passengers arriving at KLIA on the airline's flight KU409 Monday.

ATS is the airline's general service agent in Malaysia. [READ MORE](#)



# New AirAsia rival aims to fly with cheaper fares

New low-cost carrier MYAirline plans to begin commercial operations by the end of this year, with its CEO saying it can sell cheaper fares than domestic rival AirAsia — the region's leading low-cost carrier.

CEO Rayner Teo sees demand for low-cost air travel rising as Asia emerges from Covid pandemic restrictions. MYAirline hopes to stand out with cheaper tickets, better real-time customer support and punctual flights.

“We believe we can easily offer cheaper flights based on cost structure,” Teo, also the carrier's co-founder, told Nikkei Asia in a recent interview at its operation centre above a shopping mall in Subang Jaya.

Although MYAirline is the David to AirAsia's Goliath, Teo and senior management are confident of their strategy, with some of them having gained experience at the airline owned by Tony Fernandes' Capital A.

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# Johor state records highest domestic tourist arrival last year

Johor aims to be the main tourist destination in Malaysia after pulling in the most number of domestic tourists in 2021 despite restrictions during the Covid-19 pandemic.

Johor Tourism director Suhairi Hashim said the state government's focus this year was to maintain its number one spot.

He said the Statistics Department record showed that Johor received 1.8 million domestic tourists last year while Perak came in second (1.4 million tourists) and Pahang in third place (1.3 million tourists).

“The state government, through Johor Tourism, received great cooperation from our stakeholders who wanted to see the industry vibrant again just like before the start of the pandemic.

“However, the effects of Covid-19 can still be seen with many shops inside malls in Johor Baru still vacant. [READ MORE](#)



# IHG Signs Agreement to Develop 10 New Hotels in Germany

IHG Hotels & Resorts today announces the signing of a Multi-Development-Agreement (MDA) with Solutions4Hotels GmbH (S4H), a commitment to develop 10 hotels of the Holiday Inn brand family with approximately 800 rooms in Germany. IHG and S4H have also signed Holiday Inn Express Leipzig South as part of the MDA.

The agreement is part of an extensive mixed-used development project in 10 locations which also includes the development of premium service stations and restaurants. Each site will feature a futuristic service station including electric charging, a petrol station with sustainable fuel solutions, a hotel, and a high-quality F&B offer. The building sites are conveniently located along Germany's main motorways, all in close proximity to large cities.

Popular amongst owners, IHG's Holiday Inn brand family was chosen as the ideal hotel concept for this nationwide project. Holiday Inn Express Leipzig South is the second signing within the MDA, following the signing of Holiday Inn Express Hamburg South in 2020. [READ MORE](#)

The logo for IHG Hotels & Resorts, featuring the letters 'IHG' in a large, bold, orange font, followed by 'Hotels & Resorts' in a smaller, orange font. A registered trademark symbol (®) is positioned to the upper right of the 'G'.