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WEEKLY INSIGHTS

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St. Giles in Johor Baru expected to boost tourism

With the influx of tourists from Singapore and around the world into Johor, the opening of St. Giles Southkey comes at a good time.

With 575 modern and spacious guest rooms, the hotel is under the U.K. based St. Giles brand and is managed locally by Cititel Hotel Management (CHM) Sdn Bhd.

According to hotel general manager Teekay Goh, the hotel is conveniently located within Mid Valley Southkey, which includes a retail mall, exhibition centre and commercial towers.

The hotel is located about 7km from the Singapore–Johor causeway and 26km from the Senai International Airport.

Goh said the hotel is perfectly positioned to meet the growing travel, business, leisure and lifestyle needs in Johor Baru.

"The hospitality industry has gone through tough times during the Covid–19 pandemic but now we have recovered and are primed for a massive wave of travellers to return."
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Sim Leisure Group plans to develop further ESCAPE theme parks

Sim Leisure Group, known for conceptualising and creating the ESCAPE brand of parks in Malaysia, has set out to establish itself both domestically and abroad.

The group is currently working on projects in Oman, Qatar, Saudi Arabia, and China, and it is also said to have signed a deal to grow the ESCAPE brand in Sri Lanka.

The ESCAPE theme park brand is represented in Malaysia via ESCAPE Penang and the group's exclusive mall attraction, the indoor ESCAPE Challenge park in Petaling Jaya.

Additionally, new parks in Ipoh and Cameron Highlands will soon be coming under the name.

ESCAPE Penang recently marked two more game-changing attractions with the launch of Malaysia's first-ever Ski Slope, the first-of-its-kind in Penang's tropical setting; and the Dead Sea Pool, where tourists can naturally float like in Jordan's Dead Sea. [READ MORE](#)



AirAsia to run direct flights between Singapore and Sibiu from Dec 16

AirAsia will be running flights between Singapore and Sibiu from Dec 16, says incumbent Bukit Assek assemblyman Joseph Chieng.

The Sibiu-Singapore flights will depart at 4pm on Monday, Wednesday, Friday and Sunday while the Singapore-Sibiu flights will depart at 1.40pm, also on the same days.

"The commencement of this sector was announced by the Sarawak Trade and Tourism Office Singapore (Statos). Finally, residents here can fly directly to Singapore," said Chieng.

He said that prior to this, there were three ways for people to get from Sibiu to Singapore – a flight from Sibiu to Johor and then by land to Singapore; Sibiu to Kuala Lumpur and then another flight to Singapore, or a Sibiu to Kuching flight followed by another one to Singapore. [READ MORE](#)



AirAsia starts new route to Phnom Penh from Penang

AirAsia on Wednesday (Nov 9) announced a new route connecting travellers from Penang to Phnom Penh, starting from Dec 10.

In a statement, the low-cost carrier said the new route is set to further boost AirAsia's connectivity within Asean, and allow for seamless travel between Cambodia and Penang.

It said following the inaugural flight in December, the flight frequency of the route will be twice weekly.

AirAsia also said its hub in Penang had been steadily growing its route offerings, having just launched its inaugural route to Bali on Oct 20.

The carrier said airasia rewards members can grab "great value fares" for the new route for a promotional fare of RM179 (one way) or RM428 (both ways) for the travel period of Dec 10 to March 25, 2023 through the "flights" icon on the airasia Super App or website.

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Travelwalla sets target on becoming dominant travel booking platform in Malaysia

Travelwalla, a homegrown subscription-based online travel booking platform and Malaysia's first online travel partner (OTP), has garnered over RM21 million in contract value of listed properties on its website within weeks of the launch of its 'Become a Partner' web page.

Chief executive officer and founder Mohammed Amin Mohammed Sidek said the company is set to become the dominant travel booking platform in Malaysia.

"Our ambition is to achieve 25% market share of Malaysia's online booking platform and we believe that it can be achieved in three to four years' time," he said at the media briefing of the web page launch in Petaling Jaya today.

Travelwalla said it is also set to possess an inventory of over 60,000 properties on its website.

"For each successful booking, Travelwalla retains 12% of the sale price, until the sum retained reaches the agreed-upon annual subscription rate.

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Accor to open Fairmont Dubai Skyline in 2024

Hospitality group Accor is set to add a new property to its Fairmont Hotels and Resorts portfolio in Dubai.

It has partnered with RSG Group of Companies to sign the Fairmont Dubai Skyline hotel which is set to open in 2024.

It will be the third Fairmont property in Dubai and the seventh in the UAE.

The Fairmont Dubai Skyline high-rise will feature 54 floors across the 226m-high structure. The property will include 181 hotel rooms and suites, alongside 121 residences comprising of two-, three- and four-bedroom apartments. There will also be a full-floor penthouse located at the very top of the building.

Located on Sheikh Zayed Road in Dubai, the architecture of the Fairmont Dubai Skyline includes asymmetric balconies, which will be lit upon nightfall with a spiralling 4.5km of lighting to give the illusion of movement. [READ MORE](#)



Accor, Ennismore expand across Vietnam with three new hotels

Accor and Ennismore have signed three hotels with TNG Holdings Vietnam Group. Accor will introduce Swissôtel Hai Phong Riverfront and Grand Mercure Phu Yen Boulevard Centre, while Ennismore's Hyde Danang Centre will be its first property in Vietnam.

Accor currently operates 40 hotels in Vietnam, with 50 projects in the pipeline. The opening of Swissôtel Hai Phong Riverfront will see the debut of the brand in Vietnam, and the hotel will offer a range of revitalising concepts centred around craftsmanship, sustainability and vitality.

Grand Mercure Phu Yen Boulevard Centre will be situated in the South Central Province of Vietnam, joining the over 50 Grand Mercure Hotels and Resorts since the brand's debut in the Asia-Pacific region almost 20 years ago.

Ennismore and Accor entered into a joint venture in 2021, bringing together a collective of global lifestyle brands, including Hyde. Hyde Danang Centre will boast an iconic presence in the Danang skyline for visitors entering the city from the Dragon Bridge. [READ MORE](#)

