

ISSUE 256

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Hotel group IHG to create over 800 new jobs, double its estate in Malaysia by 2025

IHG Hotels & Resorts plans to create more than 800 new jobs this year and double its estate in Malaysia by 2025.

IHG managing director for Southeast Asia and Korea Rajit Sukumaran said the domestic and international tourism was returning after the pandemic, and Malaysia was seen as a land of opportunity by everyone at IHG.

"We recognise the great potential in growing our estate in its fantastic city and resort locations, thereby providing our guests with an even greater opportunity to discover, and rediscover, some truly stunning destinations," said Sukumuran."

IHG currently has six hotels in the country, offering guests a choice of nearly 2,000 rooms in renowned properties. This includes InterContinental Kuala Lumpur, Holiday Inn Johor Bahru City Centre and Holiday Inn Express Kota Kinabalu City Centre.

IHG said it was busy delivering on its strategy of growing its presence in the market, where a development pipeline of 11 hotels across six brands left it ideally placed to expand its portfolio in the next two years. [READ MORE](#)

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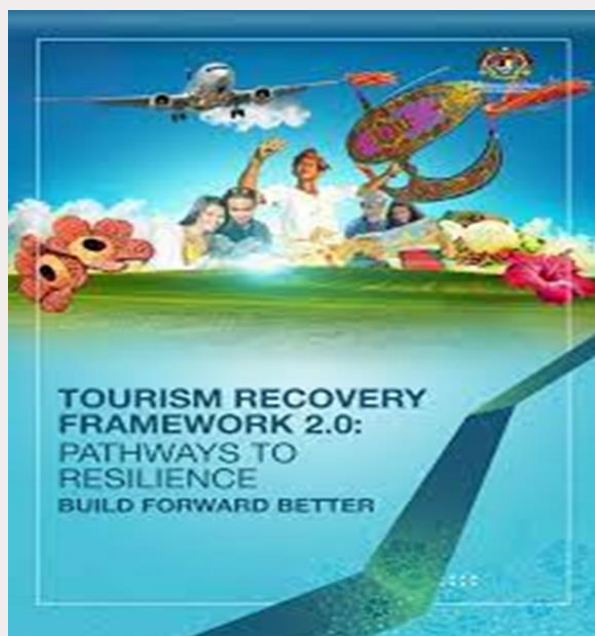
Malaysia attracted 10 million foreign visitors, generated RM28.2b in 2022

Malaysia managed to attract 10 million foreign tourists and generated RM28.2 billion in tourism income in 2022 through the Tourism Recovery Framework (TRF) 2.0 the Dewan Rakyat was told.

Deputy Tourism, Arts and Culture Minister Khairul Firdaus Akbar Khan said the total exceeded the set target of 9.2 million foreign tourists with RM26.2 billion in receipts during the committee-level wind up session of the debate for the Supply Bill 2023 for the ministry.

He said TRF 2.0 had five main strategic pillars, supporting the recovery of tourism and cultural businesses, restoring tourism confidence, smooth international and regional travel, recreating tourism and cultural products and services to spur competitiveness, coordinating tourism with sustainability and inclusivity, and to strengthen recovery with long-term resilience and crises preparation.

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Pahang govt in talks with several airlines to revive Kuantan route

The Pahang government has initiated talks with several airline companies to revive operations in and out of the Sultan Ahmad Shah Airport (LTSAS) here to boost tourist arrival.

State Unity, Tourism and Culture Committee chairman Leong Yu Man said that before the Covid-19 pandemic, low-cost carrier AirAsia, Firefly and Malindo Air, since rebranded as Batik Air, used to ply the Kuala Lumpur-Kuantan route.

"Currently, we only have Malaysia Airlines servicing the Kuala Lumpur-Kuantan route and Singapore's low-cost airline Scoot Air servicing the Singapore-Kuantan route, and vice-versa. Talks have begun with several Malaysian airlines companies and we are hoping for progress.

"The Pahang government is trying our best to get the airlines to return and revive the routes which they once served. We understand that some delays could be caused by the airline companies flying the more popular and profitable routes," she told reporters after a welcoming ceremony to receive the first batch of 117 passengers who arrived on Scoot Air's Airbus A320 aircraft at (LTSAS). [READ MORE](#)



Kuwait Airways sets A330-800neo record, launches Malaysia Airlines partnership

Oneworld alliance member Malaysia Airlines and Kuwait Airways have signed a bilateral interline agreement commencing April 1. The agreement was signed by Kuwait Airways chief Maen Razouqi and the chief executive of Malaysia Airlines, Captain Izham Ismail, on the sidelines of a ceremony held in the Malaysian capital Kuala Lumpur.

The enhanced partnership will enable Kuwait Airways to expand its network and better serve its passengers through Malaysia Airlines' Kuala Lumpur hub, including on Malaysia Airlines domestic flights and regional services to Singapore, Taipei, Seoul and Tokyo, as well as Sydney, Melbourne, Perth and Auckland.

Malaysia Airlines passengers will benefit from interline connectivity via Kuwait to other GCC, Middle Eastern and North African on the Kuwait Airways network.

Kuwait Airways recently increased flights to Kuala Lumpur, its top executive noted. "Kuala Lumpur is one of Kuwait Airway's most important destinations. Since its launch in October 2022 with two flights per week, there has been a growing demand from our valued passengers to travel to this destination. [READ MORE](#)



Future Market Insights: The key trends boosting the Malaysia tourism market

As per the latest findings of Future Market Insights, Malaysia tourism revenue is expected to be US\$ 2,853.9 Million by the end of 2023. In the long-term, the Malaysia tourism is estimated to reach at around US\$ 9,350.3 Million in 2033.

Quality accommodation and transport is also better which is attracting more and more tourists every years. This is the precise reason for the growth in Malaysia market. Another factor which is driving growth of tourism is the Malaysian government's unending effort in targeting global elites who are from the high income group.

The project of developing 15 projects including Malaysia Eye, International Fashion Street, Sunset Beach, and Cruse Shopping Gallery is creating curiosity among tourists and is therefore leading to a robust development in the growth of Malaysian tourism. Medical tourism is one of the important factors that is boosting the tourism industry in Malaysia.

Liberalization of some government controlled sectors, development of more tourism destinations, and increased involvement of the private sector are some of the key measure that will improve Malaysia tourism performance in the future. The Malaysian government is making its tourism industry more attractive. More skilled personnel will be required to manage government function in future. [READ MORE](#)



Banyan Hotel Investment, Management Companies Rebrand as Satori and Aperture

Atlanta-based Banyan Tree Management and Banyan Investment Group have each been rebranded by executives to work independently of each other.

Banyan Investment Group will focus on hotel property investment as Satori Collective, according to a news release. It has spun off its property management platform, Banyan Tree Management, which will now operate as Aperture Hotels. Aperture will provide hotel management services and expand its third-party management portfolio, according to a separate release.

“Satori is a Buddhist term meaning ‘awakening and deep understanding,’ which is how our team approaches commercial real estate investment,” said Andy Chopra, co-founder and managing partner of Satori, in the release.

The company’s core business is real estate investment, so this development has doubled its focus on raising and deploying capital to find consistent, risk-adjusted returns, he said. The restructuring will also allow Aperture to stand on its own and pursue additional third-party management opportunities. Satori will focus on investment in the select-service and upper select-service, extended-stay and lifestyle hotel segments. [READ MORE](#)



IHG reveals details of significant expansion across China

IHG Hotels & Resorts has announced an ambitious expansion plan encompassing an exciting line-up of hotel openings in Greater China. This expansion comes at a time of rapid development for China's culture and tourism industries following the growth of domestic tourism and the opening of international borders.

IHG Hotels & Resorts is on track to expand across Greater China as it heightens the presence of its diverse hotel brands in both popular and emerging destinations across the country. This growth will help China accommodate the increasing number of domestic travellers and the return of international tourists following the reopening of this country's borders.

Commenting on the recovery of tourism in China, Daniel Aylmer, Managing Director, IHG Greater China, said: "With multiple domestic travel incentives and the steady recovery of the tourism industry, we believe that the Chinese market is poised for strong growth."

The hotel company currently has more than 1,000 hotels operating or in the pipeline under 12 brands in Greater China. The forthcoming expansion will see the group cover more than 200 of China's cities. [READ MORE](#)

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