

ISSUE 261

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WEEKLY INSIGHTS

HOSPITALITY INDUSTRY NEWSLETTER



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Malaysia gears up for tourism recover with VM25

Malaysia recorded a total of 10.07 million tourist arrivals and RM28.2 billion in tourist receipts in 2022 – the highest recorded since 2020, when the Covid-19 pandemic hit the world.

This year's target is to welcome 16.1 million foreign tourists and generate RM49.2 billion in tourist receipts.

For 2025, which has been set as Visit Malaysia Year (VMY 2025), the country's goal is to bring in 23.5 million foreign tourists and obtain RM76.9 billion in revenue and put us back on track to make tourism revenue a major component of the country's gross domestic product.

This target was revealed by Prime Minister Datuk Seri Anwar Ibrahim when he tabled Budget 2023 in February.

However, these targets are still below what Malaysia recorded before the pandemic; it chalked up 26.1 million arrivals in 2019, which contributed RM86.1 billion in receipts.

During the pandemic, the country also saw the permanent closure of some hotels. Nevertheless, more hotel openings are expected ahead of VMY2025.

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Tourism Malaysia returns to the Arabian Travel Market for the 29th year

Malaysia, which recorded 88,534 tourist arrivals from the Middle East in 2022, is promoting the latest destinations for shopping, family fun, eco-adventure, honeymoon and luxury holidays at its 29th attendance at the Arabian Travel Market.

In 2023, Malaysia is targeting welcoming 16.1 million international tourist arrivals (300,000 tourists from the West Asia) and generate RM49.2 billion (AED41.1 billion, \$11.19 billion) in tourist receipts.

Since its full reopening of international borders, Malaysia has recorded a total of 10.07 million tourist arrivals and RM28.2 billion (AED23.5 billion) in tourist receipts in 2022, surpassing its initial target of 9.2 million international tourist arrivals.

As in previous years, ATM, which got under way in Dubai on May 1, sees the participation of a strong Malaysian delegation from 76 organisations comprising hotels and resorts, travel agents, tourism products owners, representatives from various state governments, including Langkawi Development Authority (LADA), Penang Global Tourism, Sabah Tourism Board, Sarawak Tourism Board, Tourism Melaka, Tourism Pahang, and Tourism Johor. [READ MORE](#)



Indonesia AirAsia to commence Jakarta-Kuching flight on June 15

Indonesia AirAsia will commence a new route connecting Jakarta and Kuching starting June 15, as part of its efforts to boost tourism in the Asean region.

In a statement received here on Thursday (May 4), AirAsia said promotional fares from as low as RM199 for a one-way flight are now available from its AirAsia app and website for this thrice-weekly flight taking place every Tuesday, Thursday and Saturday, wherein the promotion would run from now until May 14, for trips to be performed between June 15 and Oct 29.

“Jakarta is the second city in Asean to be connected with Sarawak by AirAsia. Currently, AirAsia Malaysia flies between Singapore and three Sarawak cities namely Kuching, Miri and Sibu, making it the airline with the widest network between Singapore and Sarawak,” it said.

According to a flight schedule included in the statement, the Jakarta-Kuching flight would depart at 7.30am (Western Indonesian time) and arrive at Kuching at 10.40am (Malaysian time), while the return flight would depart at 11.10am (Malaysian time) and arrive at Jakarta at 12.20pm (Western Indonesian time).

AirAsia is also conducting domestic service within Sarawak, Sabah and Peninsular Malaysia. [READ MORE](#)



Flight Schedule

Route	Flight Number	Flight Schedule		Tickets on sale from	Inaugural Flight
		Departure	Arrival		
CGK-KCH	QZ 530	07.30	10.40	3 May 2023	15 June 2023
KCH-CGK	QZ 531	11.10	12.20		

Shangri-La's JEN Johor Puteri Harbour hotel to close permanently on May 9

JEN Johor Puteri Harbour here, part of Shangri-La Group's hotel chain, will cease operations on May 9 due to legal proceedings that it said are beyond its control.

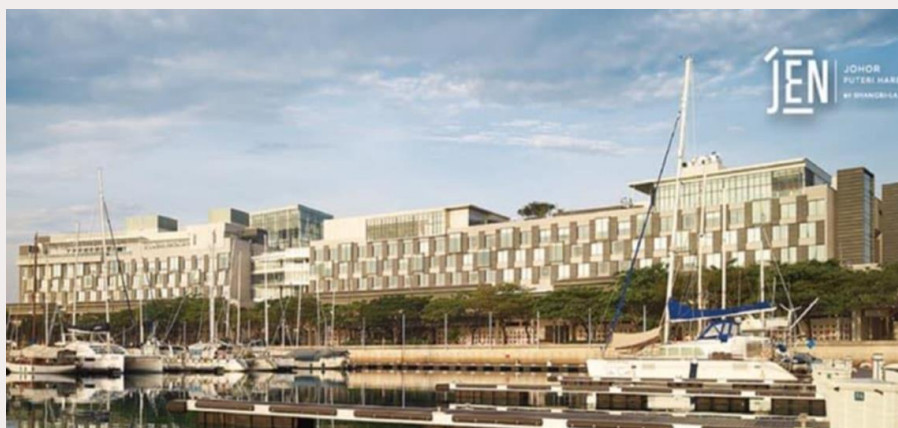
In a statement today, the four-star hotel's owner TAR PH Sdn Bhd said this meant that the business was unable to operate.

“Both TAR PH and Shangri-La Group, the hotel operator, are focused on its foremost priority of taking care of the 93 affected staff.

“Each and every staff has been offered a suitable job at affiliate hospitality businesses located primarily in Johor.

“TAR PH has also ensured that all affected staff will be appropriately compensated,” read the brief statement. However, the statement did not provide details of the legal proceedings that caused the hotel's closure.

The closure of the hotel, located along Persiaran Puteri Selatan in the popular Puteri Harbour shopping and dining district, came as a surprise. Prior to being refashioned as JEN Johor Puteri Harbour, in 2013, the property was known as Traders Hotel Puteri Harbour, a four-star business-oriented hotel. [READ MORE](#)



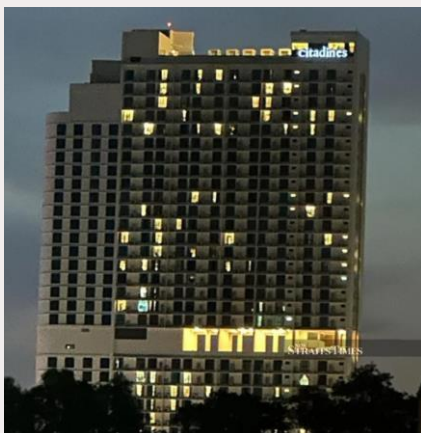
Sky Residence Prai by The Ascott renamed to Citadines Prai Penang

CapitaLand Investment Limited's (CLI)-owned lodging business unit, The Ascott Limited (Ascott), has officially revamps Sky Residence Prai owned by EXO Management into Citadines Prai Penang, bringing you to the city, and the city to you, as you Connect, Recharge and Go.

Citadines Prai Penang marks the third operational property and first Citadines within Penang for Ascott Malaysia. Launched as an extraordinary urban oasis, it has three apartment types, from Studio to Two Bedroom, these 168 Penang serviced apartments are poised to meet your different lifestyle needs in Bukit Mertajam, a home to numerous multinational and local firms within the industrial area.

The serviced residence is surrounded by numerous multinational companies, offices and high tech enterprises. A short walking distance away to Juru Sentral, Icon City, restaurants, and entertainment venues, to cater to residents' leisure and recreational needs.

It is owned by Exopuri Development Sdn Bhd, which has projects at Juru Sentral that comprise condominiums, small offices/home offices (SoHo) apartment tower and shop offices. Incorporated in 1996 by Ng Kok Leong and another director, the company has developed projects with a total gross development value of RM250 million. [READ MORE](#)



China's holiday tourism rebound to pre-COVID levels boosts outlook*

China's tourism rebounded to pre-COVID 19 levels in the May Day holiday as the number of domestic trips rose by more than two-thirds from a year earlier, government data showed on Wednesday, a welcome boost for the world's second-biggest economy.

If sustained, a recovery in the service sector could ease worries that China's post-pandemic economic recovery could soon lose momentum with the property market still soft, its vast manufacturing sector weak and exports facing persistent headwinds.

Travel-hungry Chinese made 274 million domestic trips during the five-day break that began on Saturday, a rise of 70.8% from a year earlier, and 19% more than during 2019, the Ministry of Culture and Tourism said on its website. During these trips, Chinese tourists spent 148 billion yuan (\$21 billion), a 128.9% increase from a year earlier, and on a par with 2019 levels. The figures from this year's May Day holiday – the first travel season since the pandemic without restrictions – are being monitored as a gauge of China's economic health.

Official data on Sunday showed activity in China's non-manufacturing sector grew in April, albeit at a slower pace than in March. "The strong holiday tourism data, together with the still-solid April services PMI, bode well for consumption and services recovery in coming months. [READ MORE](#)

