

# ISSUE 269

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## WEEKLY INSIGHTS

## HOSPITALITY INDUSTRY NEWSLETTER



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# Malaysia's air passenger traffic recovery to pick up in H2: Analysts

Malaysia's air passenger traffic recovery is expected to gather pace in the second half of 2023 (H2'23) to reach 85% of the pre-pandemic levels for the full year, according to MIDF Research.

The non-Asean sector holds considerable growth prospects as more routes are reinstated and flight frequencies increase, it said in a note today following Malaysia Airports Holdings Bhd's (MAHB) announcement that airports in the country recorded 6.8 million total passenger movements in May 2023, thus surpassing 80% of pre-pandemic levels for the first time.

MIDF Research described the traffic recovery, at 86.2% against May 2019 passenger movements (domestic: 99%, international: 74%), as "impressive".

However, it remained "neutral" on the aviation sector, saying it made no revisions to its passenger traffic assumptions.

Its overall traffic recovery figure of 85% for 2023 comprises 90% for domestic and 80% for international.

"Potential upsides to our numbers are local airlines rebuilding their fleet and faster-than-expected return of Chinese tourists," the research house said. [READ MORE](#)



# SKS Group, Marriott to open first Sheraton hotel in Johor Bahru

Marriott International has signed a hotel management agreement with SKS Group to open a 345-room Sheraton Johor Bahru, marking the Sheraton brand's debut in the city.

This is Marriott's second property in collaboration with SKS Group, following the Four Points by Sheraton Desaru which opened in 2021.

Marriott International chief development officer Asia Pacific excluding China Shawn Hill said the company is thrilled to build on its relationship with SKS Group, this time to bring the Sheraton brand to Johor Bahru.

Hill said the Sheraton brand has a rich heritage in creating a sense of belonging for guests, wherever they are in the world and Sheraton Johor Bahru expects to be no different.

"With its strategic location and high accessibility, the hotel aims to attract both business and leisure guests and offer its signature community experience," he said.

Slated to open in 2025, Sheraton Johor Bahru expects to draw on the brand's roots as a gathering place for both locals and guests in communities around the world. "The hotel design will be an excellent fit for business and leisure travelers. [READ MORE](#)



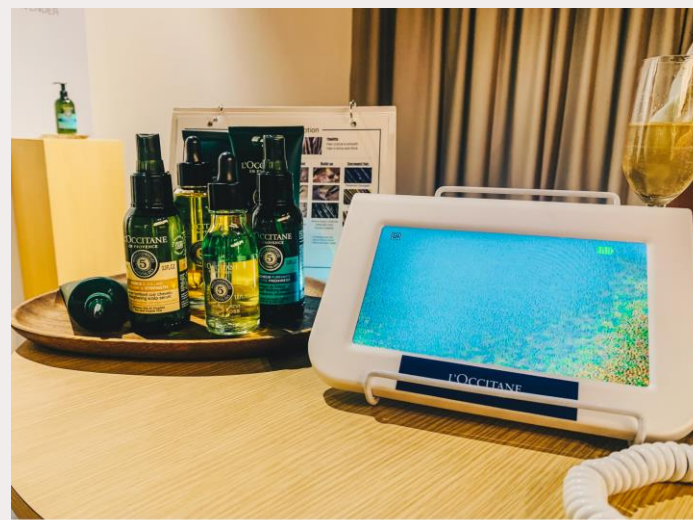
# L'Occitane Has A "Hotel" Pop-up In KL With A Flower Projection Room & Spa Experiences Till 11th June

L'OCCITANE en Provence launches their most immersive pop-up concept event in Asia-Pacific in Kuala Lumpur, Malaysia.

Witness the wonder of nature and transport yourself to magical destinations during your stay in the hotel's immersive projection rooms, including a stunning Almond Forest in Valensole and an endless Immortelle Flower Field in Corsica. With an impressive 13,000 square foot space, located at Pavilion Bukit Jalil, this is the brand's most experiential event ever in Asia-Pacific.

Kuala Lumpur is the first city to host the event but, stay tuned as there are stops in other Asian cities scheduled in the following months!

L'Occitane's pop-up offers visitors an experience filled with sensory delights. The addition of beauty trials serve as a delightful cherry on top - especially for beauty enthusiasts who are eager to explore and try out different skincare products. [READ MORE](#)



# CDL expands investment in Korea with Nine Tree Premier Hotel Acquisition

City Developments Limited (CDL) has acquired the Nine Tree Premier Hotel Myeongdong II in South Korea's capital from Shinhan Nine Tree Real Estate Investment Trust for KRW140bn (€99m).

The Singapore-listed group made the acquisition through its subsidiary, CDL Hotels Korea.

Opened in 2017, the freehold 17-storey hotel in Seoul comprises 408 rooms and enjoys a prime location in the Myeongdong-Euljiro commercial district.

Kwek Leng Beng, CDL executive chairman, said: "Our group has over two decades of investment experience in South Korea, having entered the hospitality market with the acquisition of Millennium Hilton Seoul in 1999." Kwek said that since divesting the property and its adjoining land site in February 2022, CDL had been seeking new opportunities to reinvest in Korea.

The acquisition of Nine Tree Premier Hotel Myeongdong II marks the group's second hotel purchase this year. It bought 5-star Sofitel Brisbane Central, in Australia in March 2023. [READ MORE](#)



**CITY  
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# Kempinski signs management agreement for Luxurious Hilltop Hideaway on the Emerald Slopes of Ubud, Bali

Kempinski Hotels announce the latest addition to its Southeast Asian portfolio after signing a management agreement for a magnificent hilltop hideaway in the heart of Bali.

Located in one of the most picturesque parts of the island, close to the emerald rice terraces and coffee plantations of Tegalalang village, The Apurva Kempinski Ubud, Bali, is the latest hospitality project from Indonesian real estate developer PT. Panorama Indah Dewata.

The Apurva Kempinski Ubud will be situated on a south-facing ridge overlooking an endless expanse of green in central Bali.

The 160 elegantly appointed rooms and villas will cascade down the jungle-covered slopes around a magnificent open-sided lobby lounge where guests will be immersed in Indonesia's rich cultural heritage. Accommodation includes spacious rooms and suites starting from 60 square metres, panoramic Cliff Villas complete with outdoor decks and private pools seamlessly integrated into the natural surroundings, and six spectacular 200-sqm Villas nestled in the forest.

When it opens in 2027, The Apurva Kempinski Ubud will become the second Kempinski resort in Bali, following the successful opening of The Apurva Kempinski Bali in 2019. It will also be the third management agreement signed, following last year's announcement for The Apurva Kempinski Lombok, which will open in 2027. [READ MORE](#)

