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WEEKLY INSIGHTS

HOSPITALITY INDUSTRY NEWSLETTER



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Ascott has launched The George Penang under The Crest Collection

The Ascott Limited (Ascott), a subsidiary of CapitaLand Investment, has introduced The George Penang by The Crest Collection, located in the heart of Georgetown, Penang.

This historic hotel blends heritage charm with contemporary elegance and features 92 rooms and suites, offering a 5-star boutique experience. Ascott Malaysia continues its legacy, with the opening of the fifth property that is the George Penang.

The hotel offers modern facilities such as a gym, steam bath, saltwater swimming pool, and a multi-cuisine restaurant. The George Penang's prime location provides easy access to Georgetown's historical sites and cultural attractions.

The hotel celebrated its official opening with a ceremony attended by distinguished guests, including Penang Chief Minister Chow Kon Yeow. [READ MORE](#)



Sabah has added seven new hotels to accommodate its increasing number of tourists

Sabah is gearing up for an increase in tourists with the addition of seven new hotels, offering a total of 2,053 rooms. The state expects to welcome about 2.2 million tourists this year, reaffirming its status as a highly sought-after destination.

Sabah already boasts 685 existing hotels, spanning various categories, with a combined capacity of 26,822 rooms, underlining its appeal to travelers.

Between January and July, Sabah recorded 1.4 million arrivals, with an average hotel occupancy rate of 52% over the past six months.

The state government has allocated RM10 million to improve tourism infrastructure in rural areas, aiming to promote community-based tourism and empower rural communities. Sabah's long-term goal is to achieve 80% ASEAN standard compliance for community-based tourism by 2030. [READ MORE](#)



Batik Air becomes the first Malaysian airline to revive its fleet capacity following the pandemic

Batik Air Malaysia, a subsidiary of Indonesia's Lion Air Group, has become the first Malaysian airline to fully restore its fleet since the pandemic began.

Unlike many airlines worldwide, Batik Air remained operational during the COVID-19 pandemic, thanks to its maintenance, repair, and overhaul (MRO) centers. This allowed it to quickly rebound when borders reopened, aided by a trained workforce that was sent for training in anticipation of the reopening.

A few other airlines, such as Qatar Airways, Singapore Airlines, and Emirates, also managed to recover swiftly post-pandemic. Airfares, initially high due to limited supply and high demand, are now on a downward trend as airlines increase flight frequencies. Batik Air has experienced strong demand, surpassing 2019 levels, with plans to carry up to 8.5 million passengers this year.

The airline is rapidly expanding its international network by reopening routes it operated before the pandemic, taking advantage of the travel industry's resurgence. [READ MORE](#)



India is now Malaysia Airlines' top international market

Malaysia Airlines plans to expand its India network, adding Thiruvananthapuram, Amritsar, and Ahmedabad during the winter season, increasing its Indian destinations to nine.

The airline has nearly restored its pre-pandemic capacity in India, operating 57 weekly flights to six cities. They aim to return to pre-pandemic levels by the end of the year. Malaysia Airlines views India as a significant growth opportunity due to its large population and rising spending capacity.

They plan to increase frequencies to other important markets like Australia, China, and ASEAN. Additionally, they'll boost flight frequencies to various destinations, providing more travel options.

The airline is optimistic about international travel rebounding in 2023, though challenges like economic volatility and rising fares exist.

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MYAirline, a budget airline, has obtained a two-year extension for its air operator's certificate from CAAM

MYAirline, a low-cost carrier, has received a two-year extension for its air operator's certificate (AOC) from the Civil Aviation Authority of Malaysia (CAAM), allowing it to continue scheduled commercial flights. The AOC had expired on September 30.

Despite rumors of financial challenges, the airline stated that its operations remain strong. They have made route adjustments and are in the process of finalizing strategic partnerships for future growth.

MYAirline maintains operational stability and is proactively adjusting routes while awaiting delayed aircraft deliveries. It also hints at future strategic partnerships for growth and enhancing passenger services.

MYAirline began operations in December 2022 and operates nine Airbus A320-200 aircraft from Kuala Lumpur International Airport Terminal 2, with plans to expand its fleet to 20 aircraft by the end of the year. [READ MORE](#)



Malaysia's Tourism Ministry Aims for 7.8 Million Singaporean Tourists in 2023

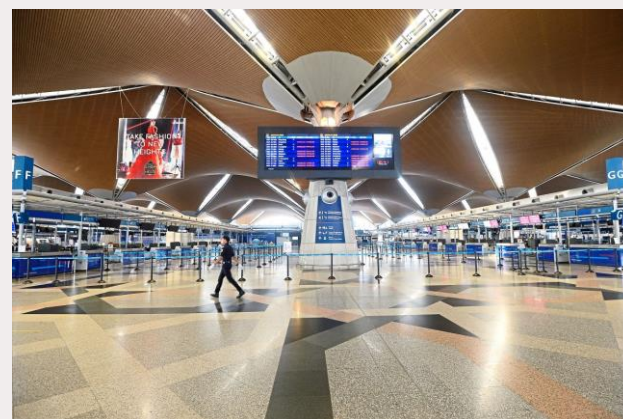
Malaysia anticipates welcoming 7.8 million tourists from Singapore in 2023, making Singapore the largest contributor to Malaysia's tourist arrivals, with over 4.5 million visitors recorded up to July this year.

The Deputy Secretary-General of the Ministry of Tourism, Arts & Culture (Motac), Mohd Yusri Mohd Yusoff, expects this to contribute significantly to Malaysia's tourism receipts, which are projected to reach RM49.2 billion.

Motac's initiatives include collaborations with Batam Fast Ferry, participation in consumer exhibitions, and organizing familiarization trips and workshops to attract Singaporean tourists to explore less-visited Malaysian destinations.

Malaysia and Singapore benefit from excellent connectivity, with numerous direct flights and various transportation options between the two countries. The Motac aims to attract 16.1 million foreign tourists and achieve RM49.2 billion in tourism revenue this year.

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Malaysia Aims to Boost Ecotourism at IFTM-Top Resa 2023 with a Delegation of Partners

Malaysia plans to highlight its ecological treasures at IFTM–Top Resa 2023 in France. Tourism Malaysia, along with eight esteemed partners, will showcase the country's rich natural, cultural, and adventurous attractions.

The French tourist market in Malaysia has rebounded significantly since border re-openings, and further growth is anticipated. From January to May 2023, Malaysia welcomed 7.5 million international tourists, with France ranking as the 5th largest European market, experiencing a remarkable 480.5% growth compared to the same period in 2022.

Tourism Malaysia has set a target of attracting 16.1 million international tourists in 2023, with expected tourism receipts of MYR 49.3 billion (€10 billion).

Malaysia boasts four UNESCO World Heritage Sites, including biodiverse Kinabalu Park and Gunung Mulu National Park, and offers eco-heritage experiences for eco-conscious travelers. [READ MORE](#)



The MOTAC D'Desa @ Selangor Festival aims to provide a boost to the local tourism sector

The three-day MOTAC D'Desa @ Selangor Festival is set to boost the local economy, tourism, and culture.

Ministry of Tourism, Arts and Culture senior undersecretary Datuk Shaharudin Abu Sohoh mentioned that the festival will help the local community generate income through food and accommodation sales. It also serves as a platform to promote the local cultural tourism industry at both state and federal levels.

The festival, held in Sabak Bernam, aligns with principles of racial harmony and unity, contributing to the Malaysia MADANI concept and the National Cultural Policy's goal of community harmony through cultural activities.

This initiative aims to preserve Malaysia's rich cultural heritage and promote local culture, featuring activities like a Karaoke D'Desa competition, cultural performances, local handicraft booths, and a vintage motorcycle convoy. [READ MORE](#)



The Lee brothers from IOI involved in a hotel building spree in Singapore

IOI Group's Lee Yeow Chor and Lee Yeow Seng are among ten Asian billionaires investing over S\$6 billion to build new hotels and expand operations in Singapore.

According to Forbes magazine, this development surge follows Singapore's robust rebound in travel and tourism. The rejuvenation plan for Orchard Road and the Marina Bay financial district are key areas for hotel development.

The Marina View Residences, including a hotel component, will be launched for sale during IOI Properties's current financial year, with major tenants like Amazon and Morgan Stanley secured for the IOI Central Boulevard office towers.

Kwek Leng Beng's CDL is opening Singapore's first Edition Hotel, while other developers, including Choo Chong Ngen and Indonesian billionaires, are also entering the market. Singapore expects up to 14 million tourists this year. [READ MORE](#)

