

ISSUE 287

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WEEKLY INSIGHTS

HOSPITALITY INDUSTRY NEWSLETTER



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Taiwan's Sinyi Group, InterContinental Hotels building RM1 bil resort in Papar, Sabah

Taiwan's Sinyi Group and InterContinental Hotels Group (IHG) are collaboratively investing RM1 billion in a five-star luxury resort in Melingsung, Papar, a move expected to significantly boost Sabah's hospitality and service industry.

Chief Minister Datuk Seri Hajiji Noor highlighted the strategic investment's potential multiplier effect on the state's economy, emphasizing its role in fostering tourism growth and creating over 500 employment opportunities.

The chosen location aligns with upcoming infrastructure projects, including the Pengalat–Papar bypass and Lok Kawi Road upgrades. The chief minister also addressed water supply concerns through the RM379 million Kogopon Water Treatment Plant upgrading project.

Sabah's positive tourism performance, achieving 86% of the 2.2 million visitor target for 2023, indicates the state's trajectory. Hajiji expressed optimism about the partnership between Sinyi Group and IHG, urging investors to explore opportunities beyond tourism, including in sectors like energy and sustainable marine resource utilization. [READ MORE](#)



YOTEL expands in Asia, signs first Malaysia hotel

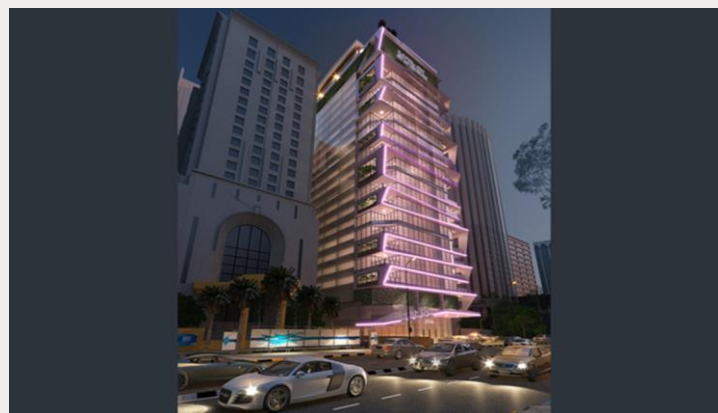
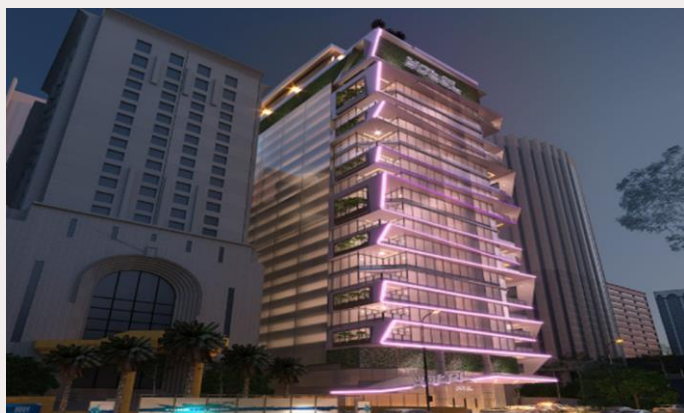
YOTEL will soon open its first hotel in Malaysia, continuing its growth in Asia. The London-based hospitality brand has partnered with High Street Holdings and signed YOTEL Kuala Lumpur.

The 290-room hotel is situated in the city's central business district and is expected to open in summer 2025. The hotel will be located in the Kuala Lumpur City Centre district and steps away from the iconic Petronas Towers and the KL Convention Centre. The hotel will be within a mixed-use development.

“Kuala Lumpur is a vibrant city with a wide range of hotel options, and the addition of a YOTEL will bring a new type of offering to the city center, which we are confident will attract both business and leisure guests,” said Daniel Yip, partner, High Street Holdings.

YOTEL Kuala Lumpur will offer a rooftop swimming pool and bar with views of the city skyline as well as signature YOTEL amenities (such as a multi-functional dining and co-working space, a fitness center and a grab-and-go station).

The Kuala Lumpur hotel follows the openings of YOTEL Orchard Road and YOTELAir Changi Airport in Singapore. [READ MORE](#)



Four Points By Sheraton Kuala Lumpur, City Centre

Debuting as the first Four Points by Sheraton hotel in the heart of Kuala Lumpur and the fourth in Malaysia, Four Points by Sheraton Kuala Lumpur, City Centre celebrates its opening just in time for the year-end festivities. The opening comes hot on the heels of the recent reopening of Renaissance Kuala Lumpur Hotel & Convention Centre in October 2023, together forming Marriott Bonvoy's first dual-branded property in Malaysia.

Owned by Ventura International Sdn. Bhd., the hotel is positioned as an ideal base for independent travelers and families, offering 513 newly designed guest rooms with local flair.

Located in the heart of Kuala Lumpur, the hotel provides easy access to urban entertainment, business districts, and shopping areas. The family-friendly facilities include one of the largest outdoor pools in Kuala Lumpur, an adventure zone, indoor Kids Club, a 24-hour fitness center, and the Mandara Spa. Two distinctive specialty restaurants, Sichuan Kitchen and The Mesh, offer a twist to familiar cuisines.

The hotel also serves as a comprehensive destination for business and leisure events, integrated with a reinvented convention center spanning 52,000 square feet. [READ MORE](#)



Deepavali boosts hotel and homestay occupancy

During the three-day Deepavali holiday, Malaysia experienced a significant boost in domestic tourism, with hotels, budget accommodations, and homestays reaching an impressive 80% occupancy rate.

MyBHA president Dr. Sri Ganesh Michiel noted that Penang, Cameron Highlands, Port Dickson, Melaka, and even Langkawi saw robust occupancy rates, with some states hitting 70%. Malaysian visitors were the primary clientele, but foreign tourists also opted for budget stays in Penang.

The president of the Malaysia Homestay Association, Datuk Sahariman Hamdan, highlighted the popularity of "kampung stays," achieving a remarkable 100% occupancy rate, especially in Pahang, Penang, Sabah, and Sarawak.

He expects another surge in occupancy rates during the year-end school holidays. Malaysian Association of Hotels vice-president Lim Choong Sean reported an 80% to 90% occupancy rate during the Deepavali weekend, with major city hotels and beachfront locations performing well, despite challenges faced by some in Kelantan, Melaka, and Langkawi. [READ MORE](#)



Food tourism soars in Pahang

Pahang aims to enhance gastronomic tourism through promotional activities showcasing local cuisines and culinary traditions, according to Leong Yu Man, the state's unity, tourism, and culture committee chairman.

Emphasizing unique signature dishes in each district, such as ikan patin in Temerloh and Musang King durian in Raub, Leong believes that highlighting Pahang's diverse culinary offerings can attract more tourists.

She cited the success of Kuantan, with 1.5 million tourist arrivals as of September, attributing it to events and promotions, including food-based tourism. Pahang has welcomed over nine million domestic and international tourists, and Leong is optimistic about achieving the set target of 13 million for the year.

The Pahang Coffee Festival 2023, organized for the first time, showcased over 30 vendors and is recommended for inclusion in the state's tourism calendar, contributing to coffee-related tourism. The event took place at the "Old Garage," a vintage-concept redevelopment attracting various activities. [READ MORE](#)



Gains in domestic tourism

Malaysia's domestic tourism is thriving, with the Jom Cuti-Cuti Malaysia 2023 campaign yielding substantial gains. Malaysians are increasingly favoring local holidays due to rising global airfares and other international travel costs.

The campaign, focused on stimulating domestic tourism, targets total sales of RM12 million this year. Second-quarter data from the Statistics Department indicates a 20% YoY increase in domestic tourists, reaching 54.5 million.

Domestic tourism expenditure for Q2 was RM21.9 billion, up 23.9% YoY. While domestic tourism is on an upward trend, Tourism Malaysia remains cautious about external factors like exchange rate fluctuations and global uncertainties. The Malaysian Association of Tour and Travel Agents attributes the surge in domestic tourism to its affordability compared to international travel, especially with the spike in airfares.

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