

Z E R I N
P R O P E R T I E S

ISSUE
303

Hospitality Industry Newsletter

Weekly Insights

<https://www.zerinproperties.com>





Westfield Global inks deal with Marriott International

Westfield Global Sdn Bhd has partnered with Marriott International to introduce The Westin brand to Penang with The Westin Hotel, Penang, slated to open in 2026 on Gurney Drive.

Datuk Yeoh Yih Sean, the group managing director of Westfield Global, highlighted the collaboration's potential to enhance Penang's tourism sector by delivering a world-class wellness hospitality experience.

Penang's tourism has seen remarkable growth, with a 64.5% surge in airport passenger traffic, reaching 6.9 million arrivals in the past year. Direct international flights from 13 cities contribute to this growth.

Andree Susilo, senior director at Marriott International, expressed excitement about bringing The Westin brand to Penang, confident that the hotel will offer both leisure and business travelers a refreshing yet familiar stay. The hotel will feature 217 rooms and suites with views of the Andaman Sea, becoming Marriott International's fourth Westin in Malaysia.



[READ MORE](#)



HSL, Singapore's Ascott to build, operate Langit Citadines Kuching

Neat Plan, a division of Hock Seng Lee (HSL), has partnered with The Ascott Limited to develop Langit Citadines Kuching in Sarawak's city center.

The project comprises two 27-storey towers, with Tower One housing 64 luxury condos by HSL and Tower Two featuring 213 Citadines hotel rooms.

Connected by clubhouse floors at levels 10 and 18, Langit Citadines aims to be a new design landmark, adhering to green building standards. Construction starts this year, with completion expected in two-and-a-half to three years.

Langit Citadines is hailed as a potential standard for Citadines in Malaysia, boasting modern amenities and retail spaces showcasing local cuisine. The project, designed by MOA Architects and David Ong Architect, is supported by Light Collab for its facade.



[READ MORE](#)



Penang LRT: Mobility, tourism boost, no threat to ferry service

The Penang Mutiara Route Light Rail Transit (LRT) project aims to alleviate traffic congestion and enhance urban mobility in Penang by connecting strategic locations from Silicon Island to Penang Sentral.

Transportation experts highlight its potential to boost tourism and industrial growth while reducing carbon emissions.

The federal government's decision to take over the project ensures efficient management, leveraging Mass Rapid Transit Corp's experience. Although the LRT may not entirely solve traffic issues, it's seen as a significant step towards alleviating congestion.

With 29 kilometers and 20 stations, including interchanges at Komtar and Penang Sentral, the project is expected to commence in September or October, targeting operation by 2030. The inclusion of facilities for KTMB commuter trains and ETS further enhances connectivity.



[READ MORE](#)



Penang welcomes Costa Deliziosa

Penang welcomed the Costa Deliziosa on its maiden call, following a historic month of cruise tourism growth.

Despite Resilient Lady's cancellation, Serenade of the Seas is set to dock later in April. The surge in cruise tourism is evident from doubled international vessel berths and increased passenger numbers, highlighting Penang's allure as a sought-after destination.

Year-to-date data shows a sustained upward trend in both vessel berths and passenger numbers, further solidifying Penang's status in the industry.

The cruise terminal's strategic location offers immediate access to Penang's UNESCO World Heritage Site, providing visitors with a captivating introduction to the island's attractions. From George Town's colonial architecture to the panoramic views from Penang Hill, the island promises enriching experiences for travelers during their brief yet memorable excursions.



[READ MORE](#)



Melaka records 3.7 million visitors in first quarter of Melaka Visit Year

During the first quarter of Melaka's Visit Year in 2024, the state welcomed 3.7 million visitors, with weekend traffic reaching 60,000 to 70,000 vehicles per day.

State Exco Datuk Abdul Razak Abdul Rahman expressed confidence in achieving the 18.7 million tourist target through planned programs.

Melaka saw a significant increase in tourism last year, with 8.63 million visitors, marking a 42.77% rise from 2022.

The floating market at Phase Two of the Melaka River is set to open this month, featuring 40 vendors in sales tents and 30 sampans offering various food, beverages, and tourist merchandise. Additionally, Melaka will host large-scale events such as the National Youth Day celebration in May, enhancing its appeal to visitors.



[READ MORE](#)



Travel & Tourism set to Break All Records in 2024, reveals WTTC

The World Travel & Tourism Council (WTTC) projects a record-breaking year for Travel & Tourism in 2024, with a global economic contribution of \$11.1 trillion, up \$770 billion from the previous record.

Almost 142 out of 185 countries analyzed are expected to outperform previous national records. The sector is set to provide nearly 348 million jobs globally, an increase of over 13.6 million compared to 2019.

International visitor spending is forecast to reach \$1.89 trillion, nearing the 2019 peak, while domestic spending is expected to hit \$5.4 trillion. Despite challenges, the sector matched its pre-pandemic zenith in 2023, contributing 9.1% of global GDP at over \$9.9 trillion and adding 27.4 million jobs worldwide.

Looking ahead, WTTC anticipates continued growth, projecting a global economic contribution of \$16 trillion by 2034, with Travel & Tourism employing 449 million people worldwide and exceeding pre-pandemic levels in most countries.



[READ MORE](#)