

## WEEKLY INSIGHTS HOSPITALITY INDUSTRY NEWSLETTER

### Hospitality sector to see signs of recovery by year end

With interstate travel allowed now that the vaccination threshold has reached 90%, industry experts are hopeful to see signs of recovery in the hotel sector as early as end of the year, driven by domestic tourism.

Zerin Properties' managing director and CEO Previntran Singhe is optimistic that domestic tourism will flourish as was seen when borders were reopened after the first Movement Control Order period. "As for full recovery, we expect it to come sooner than expected. We are looking at end-2022 for a full recovery of the travel and tourism industry."

Malaysian Association of Hotels' (MAH) CEO Yap Lip Seng expects to see some recovery in 1H2020 but notes that domestic tourism alone won't be sufficient for a full recovery of the hospitality industry. "We need to take into consideration the reduced spending power of Malaysians in general. Eventually, international arrivals are needed, and with the plans in place, we are looking forward to the return of international tourists by 4Q2022." [READ MORE](#)



### Airbnb launches code of conduct amid concerns from Malaysian hospitality players

Airbnb recently launched an industry-led code of conduct for short-term rental accommodation, touted to be the first of its kind in Malaysia.

The initiative, along with the expansion of the Neighbourhood Support Line programme to Malaysian shores, is part of the home vacation rental platform's efforts to promote safer and "cleaner" tourism. This is also in line with the country's move to restart domestic travel, and to eventually open up international borders.

Airbnb public policy head (South-East Asia) Mich Goh said both initiatives are timely as Malaysians begin to travel again amid the relaxation of travel restrictions. [READ MORE](#)

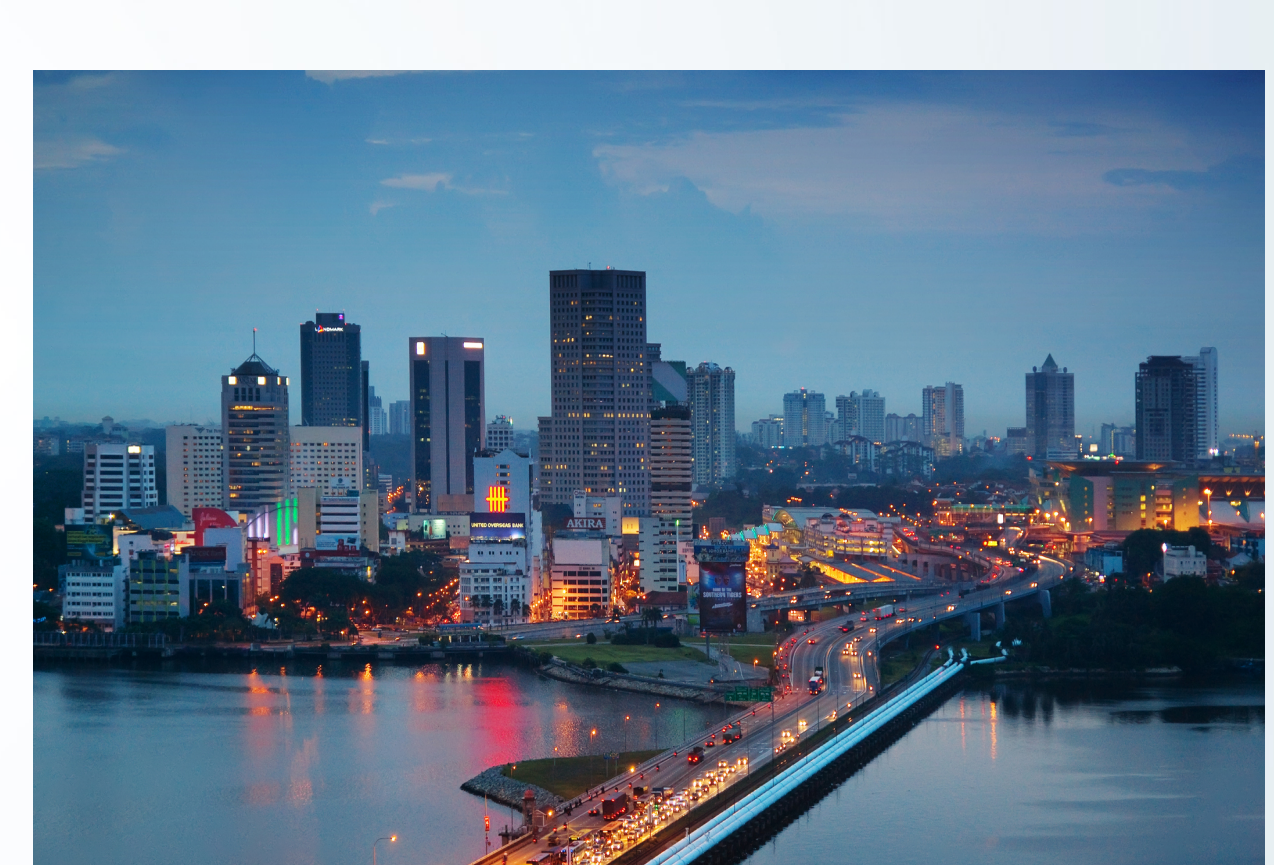


### Johor hoteliers, theme park operators see sunny outlook

The hotel industry in Johor expects business to get a whole lot better in the coming months as hotel operators have been getting a lot of enquiries for reservations with the lifting of the interstate travel ban.

A few hotel operators have even prepared special packages and offers to welcome guests after a sharp drop in business since the movement control order was implemented on March 18, 2020.

Their business had suffered from the closing of the Malaysia-Singapore border in 2020 as well as a ban on the interstate and inter-district travel starting May this year, resulting in several hotels, from three-to five-star ranked hotels, closing down for good. [READ MORE](#)



### MQ Tech expands in real estate and tourism development

MQ Technology Bhd (MQ Tech) is expanding into real estate and tourism development by purchasing a share in a property firm in order to diversify its revenue streams.

According to the firm, it plans to market property development projects.

MQ Tech notified Bursa Malaysia that on September 24, 2021, it had entered into a Share Sale Agreement (SSA) with Lee Khoo Eng to buy 3.06 million shares, or a 51 percent investment in Oriental Link Properties (M) Sdn Bhd, for RM3.65 million.

In response to an enquiry from Bursa Malaysia, it stated that the property's market worth is RM3.9 million. [READ MORE](#)



### Taiwan's largest real estate company plans to invest over RM1b in Mengalum Island

The Sabah state government welcomes the plan by Taiwan's largest real estate company, the Sinyi Realty group, to build an ultra-luxury five-star ecotourism resort in Mengalum Island here, estimated to cost over RM1 billion in total development.

Chief Minister Datuk Seri Hajiji Noor was happy that the real estate company had chosen to invest in Sabah, with the sector identified as one of the three main thrusts in the Sabah Maju Jaya (SMJ) development plan.

The development in Mengalum Island is set to capture the niche high-end tourism market and will provide about 2,400 job opportunities for locals and expected to bring in 97,000 tourists to Sabah annually.

Having acquired more than half of the island for RM266 million in 2019, Sinyi Realty plans to restore the barren part of the island by reforestation and rehabilitate the surrounding coral reefs damaged by fish bombings. [READ MORE](#)



### Axteria, Far East Hospitality Management sign LOI to manage the former's hotel, serviced suites

Axteria Group Bhd, which was formerly known as Acoustech Bhd, announced it has signed a non-binding letter of intent with Far East Hospitality Management (S) Pte Ltd (FEH) expressing its intent in managing the hotel and serviced suites located in Kota Laksamana, Melaka which are currently being developed by its wholly-owned subsidiaries Axteria Assets Sdn Bhd and Axteria Eco Sdn Bhd.

The two Axteria units are developing a 16-storey development building with 241 hotel rooms and a 44-storey development building with 306 serviced suites, both of which are being proposed to be managed under the FEH brands.

FEH shall operate and provide management, brand licensing and other related upscale services to the properties that will meet international upscale standards. [READ MORE](#)



### Marriott to Almost Double Number of St. Regis Resorts in Next Few Years

Marriott has unveiled plans to almost double its portfolio of St. Regis resorts over the next few years.

With 15 St. Regis resorts already in operation, the company plans to open eleven more properties by 2025 in some of the world's most coveted leisure destinations.

In total, St. Regis currently has 49 open hotels and resorts, with 29 hotels and resorts in the pipeline, representing expected growth of nearly 60 percent over the next five years in both urban and leisure destinations. [READ MORE](#)



### Porsche Design Group to launch hotel brand

Deutsche Hospitality and the Porsche Design Group are joining forces to present the Steigenberger Porsche Design Style Segment, a hotel concept in the Luxury Lifestyle Segment.

Investor interest in Steigenberger Porsche Design Hotels is considerable. The first planning stage involves the establishment of up to 15 hotels in global metropolises such as London, Singapore, Dubai and Shanghai.

The hotels will offer at least 150 rooms, suites, and penthouses. They will also have a remarkable restaurant and bar concept, exclusive Meet&Greet Cubes, and a health and beauty facility and gym extending over a minimum area of 1,000 square metres. [READ MORE](#)

