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## LFE Corp bags two contracts worth RM16.7m for hotel project in Penang

Electrical and mechanical engineering group LFE Corp Bhd has bagged two contracts related to the construction of a **22-storey hotel in Penang** worth a total of RM16.7 million.

In a filing with Bursa Malaysia, LFE said its wholly owned subsidiary LFE Engineering Sdn Bhd had accepted two letters of awards from MLG Design & Construction Sdn Bhd to be appointed as a subcontractor for the hotel project in **George Town**.

The first contract, worth RM7.6 million, entails the supply, installation and maintenance of the air-conditioning and mechanical ventilation system and building management system for the building. The second contract, worth RM9.1 million, involves the supply, installation and maintenance of the electrical installation for the project.

The contract commenced on Oct 2, 2023, and is expected for completion on Nov 1, 2025.



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## Seri Pajam Development breaks ground on SPD Tech Valley in Negeri Sembilan

Seri Pajam Development Sdn Bhd held a groundbreaking ceremony for SPD Tech Valley, a RM3 billion industrial park in Senawang, Negeri Sembilan.

Spanning 523.23 acres, it aims to be Southeast Asia's first LEED gold-certified industrial park and adhere to ESG standards. The development is expected to create over 40,000 jobs and attract significant foreign and local investment.

CEO Thomas Ten Wee Seong stated that Seri Pajam will manage the park, retaining 20% for business development. SPD Tech Valley will feature ready-built and built-to-suit factories, a solar power generation center, river water treatment plant, recreational park, vocational center, and centralized labor quarters.

Notably, the park will include a business and leisure support center with a boutique hotel, along with petrol and electric vehicle charging stations.



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## Growing demands for rooms in Putrajaya, says hotel group

Putrajaya recently welcomed Moxy Putrajaya, a Marriott Bonvoy property, to meet the growing demand for rooms driven by both business and leisure travelers.

Marriott International's area vice president for Indonesia and Malaysia, Ramesh Jackson, attributes this demand to Putrajaya's role as the administrative capital and its proximity to attractions like IOI City Mall.

Ramesh noted a **shift in travel trends**, with young, affluent travelers seeking immersive, culture-rich experiences over material goods. This demographic prioritizes travel, often taking at least three trips a year. The rise of remote working has also boosted "bleisure" travel, blending business and leisure.

Hotels, including Moxy Putrajaya, are responding by offering advanced business facilities, wellness centers, dining options, and leisure activities to cater to these evolving preferences.

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## Abd Karim: Kuching to have 3 new international hotels

Kuching is set to offer more accommodation choices with the approval of three new international hotels by the State Planning Authority. One of them is Ascott, while details on the other two are pending.

Abdul Karim Rahman Hamzah, the Tourism, Creative Industry, and Performing Arts Minister, emphasized the importance of private sector involvement in hotel development to meet future demand, given the city's thriving tourism sector.

He highlighted the need for proactive planning, suggesting expansion beyond Kuching into divisions like Miri, Bintulu, and Sibu. Additionally, he noted the upcoming direct flight from Singapore to Sibu, positioning it as a gateway to interior destinations like Kapit, prompting hotel developments there.

Sarawak is also working on increasing direct flights, with plans for a regional airline to enhance connectivity and accommodate the growing number of travelers.



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## Malaysia's air passenger traffic up 19.5% to 7.9 million in April, says Mavcom

In April 2024, Malaysia's air passenger traffic surged by 19.5% compared to the previous year, marking an 8% increase from March, largely driven by domestic travel during Hari Raya Aidilfitri.

Totalling 7.9 million passengers, domestic flights rose by 15% month-on-month, accounting for nearly half of the total traffic. International travel comprised four million passengers, increasing by 1.9% from March. Mavcom's executive chairman, Datuk Seri Saripuddin Kasim, noted the positive indication of ongoing recovery in the aviation sector, with international traffic showing resilience. The 30-day visa exemption for tourists from China and India is expected to further boost international travel.

While April's air passenger traffic reached 86% of pre-pandemic levels, international travel stood at 88%, and domestic travel at 85%. From January to April 2024, air passenger traffic increased by 17% to 30.5 million, primarily driven by a 39% gain in international air travel, reflecting industry recovery. Domestic traffic slightly decreased by 0.4% compared to the same period last year.

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## AirAsia named official airline partner for Malaysia-China Summit 2024

Low-cost carrier AirAsia has been selected as the official airline partner for the Malaysia-China Summit 2024 (MCS 2024).

Malaysia External Trade Development Corp (MATRADE) senior director of strategic planning Raja Badrulnizam Raja Kamalzaman stressed the summit's vitality in fostering investment, trade and cultural linkages, with an estimated impact of RM2 billion.

The collaboration with AirAsia, Tourism Malaysia, and the China Enterprises Chamber of Commerce highlights the collective effort to enhance opportunities and strengthen bilateral relations. Scheduled from Dec 17-19, 2024, at MITEC, the summit will feature an international trade expo and leadership conference.

AirAsia's group chief commercial officer, Paul Carroll, views the partnership as strategic, leveraging regional expansion for recovery and growth. Special travel deals will be offered to summit attendees for flights between Dec 9-20, 2024, to various Asian destinations.



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## Tourism Malaysia Appoints Trove as its PR Agency for North America

Tourism Malaysia has appointed Trove Tourism Development Advisors as its Public Relations Agency for the US and Canada, aiming to boost awareness and tourism from North America.

Trove will lead campaign ideation, media relations, influencer partnerships, digital marketing, events, and crisis communications.

Mr. Akbal Setia, VP for Americas at Tourism Malaysia, expressed excitement for the collaboration, citing Trove's digital expertise. Mr. Danny Cohanpour, CEO of Trove, highlighted Malaysia's appeal to diverse traveler interests.

The partnership aims to enhance media and influencer engagement, leveraging Trove's tourism marketing prowess. It aligns with Tourism Malaysia's goal for Visit Malaysia Year 2026, themed "Malaysia: A Culturally Rich and Sustainable Destination."

