

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

ISSUE
314

Hospitality Industry Newsletter

Weekly Insights

<https://www.zerinproperties.com>





First 5-Star Wyndham Hotel debuts in Genting Highlands, Malaysia

Wyndham Hotels & Resorts, the world's largest hotel franchising company, unveils the Wyndham Ion Majestic Hotel, Genting Highlands in Malaysia. Situated 6,000 feet above sea level, this hotel offers a serene retreat for local and international tourists. It features 850 rooms on 50 floors, ranging from studios to suites.

General Manager David Lean highlights the partnership with Wyndham, leveraging the Wyndham Advantage program to attract guests and ensure global visibility. Ben Schumacher, Vice President of Operations for Southeast Asia and Pacific Rim, adds that the hotel sets a new standard in hospitality with 178,000 square feet of retail space and a focus on staff excellence.

Nestled in the Banjaran Titiwangsa rainforest, the hotel is near Genting Skyway and Genting Highlands Premium Outlets. It boasts a Vertical Sky Glass Pyramid rooftop and offers unique experiences like 'Wedding in the Sky.' The banquet hall accommodates up to 1,500 guests for MICE events. Recognized by the Malaysia Book of Records for high-altitude features, the hotel emphasizes local culture, talent, and sustainable tourism.



[READ MORE](#)



Airbnb introduces guide for short-term rentals in strata buildings

Airbnb unveiled its Guide to Responsible Hosting in Buildings for short-term rental accommodations (STRA) in strata buildings, promoting responsible rental activities in Malaysia. The guide offers strata hosts, property managers, joint management bodies (JMB), management corporations (MC), and developers resources such as Airbnb's Code of Conduct and the Neighbourhood Support Line for urgent concerns.

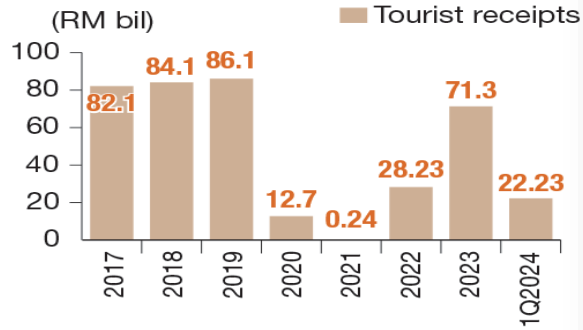
In partnership with legal firm Zaid Ibrahim & Co, Airbnb developed reference building by-laws to help manage STRA activities, based on the Strata Management Act 2013. Mich Goh, Airbnb's head of Public Policy for Southeast Asia, India, Hong Kong, and Taiwan, emphasized the guide's role in ensuring positive experiences for hosts, guests, and neighbors.

A 2022 Oxford Economics study showed Airbnb guests spent RM7 billion in Malaysia, contributing over RM5 billion to GDP and supporting nearly 57,000 jobs, about 4.9% of the tourism industry's GDP contribution. This guide aligns with Airbnb's efforts to enhance community safety and promote a fair regulatory framework, including new reservation screening technology and a party ban policy.



[READ MORE](#)

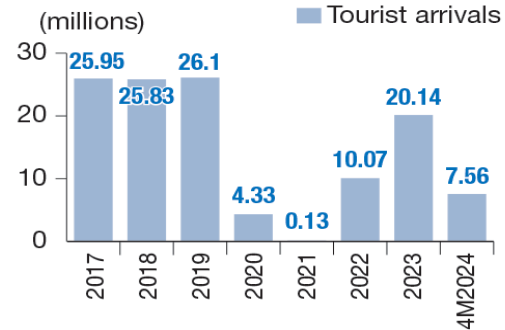
Tourist receipts to Malaysia



Source: Tourism Malaysia

THE EDGE

Tourist arrivals to Malaysia



Source: Tourism Malaysia

THE EDGE

Motac: 1Q2024 tourism earnings top RM22b, tourist arrivals up 27.5%

Malaysia welcomed over 7.56 million foreign tourists in the first four months of the year, a 27.5% increase from last year. Tourism, Arts and Culture Minister Datuk Seri Tiong King Sing highlighted that Malaysia ranks second in Asean for foreign tourist arrivals, behind Thailand and ahead of Vietnam, Singapore, and Indonesia.

Tourism contributed RM22.23 billion to Malaysia's economy in Q1, a 66% rise from Q1 2023. In 2023, total tourism revenue was RM71.31 billion, up from RM28.23 billion in 2022. The ministry's strategy to boost tourism includes participation in international exhibitions, roadshows, leveraging digital channels, tailoring tourism products, and improving flight accessibility.

Discussions are underway with the Ministry of Home Affairs and the Immigration Department to streamline entry processes, including visa-on-arrival and eVisas. Visa liberalisation has significantly increased Chinese and Indian tourist arrivals, with Chinese tourists more than tripling to 1.12 million and Indian tourists rising by 82.3% to 380,737 from December 2023 to April 2024.



[READ MORE](#)



MAHB hits air traffic milestone

Passenger traffic at Malaysia Airports Holdings Bhd (MAHB) airports surpassed pre-pandemic levels in May, reaching **11.2 million**, a 1.8% increase from April. This marks the fifth consecutive month of over 10 million passengers.

CIMB Securities expects a stronger second half of 2024, driven by visa-free travel from India and China. Aviation analyst Shukor Yusof predicts improved domestic traffic for the next six months but doubts sustainability beyond 2024 due to global uncertainties.

In May, MAHB's local airports saw 7.7 million passengers, with 4 million international and 3.7 million domestic passengers. KLIA now serves 70 airlines, surpassing pre-pandemic levels, with three more airlines set to start operations. MAHB is pursuing 15 more foreign carriers and has invested in the Airline X-aceleration programme to boost air travel. At Istanbul Sabiha Gökçen International Airport, passenger movements increased by 3% to 3.5 million in May, with equal contributions from international and domestic travelers.



[READ MORE](#)



MAHB anticipates three new airlines to begin KLIA operations by year end

Malaysia Airports Holdings Bhd (MAHB) is expanding Kuala Lumpur International Airport's (KLIA) connectivity, expecting three new airlines—British Airways, ThaiViet Jet, and 9 Air to start operations by year-end, surpassing its pre-pandemic airline count to 70.

MAHB aims to attract 15 more foreign carriers over the next two years to enhance KLIA's status as a key international hub. To support air travel growth, MAHB has launched initiatives like the Airline X-celeration Programme, offering incentives such as landing fee waivers and marketing support. About RM3 million has been allocated for marketing Malaysia-China routes alone.

In May 2024, MAHB saw increased traffic, aided by visa-free travel to China and new flight services. AirAsia introduced routes from KLIA to Ahmedabad, India, and Penang to Shanghai, while resuming flights to Bhubaneswar, India. China Eastern Airlines also resumed flights to Wuhan, China.

[▶ READ MORE](#)



Malaysia Airlines in tie up with Huawei to serve China market

Malaysia Airlines has partnered with Huawei to enhance its customer-centric approach by leveraging Huawei's Petal Ads marketing platform.

This collaboration aims to gain insights into traveler preferences and market trends, focusing on expanding Malaysia Airlines' presence in the Chinese market. Through Huawei Consumer Cloud Services, the airline will utilize advertising, marketing, and traffic monetization services to optimize customer experience and promote its brand effectively.

Ahmad Luqman Mohd Azmi, CEO of Malaysia Aviation Group (MAG), highlighted the partnership's goal of solidifying the airline's regional presence and global influence as Asia's gateway. The initiative seeks to offer personalized experiences and innovative solutions tailored to meet the specific needs of travelers, enhancing customer engagement and service delivery.



[READ MORE](#)



Malaysia Airlines improves to 39th in Skytrax's World's Best Airline ranking

Malaysia Airlines has significantly improved its ranking in the 2024 Skytrax Awards, climbing to the 39th position from 47th in 2023. This advancement coincides with Malaysian Aviation Group (MAG) returning to profitability with a net profit of RM766 million for the financial year ending December 31, 2023, rebounding from a RM344 million loss in 2022.

Despite temporary challenges in catering services due to terminating its long-term partnership with Brahim's Food Services Sdn Bhd, Malaysia Airlines saw notable improvements in customer perception and service quality. Qatar Airways secured the top spot as the World's Best Airline for the eighth time, followed by Singapore Airlines and Emirates. **AirAsia** continued its dominance as the **World's Best Low-Cost Airline** for the 15th consecutive year, while Bangkok Airways and Ethiopian Airlines maintained their titles as the best regional and African airlines, respectively.

The rankings are based on extensive online customer surveys conducted across multiple languages and nationalities from September 2023 to May 2024.





KTMB: Kuala Lumpur-Ipoh ETS passengers to enjoy shorter journey from August

Keretapi Tanah Melayu Berhad (KTMB) will launch the ETS Express service in August, significantly reducing travel time between Kuala Lumpur and Ipoh to two hours from the previous 2 hours 40 minutes. This improvement is part of Phase 1 of the Klang Valley Double Track (KDVT) upgrade.

KTMB's chief operating officer, Mohd Zain Mat Taha, announced the introduction of six new ETS Express services among the existing 32, focusing on key routes like KL Sentral-Ipoh, KL Sentral-Butterworth, and KL Sentral-Padang Besar. The initiative aims to streamline travel by stopping only at major stations.

Ipoh Mayor Datuk Rumaizi Baharin highlighted efforts to promote Ipoh's tourism under initiatives like Visit Ipoh Year 2023, showcasing 3H concepts—Hipster, Heritage, and Health—to attract domestic and international tourists. Advertising through ETS services is part of their strategy to boost tourism, supported by Ipoh City Council and KTMB collaboration.



[READ MORE](#)