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Birkin Hotel Debuts in Melaka with Sustainable Luxury Vision

Birkin International Hotel officially opened on July 9 in Klebang, Melaka, with a ceremony led by Malaysian and Taiwanese dignitaries. Backed by Taiwan-based YeaShin International Development, the USD 235 million resort aims to elevate Melaka as a luxury, eco-conscious destination. Its beachfront location, just 12km from the airport, features 526 all-suite rooms with private balconies overlooking the Straits of Malacca.

Positioned as a haven for mindful travellers, Birkin blends heritage and modern design while offering curated experiences. Facilities include six distinctive dining venues, a sea-facing infinity pool, spa, and a USD 500,000 fitness centre. The hotel also supports business travellers with a 600-pax ballroom and flexible MICE spaces. Families benefit from kids' activities and themed retail offerings.

Built with sustainability in mind, the hotel integrates EV charging, rainwater harvesting, and a hotel-run food bank. Located near Melaka's UNESCO sites, Birkin is also promoting wedding packages to attract destination events.



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M Social Resort Debuts in Penang with Tech-Driven Lifestyle Focus

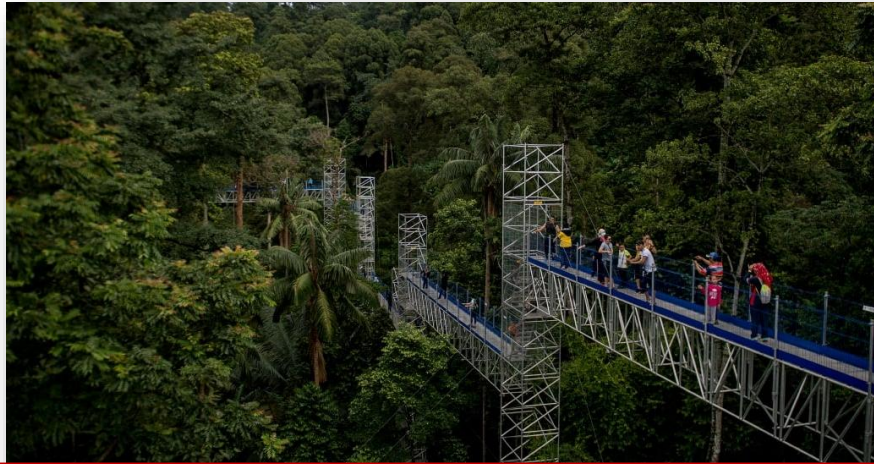
M Social Resort Penang, the brand's first hotel in Malaysia, officially launched on July 9, 2025, with a grand celebration blending heritage and innovation. Officiated by key dignitaries and highlighted by cultural performances, the event reinforced the resort's commitment to creativity, culture, and connection.

Part of Millennium Hotels and Resorts, M Social now has seven global locations, with Penang positioned as a showcase of digital hospitality and Peranakan-inspired design. Located in Tanjung Bungah, the resort features 318 rooms across two wings—one for sea-facing stays and another designed for families. Modern amenities include Malaysia's first in-room AI voice assistant, a 24-hour gym, and diverse dining options.

Executive leaders emphasized the brand's forward-thinking strategy, built around immersive guest experiences, sustainable design, and digital innovation. With a strong local identity and global appeal, M Social Resort Penang aims to attract modern travellers and enhance Penang's lifestyle hospitality through creativity and smart technology.



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FRIM Selangor Forest Park Joins Unesco Heritage Site List

FRIM Selangor Forest Park has been officially listed as a Unesco World Heritage Site, announced during the 47th session of the Unesco World Heritage Committee in Paris. The decision, backed by 21 member states, follows a nomination process that began in 2013 and highlights the park's role in one of the earliest large-scale tropical forest restoration efforts on a former mining site.

This recognition marks a global benchmark, as FRIM successfully recreated a tropical ecosystem rich in biodiversity and tree species. The inscription affirms Malaysia's dedication to preserving sites of outstanding universal value, while also elevating the country's global environmental standing.

The listing supports national tourism goals under Visit Malaysia 2026 and Visit Selangor Year 2025. It is expected to increase international tourist arrivals and stimulate local economic growth. FRIM becomes Malaysia's sixth Unesco site, joining others like Gunung Mulu, Kinabalu Park, and the Lenggong Valley archaeological heritage.



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Lenggong Valley Sees Tourism Boom and Economic Uplift

Lenggong Valley has emerged as a fast-growing heritage tourism hub, with tourist arrivals rising from 24,770 in 2022 to 114,182 in 2023—a 280% surge. This growth has significantly boosted local incomes, with tour guides and accommodation providers reporting revenue increases of 237% and 145% respectively.

The positive impact extends across rural communities, including traditional villages and the Orang Asli, who are now actively engaged in tourism through crafts, local cuisine, and homestays. These developments were shared by Perak Menteri Besar Saarani Mohamad during an event tied to the evaluation of Lenggong as an Aspiring Unesco Global Geopark.

The area spans five subdistricts and includes 39 geosites, 21 cultural heritage sites, and five locations of international geological significance. The state is strengthening global ties through geopark collaborations with countries like Japan and Turkey. Lenggong is now positioned not only as a tourism site but as a centre for heritage-based human capital development.



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Malaysia Airlines Boosts Muslim Friendly Transit Tourism with Australia Push

Malaysia Airlines is working with Australian travel agents to promote Kuala Lumpur as a key transit hub for Muslim friendly tourism. With growing demand for Halal services, the airline is positioning KL as a one stop destination with prayer facilities, Halal meals, and smooth flight connections. The goal is to attract more stopover travellers and increase tourism spending in Malaysia.

To support this effort, Malaysia Airlines and its subsidiary Amal are partnering with Tourism Malaysia to create tailored packages. These include Umrah travel options, transit tours, and targeted deals for the Australian market. The airline is also strengthening its loyalty programme and enhancing services across the journey.

Corporate investors can expect positive growth driven by rising demand, better air links, and strong government backing. Malaysia's expanding Muslim friendly infrastructure and coordinated promotion make it a strategic opportunity for boosting transit tourism and building long term partnerships across the travel sector.



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Stronger Malaysia Australia Tourism Ties Poised to Boost Investor Confidence

Malaysia's Tourism Minister confirms stronger tourism links with Australia are on the horizon, driven by enhanced air connectivity and strategic partnerships. New direct routes like the recent Darwin to Kuala Lumpur service are expected to bring more Australian travellers, supported by well timed government initiatives. These connections build on long standing collaborations through ASEAN frameworks and ongoing investment in transport infrastructure.

The country is leveraging its ASEAN chairmanship and 70 years of bilateral diplomacy to reinforce Malaysia's position as a desirable destination. Talks reveal opportunities across eco tourism, renewable energy, aerospace, and agriculture, highlighting a commitment to sustainable growth. Enhanced cooperation within economic agreements such as RCEP and SEAS further strengthens investor appeal through regulatory alignment and market access.

Corporate investors should note these developments signal rising tourism demand, supported by government backing, infrastructure expansion, and sector diversification. Together, these efforts offer a strong chance to grow with Malaysia's tourism sector.



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Gleneagles KL Partners to Boost Medical Tourism Infrastructure

Gleneagles Hospital Kuala Lumpur is exploring a strategic collaboration with Menara The Suite to enhance Malaysia's growing medical tourism sector. The initiative aims to offer short and mid-term accommodation for both local and international outpatients seeking treatment in the capital.

Menara The Suite, located just 300 metres from Gleneagles Hospital, is developed by Bellajade Sdn Bhd, a DK Group subsidiary. Its proximity makes it an ideal lodging solution for patients and their families, reducing travel-related stress and supporting a more seamless healthcare experience.

Gleneagles stated that the partnership is designed to improve patient convenience while reinforcing Malaysia's position as a high-quality healthcare destination. This move aligns with broader national efforts to strengthen medical tourism infrastructure in Kuala Lumpur, especially through practical, location-based solutions. By integrating lodging with healthcare services, the collaboration supports long-term growth in patient-centric care and raises the appeal of Malaysia's medical tourism offerings to a global audience.



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HK Express to Launch Daily Hong Kong-Subang Flights August 1

HK Express Airways, a low-cost carrier under Cathay Pacific Group, will begin daily flights from Hong Kong to Subang's Sultan Abdul Aziz Shah Airport (SAAS) on August 1. Subang becomes the airline's second Malaysian destination after Penang. The move aims to enhance regional connectivity and convenience for travellers visiting Kuala Lumpur and nearby attractions.

SAAS, located just 30 minutes from the city centre, resumed jet operations in August 2024 following the Subang Airport Regeneration Plan (SARP). The airport now hosts several narrow-body operators, including Firefly, Batik Air Malaysia, Scoot, and TransNusa. HK Express will operate its all-Airbus fleet in an all-economy configuration.

Transport Minister Anthony Loke stated the current jet operations are part of an interim phase to assess performance before a new terminal is developed within three years. This phase is expected to help strengthen Subang's position as a city airport, supporting broader plans to boost aviation and tourism access in Greater Kuala Lumpur.



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KLIA Terminal 1 Undergoes RM30 Million Upgrade to Boost Rankings

Malaysia Airports Holdings Bhd has invested RM30 million in the first half of 2025 to upgrade Kuala Lumpur International Airport's Terminal 1, aiming to improve passenger experience and raise its global standing. Enhancements include new family parking bays, accessible trolleys and wheelchairs, upgraded seating, modernised washrooms, and child-friendly facilities.

Operational improvements feature open belt bag-drop counters, self-scanning boarding pass lanes, expanded priority immigration counters, and upgraded security screening. The terminal also now offers heritage-themed interiors, paramedics on e-scooters, improved wayfinding, and a new children's playground to elevate passenger comfort and efficiency.

Passenger traffic has increased nearly 12% this year, prompting further plans without strict budget limits. KLIA ranked in the top 10 in the 2024 ASQ survey for airports handling over 40 million passengers. However, it placed 71st in the Skytrax World's Top 100 Airports 2024. Malaysia Airports is confident these upgrades will lift KLIA's Skytrax ranking and reinforce its position as a leading transit hub.



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Capital A, KTMB Partner to Transform Travel and Logistics Services

Capital A and Keretapi Tanah Melayu Berhad (KTMB) have signed a Memorandum of Understanding (MOU) to establish a strategic partnership aimed at modernising Malaysia's travel, logistics, food and beverage, and loyalty ecosystems. The collaboration brings together KTMB's rail network and Capital A's diverse services to create a seamless travel and cargo experience.

Key initiatives include integrated flight and train bookings, last-mile shuttle options to Senai Airport, and enhanced cargo network connectivity between Teleport and KTMB Kargo. The agreement also explores in-train catering through Santan and loyalty point exchange between AirAsia Rewards and KTMB's Rail Points.

BigPay may be adopted as a preferred payment platform to support smoother transactions. The partnership is set to drive efficiency and convenience across multiple transport and service touchpoints, aligning with national goals for improved mobility infrastructure and travel experience. This ecosystem-driven model positions both companies to meet the evolving demands of passengers and cargo clients.



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KTMB Launches KITS Style SuperApp to Enhance Mobility Access

KTMB has rebranded its Integrated Ticketing System (KITS) into the KITS Style SuperApp, introducing a unified digital platform aimed at delivering efficient, secure, and sustainable mobility. Transport Minister Anthony Loke described the app as more than a ticketing tool—it integrates transport services with lifestyle needs in a modern digital ecosystem.

KITS Style enables users to book ETS, KTM Komuter, and Shuttle Tebrau tickets, as well as flights and hotels. Additional features include utility payments, money transfers, online shopping, and AI-powered travel planning. The app was developed in partnership with ManagePay Systems Berhad (MPay) at no cost to KTMB or the government.

In a related move, KTMB, MPay, and Mastercard are launching the KITS Style Mastercard Prepaid Card, the first open-loop transit prepaid card in Malaysia and Asean. The virtual card is now accessible via the app, with a physical version launching in September, enabling seamless travel across national and regional transport networks.



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Tourist Bus Safety Regulations Backed Ahead of Visit Malaysia 2026

The Malaysian Association of Tour and Travel Agents (MATA) has endorsed the Ministry of Tourism, Arts and Culture's new regulations for tourist bus operations, set to take effect on August 1. The measures aim to enhance road safety in preparation for Visit Malaysia Year 2026 by introducing stricter maintenance requirements, driver work hour limits, GPS tracking, and mandatory six-month safety checks.

MATA President Datuk Seri Dr Mohd Khalid Harun highlighted the importance of these updates in restoring public confidence in tourism transport. Between 2020 and 2024, more than 2,300 tourist bus accidents were recorded, with 27 fatalities and 230 injuries reported in 2023 alone. Mechanical failures, fatigue, and poor maintenance were the main contributors.

To support implementation, MATA will collaborate with MOTAC and transport operators to conduct safety training, promote telematics, and encourage responsible driver scheduling. The association believes these steps will position Malaysia as a safe, trusted travel destination globally.



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