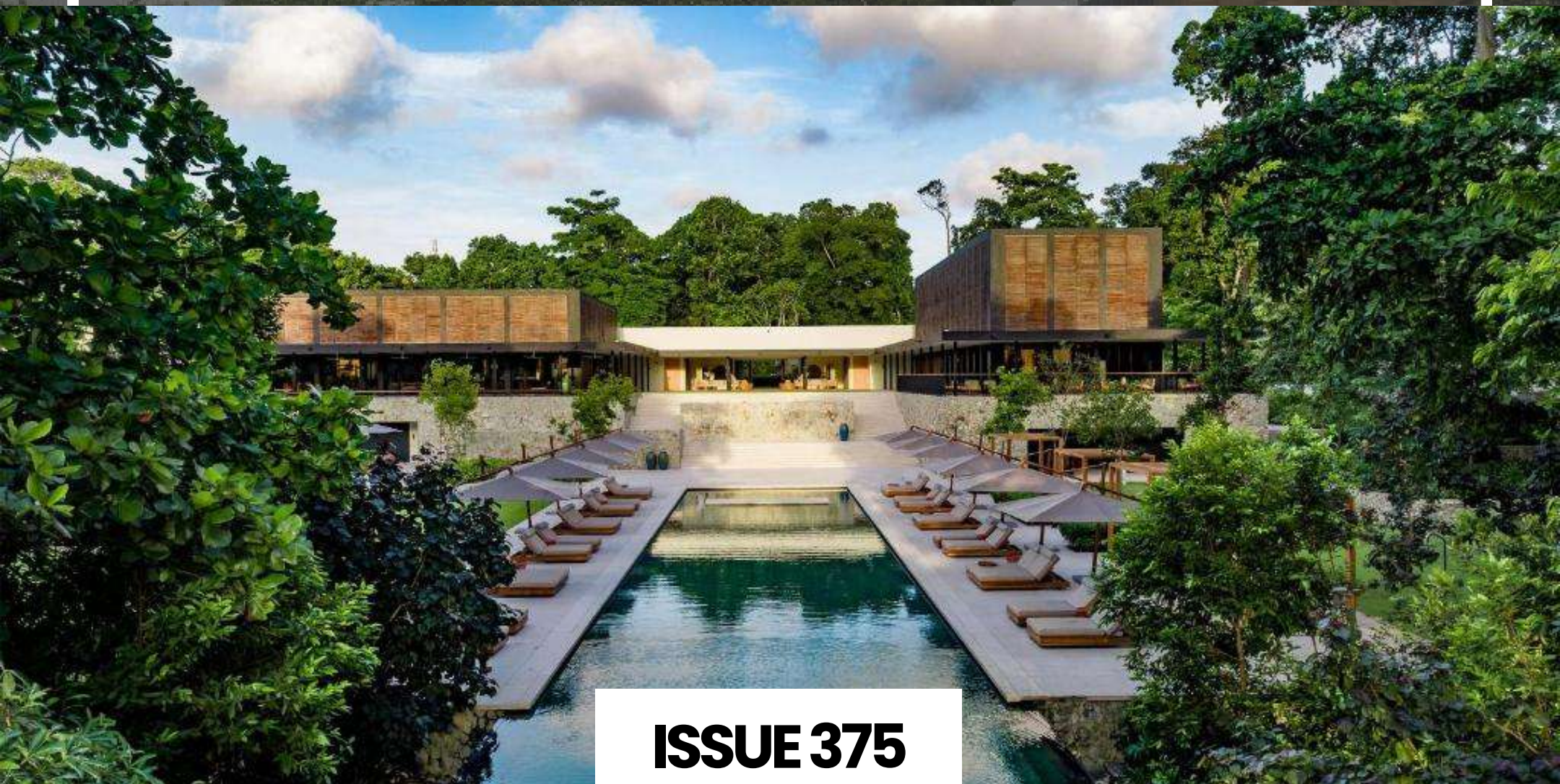


HOSPITALITY INDUSTRY NEWSLETTER



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DoubleTree Resort by Hilton Penang Draws Investors With RM250 Million Tender



The DoubleTree Resort by Hilton Penang in Batu Ferringhi has been put up for sale via a tender exercise with an indicative asking price of RM250 million. Built on about 122,000 sq ft of freehold land, the upscale resort comprises 316 rooms and enjoys strong occupancy. Originally developed in 1998 as the 350 room Ferringhi Beach Hotel, the property changed hands several times before undergoing a major refurbishment in 2014 and reopening as Hilton's first resort in Malaysia.

However, market observers believe a more realistic value is between RM190 million and RM220 million due to its non beachfront location, compared with a RM240 million valuation in 2018. At the asking price, the asset is valued at about RM791,000 per room, broadly in line with the 2024 sale of Courtyard by Marriott Penang at around RM829,000 per room.

Looking ahead, investors should balance the resort's long term potential against rising competition from new international hotel brands entering Penang. Even so, the expansion of Penang International Airport by 2028, which will nearly double passenger capacity to 12 million annually, is expected to support tourism growth. Meanwhile, higher operating costs, international travel uncertainties and stronger regional competition remain key investment considerations.

Holiday Villa Expands Kuala Lumpur Presence to Capture Rising Tourism Demand



Holiday Villa Hotels & Resorts is expanding its presence in Kuala Lumpur by taking over Crown Regency Serviced Suites on Jalan P. Ramlee, which will be rebranded as Holiday Villa Hotel Suites Kuala Lumpur by early 2027. Located in the city centre, the refurbished property will offer 103 one, two and three bedroom suites targeting business travellers, families and long stay guests. The opening supports the group's broader expansion strategy through hotel management, licensing agreements and international partnerships. Holiday Villa currently operates 28 hotels across five countries.

Meanwhile, the group's strategic partnership with GreenTree Hospitality Group continues to drive regional growth. New openings include Malaysia's first GreenTree Hotel in Johor later this year, additional properties in China during 2026 and Holiday Villa Terengganu by end 2026. At the same time, the group is exploring further expansion opportunities with developers and investors across Malaysia and other Asian markets.

The expansion aligns with Malaysia's extended Visit Malaysia campaign through 2027, which targets 47 million international tourist arrivals and RM329 billion in tourism receipts. Stronger regional connectivity, improving international bookings and resilient domestic tourism continue to support the sector, with domestic tourism expenditure rising 13.6% to RM121.3 billion and visitor trips increasing 11.5% to 290.1 million in 2025.

Tropicana Diversifies Real Estate Platform Through Hospitality and Recurring Income Growth



Tropicana Corp is accelerating its transformation into a diversified real estate platform by expanding beyond township development into hospitality, recurring income and asset management. A key milestone is its partnership with Accor to introduce Malaysia's first branded Accor condotel, Mercure Living Genting Highlands, at Tropicana Grandhill within Tropicana WindCity. The asset light model enables the group to unlock greater value from its landbank, strengthen project positioning and generate sustainable recurring income while reducing capital intensity.

The RM1.06 billion development, targeted for completion in 2028, comprises 1,443 fully furnished units and has achieved an 88% take up rate. Property owners will benefit from Accor's global reservation network, loyalty programme, rental management and operational expertise. Meanwhile, Tropicana plans to replicate the hospitality model across selected developments in Genting Highlands, Johor and Langkawi.

Looking ahead, the strategy supports Tropicana's long term objective of building a more resilient business with diversified earnings beyond property sales. Growing tourism demand, strategic partnerships and digital platforms are expected to strengthen customer engagement, enhance shareholder value and support sustainable long term growth.

KL City Gateway Partners Maple Hospitality To Manage Sutera Suites



KL City Gateway Sdn Bhd, jointly developed by Sunsuria Bhd and Suez Capital Sdn Bhd, has signed a memorandum of understanding appointing Maple Hospitality Group as hospitality and short term rental manager for Sutera Suites. As the inaugural component within the seven acre transit oriented masterplan in Kampung Baru, Sutera Suites will operate under the MapleSuites brand, ensuring a consistent guest experience across suites designed for modern city living.

The agreement was signed by Suezcap deputy chief operating officer Ter Chen Hong and Maple co founder Danny Hor, and witnessed by senior Sunsuria representatives. Positioned beside the Kampung Baru LRT station, the development also benefits from direct access to the Saloma Link and the Ampang Kuala Lumpur Elevated Highway, plus a retail boulevard less than one kilometre from the Petronas Twin Towers.

Maple Hospitality currently manages more than 3,000 rooms nationwide, and Hor described the tie up as an opportunity to bring the group's expertise to a strategically located development. The partners expect the collaboration to strengthen the masterplan's positioning as a professionally run lifestyle destination in central Kuala Lumpur.

Malaysia Deepens Healthcare Trade Links With Thailand At Bangkok Expo



Malaysia reinforced its healthcare and life sciences partnership with Thailand through active participation at WHX Bangkok 2026, held at the Queen Sirikit National Convention Centre from July 8 to 10 and drawing about 950 exhibitors alongside 26,000 trade visitors. Malaysian Ambassador to Thailand Datuk Wan Zaidi Wan Abdullah highlighted the long standing bilateral relationship, noting that healthcare has become a key growth sector and that the Embassy has been working closely with Thai agencies to maximise commercial opportunities.

The Malaysia Pavilion, led by MATRADE, featured eight companies showcasing pharmaceuticals, medical devices, laboratory diagnostics, respiratory care, consumables and wellness products, while MATRADE Bangkok continues linking Malaysian exporters with Thai distributors and investors beyond the exhibition itself. A companion Malaysia Healthcare Day Forum also served as an early preview of International Healthcare Week 2027, which Malaysia will host in Kuala Lumpur.

Underlining this momentum, Malaysia exported US\$8.06 billion worth of medical devices in 2025, comprising US\$2.35 billion in gloves and US\$1.27 billion in needles and catheters, alongside US\$857.4 million in pharmaceutical exports, reaffirming its role as a trusted regional healthcare supplier.

Malaysia Airlines Expands China Reach With Shenzhen And Changsha Routes



Malaysia Airlines Bhd has widened its China footprint with new direct services to Shenzhen and Changsha, lifting the total number of Chinese destinations served to nine. The inaugural Kuala Lumpur to Shenzhen flight, MH522, departed Terminal 1 of KLIA on July 1, with return service MH523 following the next day. The Kuala Lumpur to Changsha route launched on July 8, operated as MH520, while return flight MH521 departed early the next morning. Both new routes operate up to seven times weekly using Boeing 737-8 aircraft.

Malaysia Aviation Group airline business chief executive officer Bryan Foong described the launch as a proud milestone, noting that stronger connectivity will support business, tourism and people to people ties in line with the Visit Malaysia 2026 campaign, while positioning Kuala Lumpur as a premier gateway to Asia. The new services also leverage the mutual visa free arrangement between Malaysia and China.

With Beijing, Shanghai, Guangzhou, Xiamen, Hong Kong, Taipei and Chengdu already served, Shenzhen and Changsha add further depth to the network, reinforcing Kuala Lumpur's ambition of becoming a leading regional aviation hub.

AirAsia And Thailand Tourism Authority Sign Three Year Growth Pact



AirAsia Group Bhd and the Tourism Authority of Thailand have signed a memorandum of understanding to jointly promote Thailand as a leading regional travel destination, extending their long standing partnership through a three year collaboration running from 2026 to 2029. Both parties will combine marketing, communications and tourism platforms to elevate Thailand's destination appeal, while also exchanging market insights to better understand evolving travel trends and unlock fresh opportunities for growth across key markets.

AirAsia currently operates 123 weekly flights between Malaysia and Thailand across eight direct routes under AirAsia Malaysia and Thai AirAsia, connecting Kuala Lumpur with Bangkok, Chiang Mai, Phuket, Krabi and Hat Yai, alongside links from Penang and Johor Bahru.

AirAsia Group deputy chief executive officer Farouk Kamal noted that more than one million guests flew between the two countries in the first half of 2026 alone, reaffirming strong underlying demand. Building on this momentum, the renewed partnership aims to drive further visitor arrivals, strengthen connectivity and showcase the very best of Thailand through impactful joint marketing and tourism initiatives.

AirBorneo Launches Jet Services Linking Kuching To KL, Singapore



Sarawak owned AirBorneo Airways will commence commercial jet operations on July 20, connecting Kuching with Kuala Lumpur International Airport and, subsequently, Singapore, marking its expansion beyond rural air services. Two wet leased Boeing 737-800 aircraft will initially offer twice daily Kuala Lumpur services, followed by a daily Singapore service, with introductory one way fares starting from RM375 for travel through March 2027, under an 18 month aircraft, crew, maintenance and insurance agreement.

Chief executive officer Megat Ardian Wira Mohd Aminuddin said three additional jets will follow next year, growing the fleet to five by 2027 and seventeen by 2030, alongside a firm order for eight new ATR 72-600 turboprops to replace the airline's ageing fleet. Airport slots in both Kuala Lumpur and Singapore have already been secured, and testing with Changi Airport is nearing completion.

Beyond expanding connectivity, the airline expects the move to strengthen tourism, generate jobs and support trade, forming a key pillar of Sarawak's development strategy through 2030. The rebranded carrier, formerly MASwings, aims to grow into a commercially sustainable, full service airline for Borneo.

Melaka Steps Up Plans To Expand Airport Connectivity And Routes



Melaka is intensifying efforts to strengthen air connectivity through Melaka International Airport in Batu Berendam over the next five years, with new domestic and international routes among the key priorities. Works, infrastructure, public amenities and transport committee chairman Datuk Hameed Mytheen Kunju Basheer said the initiative will be reinforced through close collaboration with the Transport Ministry, Malaysia Airports Holdings Berhad, tourism agencies and airlines, aiming to increase passenger numbers while stimulating the state's tourism industry and economy.

Although the airport is designed to handle 500,000 passengers annually and current traffic of just over 39,000 in 2025 remains well below capacity, its existing runway already supports Code 4C aircraft such as the Boeing 737 and Airbus A320, capable of reaching Guangzhou, Shanghai and Beijing, as well as India, South Korea, Japan and Taiwan. As such, no major terminal or runway works are planned for now, since existing infrastructure remains sufficient for current needs.

Instead, the state government is negotiating with several airlines, including low cost carriers, to activate new regional markets and strengthen links with high value investment and tourism destinations.