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Hilton Expands Luxury Presence In Kuala Lumpur With Two New Hotels

Hilton is set to introduce Waldorf Astoria and Conrad in Kuala Lumpur by end 2026, marking the first Malaysian properties for both brands. Waldorf Astoria Kuala Lumpur will redevelop the former Hotel Istana site into a 23 storey, all suite hotel, while Conrad Kuala Lumpur will occupy a new 50 storey tower at the former Malaysia Airlines headquarters site. Hilton currently operates 26 properties in Malaysia, with another eight in its pipeline, strengthening its position across the country's hospitality market.

The expansion is supported by rising tourism and luxury travel demand. Malaysia recorded about 10.7 million tourist arrivals so far this year, up 5% year on year, while luxury travel demand is forecast to grow 9% annually through 2031. Waldorf Astoria will offer 2,275 sq m of wellness facilities and 3,745 sq m of event space, while Conrad will provide 481 rooms and suites, 4,131 sq m of event space and extensive wellness facilities.

Meanwhile, Hilton is expanding beyond major cities into markets including Sabah, Shah Alam and Langkawi. The group is also integrating AI, digital tools, sustainable materials and energy saving systems across its operations. Overall, the growing luxury pipeline reflects stronger demand for premium hospitality and continued opportunities across Malaysia's tourism markets.

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Genting Malaysia And SUTL Enterprise To Develop New Marina In Langkawi

Genting Malaysia Bhd and SUTL Enterprise Ltd will jointly develop ONE°15 Marina Langkawi at Resorts World Langkawi, featuring more than 90 berths and capacity for superyachts of up to 140 feet. The marina is expected to welcome its first yachts in the second half of 2027. The collaboration combines both companies' expertise to create a waterfront destination for travellers, yacht owners and the wider yachting community.

The development will expand Langkawi's cruising infrastructure by providing facilities for yacht owners and charter operators, alongside yacht charters, island hopping and sunset cruises. Marina visitors will also have access to Resorts World Langkawi's hospitality, accommodation, dining and entertainment facilities. Located along the Andaman Sea between Singapore and Phuket, Langkawi is positioned along established Southeast Asian cruising routes.

For investors, the project could strengthen Langkawi's marine tourism offering while supporting wider visitor spending across hospitality and leisure. SUTL Enterprise said the marina will complement its existing ONE°15 Marina locations in Singapore and Phuket, strengthening regional cruising connectivity. The company, listed on the Singapore Exchange, develops and operates marinas and provides marina consultancy, development and yacht chartering services.

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Dusit Princess Ipoh Set To Strengthen City's Hospitality Offering From October

Dusit Princess Ipoh is set to open on 1 October, adding a new international hotel offering to Ipoh's hospitality market. Located beside the Perak Turf Club and less than five minutes by car from Ipoh city centre, the hotel is positioned to serve both leisure and business travellers. Its location also provides access to established attractions and commercial areas, supporting its role within the city's growing tourism ecosystem.

The hotel is part of Dusit International's expansion in Malaysia and is expected to broaden the city's branded accommodation options. With Ipoh continuing to attract domestic and international visitors, the new property adds capacity to the market while strengthening the presence of an established hospitality operator. This could support greater accommodation choice and contribute to the wider development of Ipoh's tourism sector.

For investors, the opening highlights continued private sector interest in Ipoh's hospitality market, particularly as demand for quality accommodation evolves. The hotel's strategic location near the city centre and an established recreational destination provides a competitive positioning, while its international branding could further enhance market visibility. Overall, the opening adds another established hospitality asset to Ipoh and reflects continued opportunities within Malaysia's regional tourism markets.

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Malaysia And South Korea Strengthen Tourism Cooperation To Drive New Travel Demand

Malaysia and South Korea's travel industry stakeholders are strengthening tourism cooperation through a seminar aimed at exploring new business opportunities and generating travel demand. Held in Seoul last month, the event was hosted by Batik Air Malaysia in collaboration with Tourism Malaysia and organised in conjunction with Visit Malaysia 2026 (VMY2026). The seminar focused on showcasing Malaysia's diverse tourism offerings while encouraging closer collaboration between tourism agencies, airlines and South Korean travel industry partners.

Batik Air Malaysia chief executive officer Datuk Chandran Rama Muthy highlighted the airline's commitment to supporting South Korean travellers in discovering Malaysia's destinations and travel experiences. He also stressed the importance of stronger cooperation among the tourism board, airlines and travel trade to create new demand and support VMY2026. Meanwhile, Tourism Malaysia Korea presented the VMY2026 campaign and Malaysia's tourism attractions.

Batik Air Malaysia Korea also introduced its key routes, services and network, providing travel industry partners with greater visibility of Malaysia's connectivity. The engagement could support stronger visitor flows and create opportunities for tourism related businesses as Malaysia continues to strengthen its position as a regional leisure destination.

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Malaysia Airlines Expands Japan Connectivity With New Fukuoka Route

Malaysia Airlines has strengthened air connectivity between Malaysia and Japan with the launch of its inaugural direct Fukuoka to Kuala Lumpur service at Kuala Lumpur International Airport (KLIA) Terminal 1. The route becomes the airline's third Japanese gateway after Tokyo and Osaka, providing direct access to travellers from Fukuoka, Kyushu and surrounding areas.

Operating five times weekly, the service uses a Boeing 737 8 aircraft with 174 seats per flight and a journey time of about six hours and 45 minutes. The expanded connection is expected to support tourism demand, particularly across leisure, culture, nature, gastronomy and education segments. Meanwhile, Malaysia recorded 200,579 Japanese visitor arrivals between January and June 2026, up 7.2% from 187,069 during the same period in 2025.

As a result, the new route adds capacity to an expanding Malaysia Japan aviation network, which reached 78 weekly flights and 20,321 seats as of August 2026. The service is also positioned to support upcoming tourism initiatives and strengthen travel flows between both markets, creating wider opportunities for airlines, tourism operators and related businesses.

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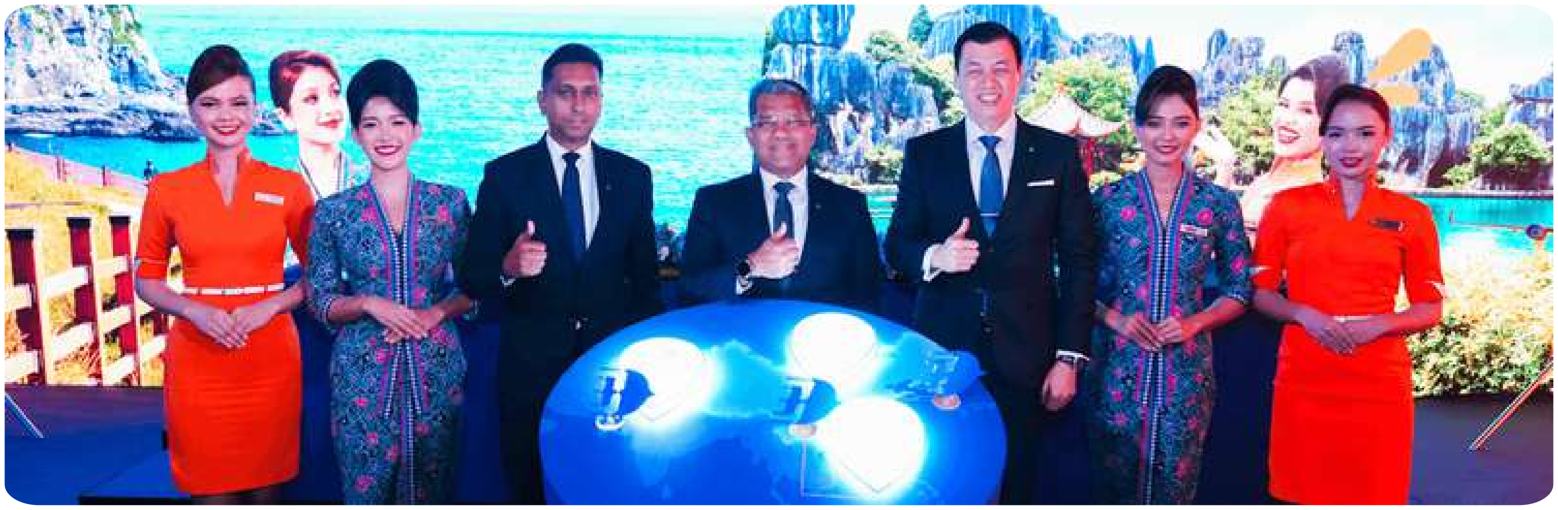
Malaysia Aviation Group Expands Network And In Flight Catering Capabilities



Malaysia Aviation Group (MAG) is strengthening its businesses under its Long Term Business Plan 3.0, with network expansion and greater in house capabilities. Malaysia Airlines will resume Kuala Lumpur to Busan flights from 2 December 2026 with four weekly services, while Firefly will enter China with direct Kunming services. The group is also exploring another South Asian destination, reflecting efforts to respond to evolving travel demand and strengthen its regional presence.

Malaysia Airlines will increase Fukuoka services to daily from 1 December 2026 and Brisbane services to daily from 25 October, deploying its A330neo aircraft. Surabaya services will rise from 14 to 16 weekly from 1 November, adding capacity in response to growing demand. Together, these moves strengthen Kuala Lumpur's connectivity while providing greater access to key Asian markets and supporting the city's role as a regional aviation hub.

Meanwhile, MAG Culinary Solutions (MAGCS) is developing an in flight catering facility near KLIA, with groundworks starting in July 2026. Targeted for completion in Q4 2028 and operations in Q2 2029, the facility will produce about 50,000 meals daily, nearly double current capacity. Customer satisfaction has improved from 72% to 78%, while catering on time performance stands at 99.9%. The expansion is expected to enhance efficiency, service quality and create new revenue opportunities.

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Malaysia Aviation Group Strengthens ASEAN Travel Partnerships To Drive Regional Demand

Malaysia Aviation Group (MAG) has strengthened partnerships with travel industry associations across Malaysia, Singapore, Indonesia, Thailand and the Philippines to expand market reach through joint marketing, trade engagement and consumer initiatives. The collaborations aim to support incremental revenue, create new travel opportunities and reinforce Kuala Lumpur's role as a gateway to Asia and beyond, while building on MAG's established domestic travel network.

In Malaysia, MAG renewed its Partnership Agreement with MATTA for three years, continuing as Official Airline Partner and Premier Sponsor of MATTA Fair events nationwide. It also became Preferred Airline Partner of NATAS in Singapore and ASTINDO in Indonesia, with both partnerships focused on sales growth, travel fairs and consumer engagement. In Thailand, MAG will use the Thai International Travel Fair to stimulate demand and strengthen trade connections.

In the Philippines, its partnership with Travel Innovators will support agent engagement, destination marketing and opportunities across MICE, corporate travel and passenger growth. Together, these alliances extend MAG's reach beyond its own channels and bring it closer to travel agents, industry partners and consumers shaping regional demand. The partnerships also support Malaysia Airlines' efforts to promote Malaysia as a preferred destination and strengthen long term connectivity.

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