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Hospitality Industry Newsletter

Weekly Insights

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Oriental Holdings Expands Hospitality Footprint with RM411 Million Hotel Acquisitions

Oriental Holdings Bhd is expanding its hospitality business with the RM411 million purchase of three Malaysian hotels from its major shareholder, the Loh family. It will buy Bayview Beach Resort Penang for RM167 million and Bayview Hotel Georgetown for RM153 million from Boon Siew Sdn Bhd, while Bayview Hotel Langkawi will be acquired from Boon Siew Development Sdn Bhd for RM91 million. The prices are below independent valuations, making the acquisitions appealing.

This move will expand Oriental's local hotel portfolio from one to four, strengthening and diversifying its hospitality business. Its only Malaysian hotel now contributes about 4% of FY2024 segment revenue, alongside seven hotels overseas.

Oriental will invest RM210.73 million to refurbish and rebrand the hotels. Bayview Beach Resort Penang will be renamed Ascott Batu Ferringhi Penang, Bayview Hotel Georgetown as Oakwood Georgetown Penang, and Bayview Hotel Langkawi as FOX Hotel Langkawi. The acquisitions are expected to be completed by the third quarter of 2026.



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Grand Mercure Kuala Lumpur Bukit Bintang Debuts as Accor Expands in Malaysia

Accor has officially launched the Grand Mercure Kuala Lumpur Bukit Bintang, marking the brand's first presence in Malaysia. Located in the heart of Bukit Bintang, the hotel offers convenient access to Kuala Lumpur's shopping, dining, and entertainment attractions, catering to both business and leisure travellers. The opening reflects Malaysia's strong tourism momentum and reinforces Accor's confidence in the country's hospitality market.

The 325-room hotel blends heritage-inspired design with modern comfort, featuring motifs from traditional textiles and local craftsmanship. Guests can enjoy refined dining at Agarwood, which reimagines Malaysian flavours, or unwind at Songket Lounge, where contemporary comfort meets local charm. The hotel also offers a fitness centre and an outdoor pool for relaxation.

Designed as a destination for gatherings, Grand Mercure Kuala Lumpur Bukit Bintang includes the Grand Mahkota Ballroom for up to 300 guests and nine versatile meeting rooms with advanced technology. To celebrate its opening, the hotel is offering an exclusive rate starting from MYR400 per night until 31 December 2025.



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Ormond Group Strengthens Global Standing with Double Win and Strategic Growth

Ormond Group received international recognition as Tune Hotel KLIA KLIA2 was named Asia's Leading Airport Hotel and Malaysia's Leading Airport Hotel at the 2024 World Travel Awards. The awards strengthen the group's reputation as a leading hospitality company in Asia. Ormond now operates four brands, Tune Hotels, MoMo's, An Ormond Hotel, and Ormond Hotels, each targeting different travellers but all focused on simplicity and sincere service.

For Tune Hotel KLIA KLIA2, the awards mark a decade of excellence. Located near Kuala Lumpur International Airport Terminal 2, the hotel sets the standard for comfort, value, and convenience. Its success highlights Ormond Group's commitment to providing quality stays that boost Malaysia's appeal as a travel destination.

As Ormond grows, projects like Ormond Sandakan in Sabah and the purchase of Japan's Shakespeare Hotel in Hakuba show careful regional expansion. With its Management Trainee programme and focus on authentic design, Ormond Group continues to shape modern hospitality across Asia through strategic growth, innovation, and people centred values.



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Perak Sees 2.5% Rise in Foreign Visitors Ahead of 2026 Tourism Year

Perak welcomed 406,929 foreign hotel guests in the first half of 2025, up 2.5% from 397,048 during the same period last year. Most visitors came from Singapore, Thailand, China, and Indonesia, showing the state's growing appeal. The increase is expected to continue with visa-free entry for visitors from China and India, supporting Malaysia's overall tourism growth.

Tourism Perak and local authorities are working with industry players through familiarisation trips, social media promotions, and international travel partnerships. The new Batik Air direct flight between Ipoh and Singapore, launching December 8, will improve connectivity and provide easier access for tourists from China, India, and Southeast Asia, helping revive key markets.

Perak's hotels currently have occupancy rates around 65% on weekends and 55% on weekdays. With enhanced attractions, more international events, and improved flight links, industry leaders are confident the state is well positioned to attract visitors and provide strong experiences during Visit Malaysia Year 2026.



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Bagan Datuk Emerges as Malaysia's Rising Destination for Nature and Culture

Bagan Datuk, a former fishing district in western Perak, is becoming a popular tourist spot with natural and cultural attractions. Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi highlighted the Sky Mirror, where low tides during new or full moons reflect the sky on the shallow seabed, making it look like walking on air.

Other attractions include Sungai Burung, where visitors can feed eagles at dusk, explore the freshwater aquarium, and see the rare Blue Tears, a natural glow from blue-eyed anchovies. Nature lovers can also visit the Sunflower Garden in Bagan Sungai Burung, covering nearly one hectare with over 2,000 sunflowers blooming almost year-round, offering vibrant scenery for photography and immersive experiences.

The district also features Masjid Tuminah Hamidi, the floating Tourism Mosque, and vast coconut plantations that support the local economy. Visitors can stay in village-run homestays for an authentic experience, while the official 'Visit Bagan Datuk' portal provides information to attract more tourists and promote sustainable growth.



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AirAsia Launches Direct Johor Bahru to Kunming Route in December

AirAsia Malaysia will launch a direct flight between Johor Bahru and Kunming, China, on 14 December 2025. The route will operate three times a week and complements 14 weekly flights from Kuala Lumpur to Kunming. As the only low-cost carrier on this route, AirAsia provides direct travel for passengers from southern Malaysia and nearby Singapore, boosting trade, tourism, and cultural exchange with Yunnan province.

CEO of AirAsia Malaysia, said the new route shows the airline's commitment to expanding beyond Kuala Lumpur and strengthening regional hubs. Connecting Johor Bahru directly to Kunming creates new opportunities for business, tourism, and cultural exchange. Visa-free travel between Malaysia and China makes it easier for more people to visit and connect.

To mark the launch, AirAsia is offering fares from RM469 one-way from Johor Bahru to Kunming and CNY678 one-way from Kunming to Johor Bahru. Tickets are available on the AirAsia MOVE app and airasia.com until 23 November 2025, valid for travel from 14 December 2025 to 28 March 2026.



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