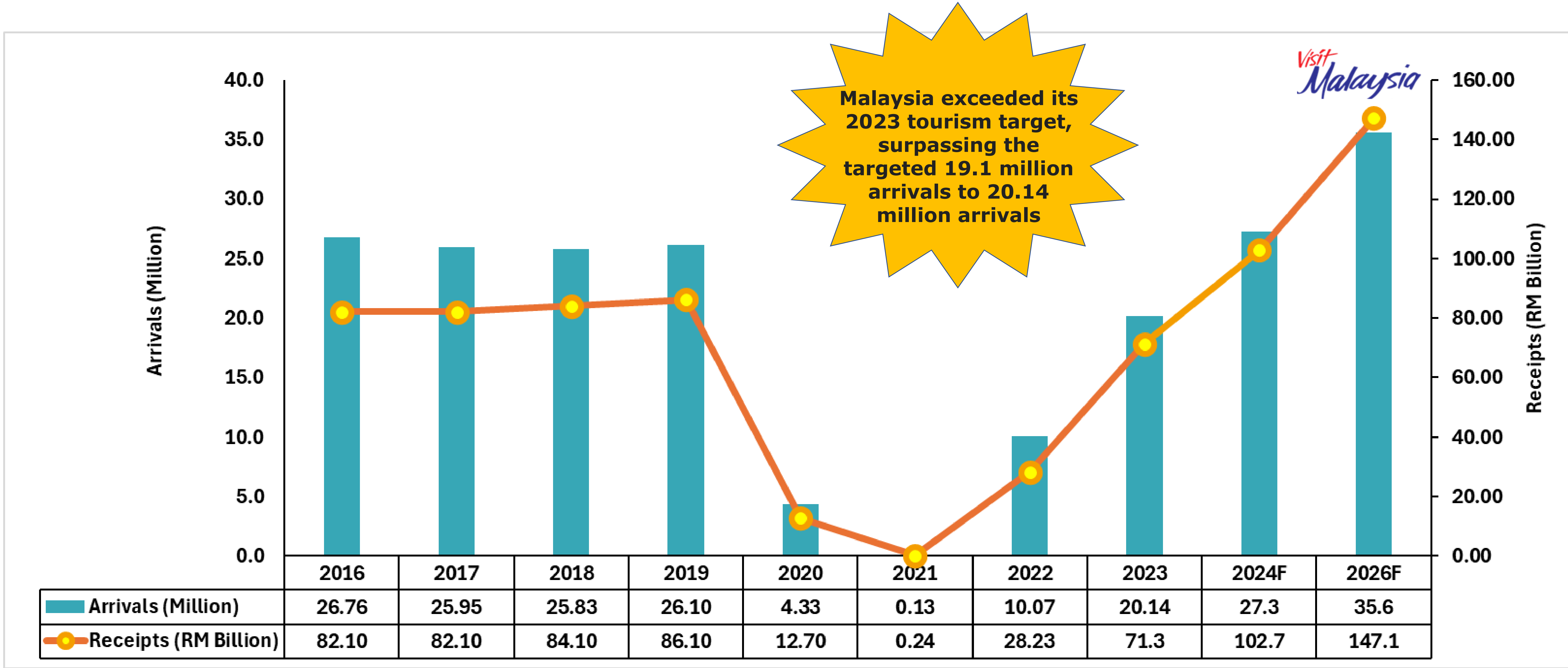


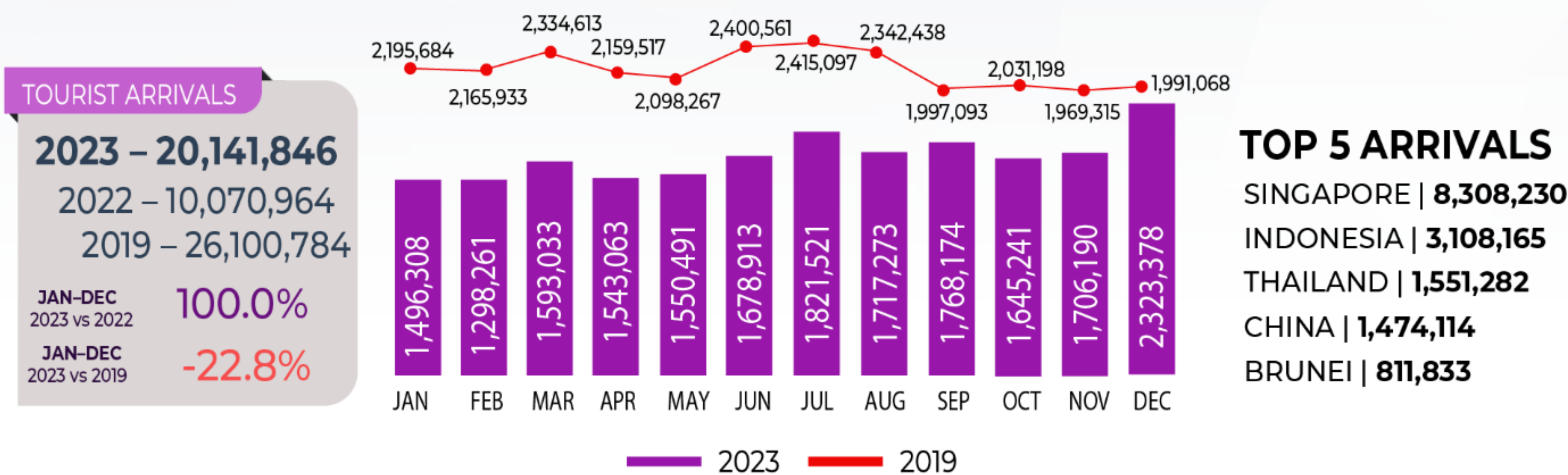
GREATER KUALA LUMPUR HOTEL SECTOR H1 2024

INTERNATIONAL TOURIST ARRIVALS & RECEIPTS TREND (2016 – 2026F)

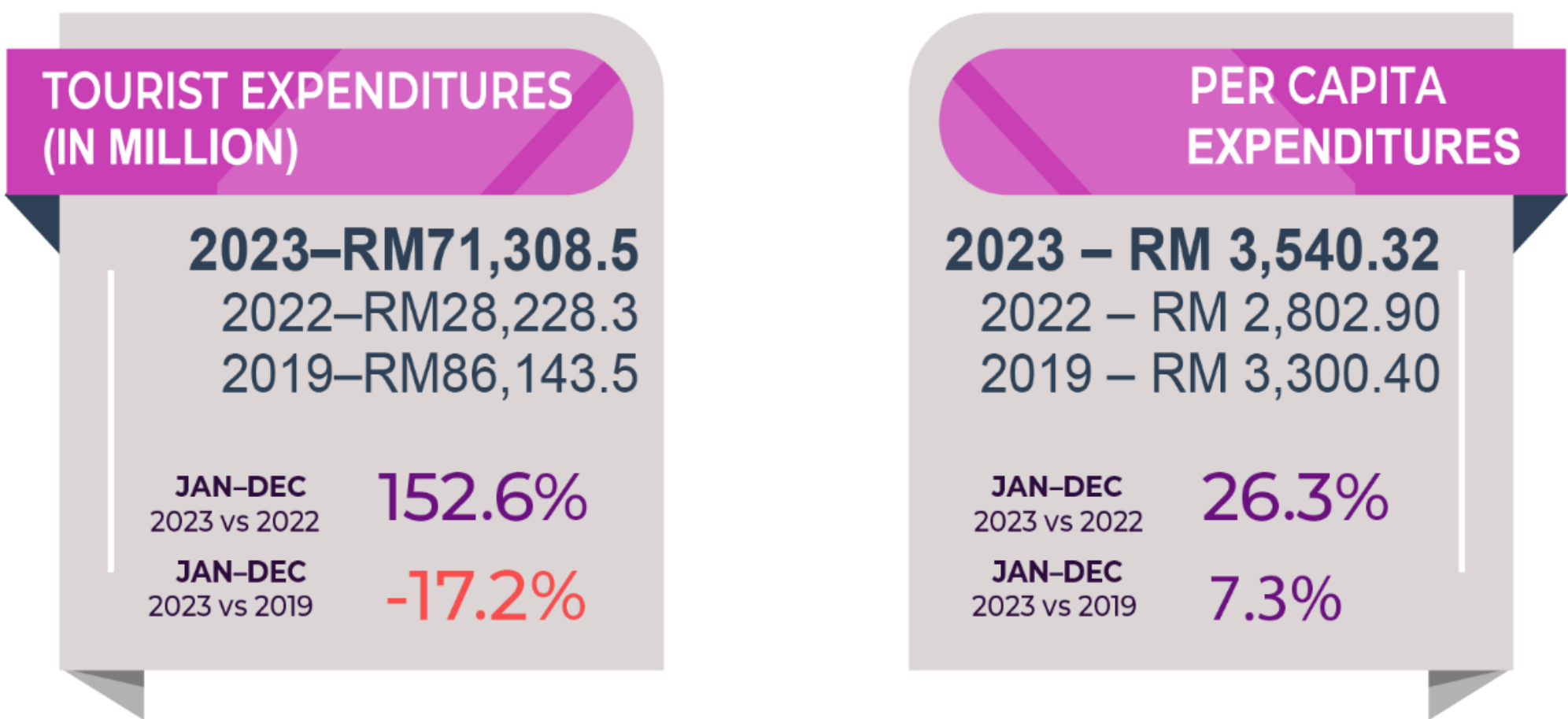


Source: Tourism Malaysia

INTERNATIONAL TOURIST ARRIVALS (JANUARY – DECEMBER 2023)



INTERNATIONAL TOURIST EXPENDITURES (JANUARY – DECEMBER 2023)



PILLARS OF MALAYSIA'S TOURISM & HOSPITALITY INDUSTRIES



STRONG DOMESTIC DEMAND

Remarkable recovery in 2023



PROACTIVE TOURISM MALAYSIA

Effective national promotion and marketing



MEDICAL TOURISM

Key player in Asia's medical tourism



QUALITY ACCOMMODATIONS & BRANDS

Availability of quality accommodations & continued entry of Renowned Brands



GROWING TRAVEL CULTURE

Emergence of travel-focused new generation



ROBUST AVIATION INDUSTRY

- Increase in International arrivals
- Planned capacity & frequency increases with new flight routes
- Revamp of airports



NICHE TOURISM STRENGTHENING

MICE, Destination Weddings, Halal Tourism, Eco-tourism



GLOBAL DESTINATION RECOGNITION

Natural wonders, landmarks, food culture, multi-cultural appeal



FAVOURABLE ENVIRONMENT & POLICIES

Supportive regulations and conditions



MAJOR INFRASTRUCTURE PROJECTS

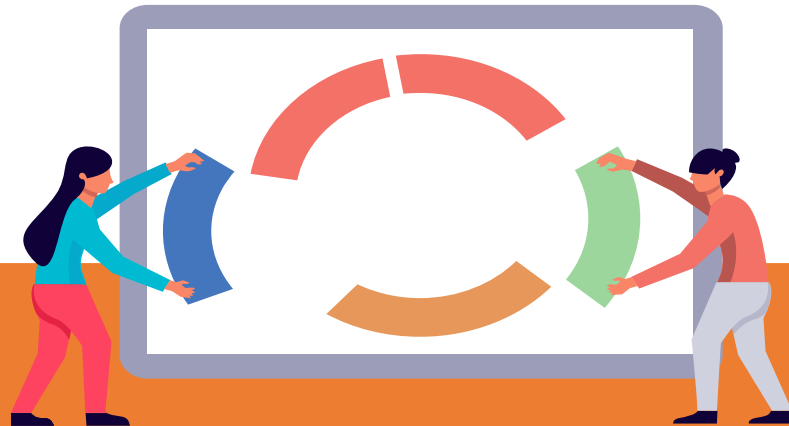
Improved connectivity and economic activities

KEY TRENDS IN THE TOURISM & HOSPITALITY INDUSTRIES



REFURBISHMENT & RENOVATION

Hotel chains with strong balance sheet undertake rebranding, refurbishment & expansion works with initiatives geared towards providing a fresh ambience tailored to cater to diverse guest preferences, including staycations and blending of business and leisure travel experiences



RE-PURPOSING

Budget hotels and small boutique hotels are undergoing transformations to remain viable in the current market by providing extended stay and co-living alternatives, renovating their spaces and re-purposing as co-working hubs



ESG PRACTICES

Greater emphasis in adopting environmental, social and governance (ESG) practices in hotel operations with the use of benchmarking tools such as the Global Real Estate Sustainability Benchmark (GRESB) is becoming increasingly prominent



HOTEL INVESTMENT FUNDS

Major hotel chains are actively seeking hospitality assets with the potential for capital appreciation and attractive yields via investment funds in Malaysia driven by its favorable tourism outlook and return of international travelers in large numbers



DEBUT OF NEW BRANDS

Global hotel chains are introducing new brands to align with evolving travel trends, catering to millennial-minded individuals and spanning economy extended-stay in luxury markets. These brands are expanding into the Asia Pacific region, including Malaysia, with a pronounced presence of upscale and luxury options reflecting a strategic shift in market dynamics



TRANSACTION OF HOSPITALITY ASSETS

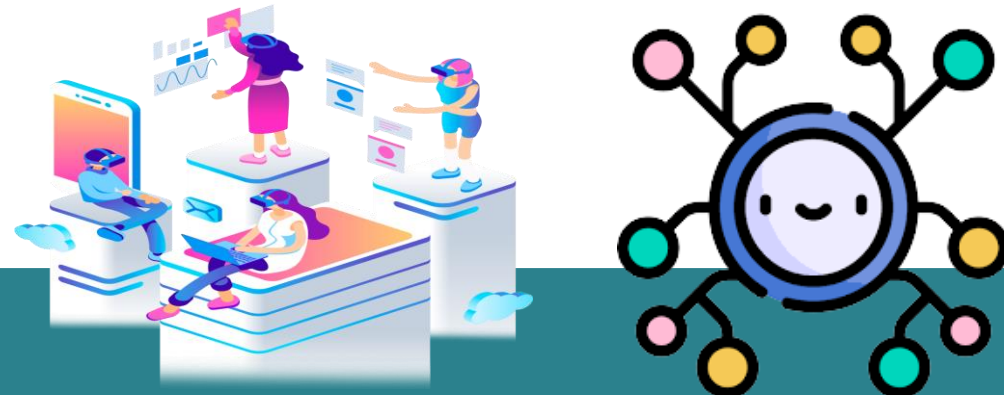
Divestment of lower-quality assets by owners to enhance balance sheets, with hospitality industry players capitalising on opportunities to purchase favorable properties in much sought-after locations such as Penang, Langkawi, Desaru and Kuala Lumpur City

KEY TRENDS IN THE TOURISM & HOSPITALITY INDUSTRIES



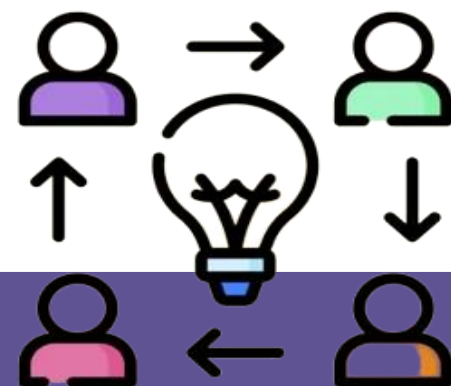
EMERGING HOTSPOT IN MEDICAL TOURISM

Malaysia is globally acclaimed for its top-notch medical tourism, offering excellent and cost-effective healthcare alongside attractive vacation spots for health-conscious travelers. Through the Flagship Medical Tourism Hospital Programme, featuring hospitals like the National Heart Institute, Island Hospital, Mahkota Medical Centre and Subang Jaya Medical Centre, Malaysia aims to bolster its healthcare sector's appeal in the region, as a trusted & secure healthcare hub



DIGITALISATION

Hotels are actively adopting automation and digitalisation to achieve greater operational efficiency, cost-effectiveness and to enhance guest interactions and cement loyalty by deploying AI for seamless connectivity across platforms & devices as more travelers rely on digital platforms to plan and book their trips



COLLABORATIVE INNOVATION

Collaborative innovation is on the rise as a response to changing traveler preferences, especially with the surge in experiential travel. This is exemplified by the emergence of wellness & fitness operators and AI providers as key players in shaping new products and services



RESURGENCE OF THE MICE INDUSTRY AND DESTINATION WEDDINGS

Hotels are witnessing an uptick in demand for MICE facilities with the resumption of business events & aggressive campaigns by the Malaysia Convention & Exhibition Bureau via collaboration with industry players. Hotels & Resorts prioritize MICE, StayCations and destination weddings for local & regional demand as global demand recovers



NICHE TOURISM

Identification of new market segment focusing on certain age group and collaboration with tour operators for introduction of niche tourism such as marine tourism, ecotourism and wellness-themed trips. Malaysia also gained prominence as a Muslim-friendly destination with titles such as 'Best Muslim-Friendly Destination' and 'Best Muslim-Women-Friendly Destination'



HEALTH & WELLNESS

Hotels are adding wellness centers with fitness facilities, pools, spas, and saunas by redesigning spaces to have more open areas, meeting travelers' preferences for relaxation and well-being

MALAYSIA HOSPITALITY SECTOR – KEY HIGHLIGHTS

01

The Ministry of Tourism, Arts, and Culture in Malaysia is forecasting 27.3 million foreign tourist arrivals in 2024, an increase from 2023 of 20.1 million arrivals and is expected to generate RM102.7 billion in tourist receipts

02

2026 has been designated as "Visit Malaysia Year," with a target of 35.6 million foreign tourist arrivals & RM147.1 billion in domestic spending

03

The government announced RM350 million allocation in the revised Budget 2024 to boost tourism which covers the Visit Malaysia Year 2026 campaign, cooperation with industries in promotional activities and tourism events abroad, assistance for over 200 cultural players, flight charter matching grant and Islamic tourism Centre to develop Muslim-friendly tourist industry in Malaysia

04

The Malaysia My Second Home (MM2H) programme is set to have three categories comprising Platinum, Gold and Silver categories which will cater to different types of applicants and their respective needs

05

Genting Highlands is set to welcome the world-class Swissôtel resort following the Accor and Crowne Estate Malaysia partnership. The 300-room Swissôtel Genting Highlands is slated for opening in Q3 2028. The resort will be located at an altitude of 914.4m & will be part of King's Park in a development by Highlands ParkCity in partnership with Yuk Tung Group and Crown Estate

06

Hilton continues to expand its presence in Malaysia with signing of Hilton Burau Bay Resort Langkawi with Tradewinds Corporation Berhad which is scheduled to open in 2024. The 251-room resort will be Hilton's second property in Langkawi, complementing The Nautilus Resort, Curio Collection by Hilton, expected to open in March 2024

07

Wyndham Hotels & Resorts has inked a strategic partnership with Hospitality 360 Sdn Bhd (H360), a hotel management & consulting company, to expand its hospitality portfolio nationwide. Over the next 6 years, H360 will deliver at least 15 hotels with more than 2,000 rooms signed as franchises under various Wyndham-owned brands

08

Sheng Tai International Sdn Bhd has revealed the Karl Lagerfeld Tower, featuring the first Karl Lagerfeld hotel in Southeast Asia and the first of its kind in Malaysia. It is situated inside The Sail Melaka' in the Melaka Waterfront Economic Zone in Kota Laksamana and consists of a hotel and branded residences. The Sail consists of nine towers for business, hotels, entertainment and leisure

KUALA LUMPUR HOTELS – MARKET OVERVIEW



EXISTING SUPPLY Q1 2024

253 HOTELS – 47,177 ROOMS

Hotels by Building

23% >300 ROOMS

77% <300 ROOMS

INCOMING SUPPLY Q1 2024

16 HOTELS

3,646 ROOMS

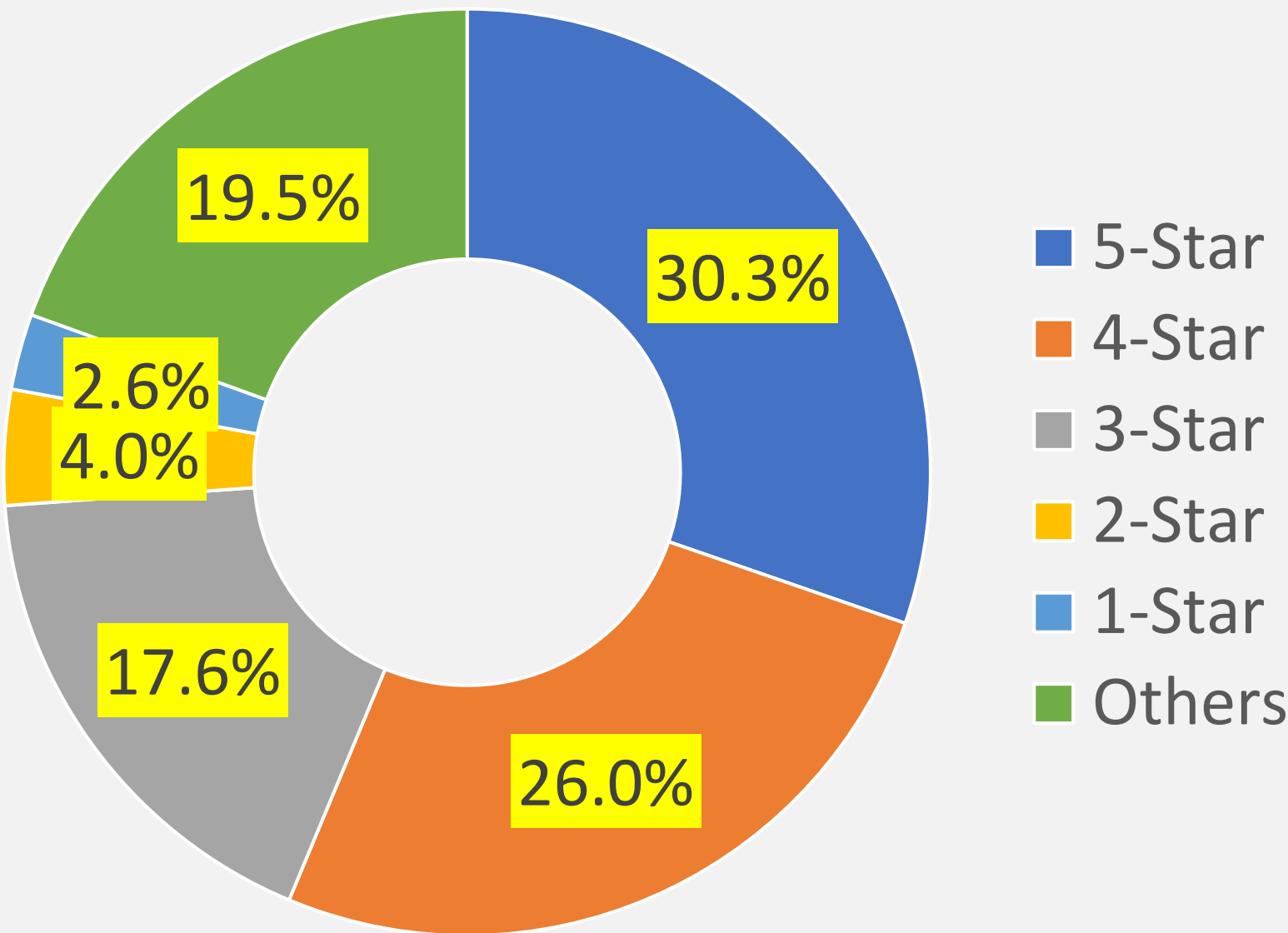
PLANNED SUPPLY Q1 2024

8 HOTELS

1,344 ROOMS

Source: NAPIC

HOTEL ROOMS BY STAR RATING



Source: NAPIC

HOTEL GUESTS

Q3 2023

13.21 Million

DOMESTIC

6,866,963

52%

FOREIGN

6,345,597

48%

2022

7.98 Million

DOMESTIC

5,645,988

71%

FOREIGN

2,337,308

29%

Source: Tourism Malaysia

AVERAGE OCCUPANCY RATES

Q3 2023 – 57.9%

2022

49.0%

2020

25.1%

2021

23.6%

2019

59.9%

Source: Tourism Malaysia

AVERAGE DAILY RATE

H1 2023 – RM290

2022

RM270

2021

RM228

Source: Malaysia Association of Hotels

SELANGOR HOTELS – MARKET OVERVIEW



EXISTING SUPPLY Q1 2024

210 HOTELS – 26,089 ROOMS

Hotels by Building

15% >300 ROOMS

85% <300 ROOMS

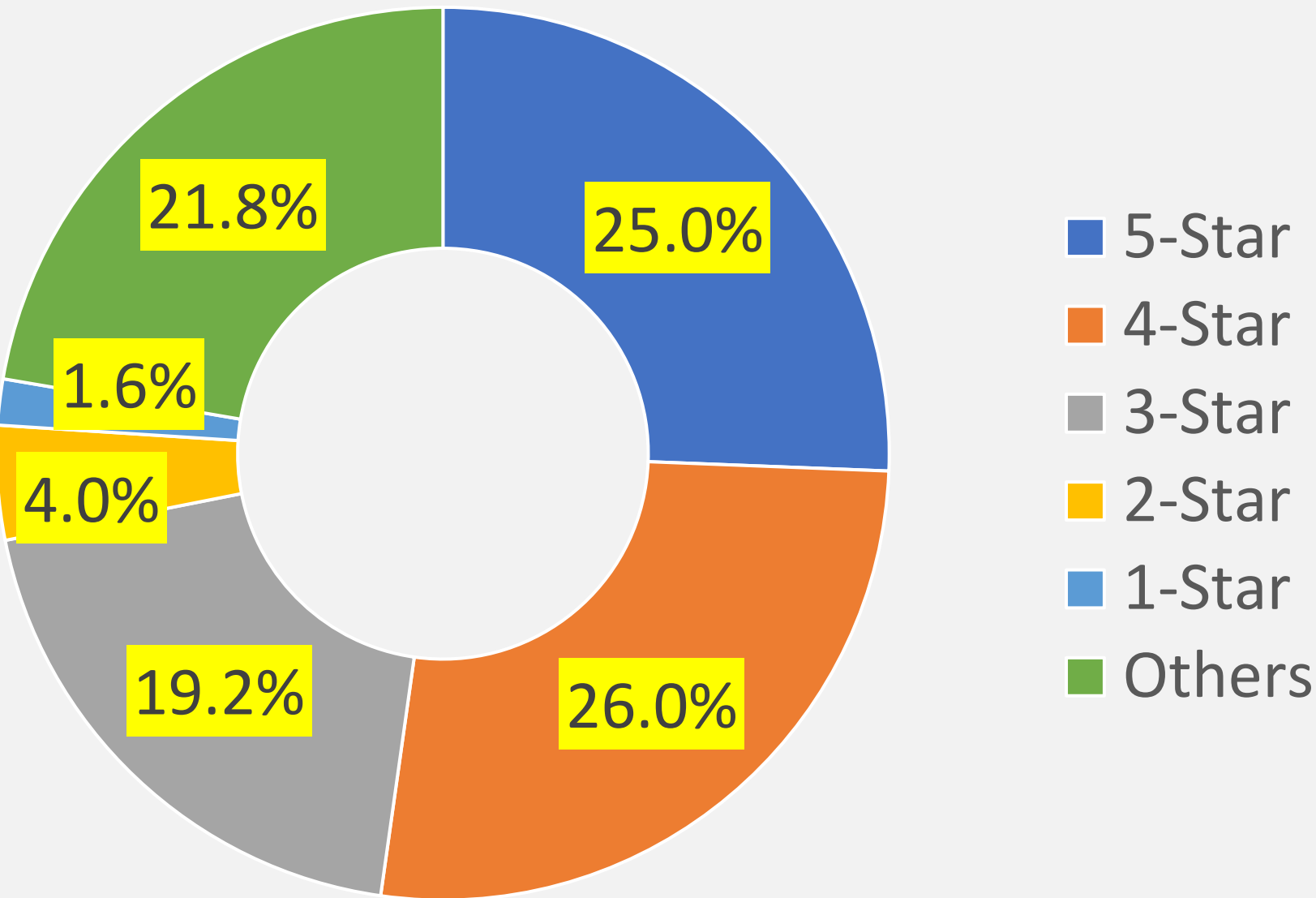
PLANNED SUPPLY Q1 2024

1 HOTEL

200 ROOMS

Source: NAPIC

HOTEL ROOMS BY STAR RATING



Source: NAPIC

HOTEL GUESTS

Q3 2023

6.448 Million

DOMESTIC

4,460,983

69%

FOREIGN

1,987,874

31%

2022

4.575 Million

DOMESTIC

3,566,418

78%

FOREIGN

1,009,022

22%

Source: Tourism Malaysia

AVERAGE OCCUPANCY RATES

Q3 2023 – 53.4%

2022

53.7%

2020

30.2%

2021

30.9%

2019

56.4%

Source: Tourism Malaysia

AVERAGE DAILY RATE

H1 2023 – RM309

2022

RM281

2021

RM174

Source: Malaysia Association of Hotels

GREATER KL HOTELS - SELECTED TRANSACTIONS



DEC 2023

RM270 mil (RM1.8 mil per room)

**W Kuala Lumpur
150 Rooms**



SEPT 2023

RM138 mil (RM750K per room)

**Hotel Stripes Kuala Lumpur
184 Rooms**



SEPT 2022

RM80 mil (RM381K per room)

**CitizenM, Jalan Pudu
210 Rooms**



AUG 2022

RM295 mil (RM656K per room)

**4-star Hotel @ BBCC, Jalan Hang Tuah
450 Rooms**



FEB 2022

RM31.8 mil (RM289K per room)

**Hotel Bintang Warisan, Bukit Bintang
110 Rooms**



FEB 2022

RM235 mil (RM590K per room)

**Sheraton Imperial Kuala Lumpur
398 Rooms**

GREATER KL HOTELS - NEW COMPLETIONS & REFURBISHMENTS



Q4 2023

**Kuala Lumpur City –
Jalan Sultan Ismail & Jalan Ampang**
Four Points By Sheraton Kuala Lumpur
4-Star | 513 Rooms



Q4 2023

Kuala Lumpur City – Jalan Sultan Ismail
Renaissance Kuala Lumpur
Refurbish | 5-Star | 406 Rooms



Q4 2023

Kuala Lumpur City – Jalan Puncak
Hotel Indigo On The Park KL
4-Star | 180 Rooms



Q4 2023

Kuala Lumpur City – Jalan Yap Kwan Seng
Crowne Plaza Kuala Lumpur City Centre
5-Star | 318 Rooms



Q2 2023

Kuala Lumpur City – Bukit Bintang
Sleeping Lion Suites
3-Star | 866 Rooms

GREATER KL HOTELS - NEW COMPLETIONS & REFURBISHMENTS



Q1 2024

Putrajaya – IOI Resort City

Moxy Putrajaya Hotel
3-Star | 495 Rooms



Q4 2023

Kuala Lumpur Fringe – Bukit Jalil

Hyatt Place Kuala Lumpur
4-Star | 250 Rooms



Q3 2023

Petaling Jaya – Taman Desaria

ibis PJCC Petaling Jaya
3-Star | 161 Rooms



Q3 2023

Sepang, Selangor – Kota Warisan

Holiday Inn Sepang
3-Star | 253 Rooms



Q1 2023

Kuala Lumpur Fringe – Eko Cheras @ Jln Cheras

INNSiDE by Melia Kuala Lumpur Cheras
4-Star | 238 Room



Q1 2023

Klang, Selangor – Bandar Bestari

KSL Esplanade Hotel
4-Star | 403 Rooms

GREATER KL HOTELS - UPCOMING COMPLETIONS IN 2024



2024

Kuala Lumpur City – Jalan Barat

Kimpton Hotel @ TRX
5-Star | 471 Rooms



2024

Kuala Lumpur City – Jalan Kia Peng

Imperial Lexis Kuala Lumpur
5-Star | 275 Rooms



2024

Kuala Lumpur City – Jalan Tun Razak

Regent Kuala Lumpur
5-Star | 250 Rooms



2024

Kuala Lumpur City – Presint Merdeka 118

Park Hyatt Kuala Lumpur
5-Star | 252 Rooms



2024

Kuala Lumpur City – Jalan Ampang

SO Sofitel Kuala Lumpur Hotel
5-Star | 226 Rooms



2024

Kuala Lumpur Fringe – Jalan Maarof

Holiday Inn Kuala Lumpur Bangsar
4-Star | 220 Rooms

GREATER KL HOTELS - UPCOMING COMPLETIONS IN 2025



2025

Kuala Lumpur City – Bukit Bintang

Waldorf Astoria Kuala Lumpur
5-Star | 272 Rooms



2025

Kuala Lumpur City – Jalan Ampang

Jewel By Oxley KLCC
5-Star | 213 Rooms



2025

Kuala Lumpur City – Jalan Conlay

Kempinski Hotel @ 8 Conlay
5-Star | 260 Rooms



2025

Kuala Lumpur Fringe – KL Metropolis

Hyatt Regency Kuala Lumpur
5-Star | 450 Rooms

GREATER KL HOTELS - UPCOMING COMPLETIONS IN 2025



2025

Kuala Lumpur City – Jalan Sultan Ismail

Conrad Kuala Lumpur
5-Star | 488 Rooms



2025

Kuala Lumpur City – Jalan Sultan Ismail

Hyatt Centric City Centre Kuala Lumpur
5-Star | 312 Rooms



2025

Kuala Lumpur Fringe – Jalan Hulu Klang

Hotel @ Chancery Project
4-Star | 145 Rooms