



196+ roundtable  
malaysia+

brunei, malaysia,  
singapore

online  
(1.07.2021)

16  
participants

For enquiries about our research offerings,  
please contact **Akshara Walia** at  
[research@pkfhospitality.com](mailto:research@pkfhospitality.com)

For enquiries about upcoming events of  
the PKF hospitality group, please contact  
**Maryana Turchyn** at  
[events@pkfhospitality.com](mailto:events@pkfhospitality.com)

The PKF hospitality group is a member firm of  
the PKF International Limited family of legally  
independent firms and does not accept any  
responsibility or liability for the actions or  
inactions of any individual firm or firm.

**NOTES**

1) calculated as per PKF sample; includes all  
properties with at least 100 rooms; 2) as per 31  
December 2020; 3) as per the PKF contract  
database; 4) from the viewpoint of hotel groups

**supply**

<b>824</b> properties	<b>227,427</b> rooms <sup>1</sup>
<b>65%</b> branded rooms	<b>75%</b> chain affiliated rooms

**group / brand profile**

- › strongest brand: **Worldhotels**
- › strongest group: **Marriott**
- › fastest growing brand: **Wyndham**
- › fastest growing group: **IHG**
- › strongest regional brand (global presence): **Citadines**
- › fastest growing regional brand: **Citadines**

**key takeaways**

- › The on and off lockdowns and restrictions imposed in the region to fight against Covid-19 have made it very challenging for the hotel industry.
- › The sentiments shared from Malaysia were gloomy while in Singapore it was slightly better, mostly due to government led bookings for quarantine hotels.
- › Serviced apartments have had a higher resilience against the pandemic in comparison with hotels with better operational performance as they are more preferred by long-stay guests and family guests.
- › Owners in the region are getting inclined to look for opportunities of converting their conventional hotels into serviced apartments. The major challenges are financing, re-fitting and other structural constraints.
- › 196+ barometer poll sees a recovery to 2019 performance levels only by 2024 with recovery led by leisure travelers followed by corporate travelers.

**pipeline**

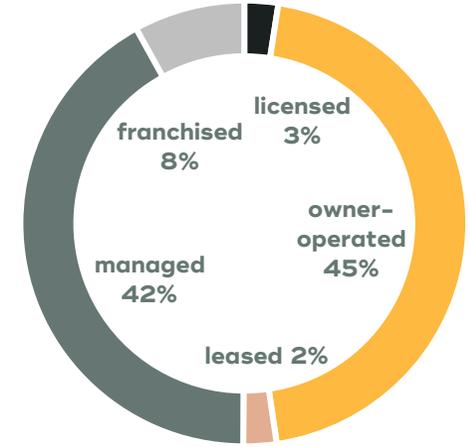
<b>136</b> properties	<b>56,722</b> rooms <sup>1,2</sup>
<b>107</b> hotels under construction	<b>29</b> planned hotels

**selected openings of 2020**

- › Wyndham Acmar Klang, Klang, 488 rooms
- › Swiss-Belhotel Kuantan, Kuantan, 366 rooms
- › Holiday Inn Johor Bahru City Centre, Johor Bahru, 335 rooms
- › Holiday Inn Express Kota Kinabalu City Centre, Kota Kinabalu, 250 rooms
- › Angsana Teluk Bahang Penang, Tanjung Bungah, 250 rooms

**contracts**

<b>480</b> properties	<b>155,025</b> rooms under contract <sup>2,3,4</sup>
--------------------------	--



**196+ roundtables  
around the globe**



learn more and find  
the 196+ roundtables schedule at

[www.196plus.com](http://www.196plus.com)