



196+ roundtable
malaysia+

brunei, malaysia,
singapore

online
(1.07.2021)

16
participants

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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

824 properties	227,427 rooms ¹
65% branded rooms	75% 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

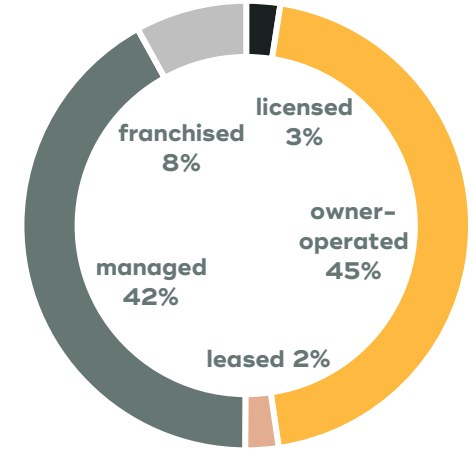
136 properties	56,722 rooms ^{1,2}
107 hotels under construction	29 planned hotels

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

480 properties	155,025 rooms under contract ^{2,3,4}
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