



# Rising To The Occasion

The lobby entrance of E&O Hotel Penang.

*"Prospects for growth in revenue base for the E&O Hotel and Lone Pine Hotel are promising as both hotels possess unique positioning – each with history and heritage unrivalled within the hospitality industry in Malaysia."*

**A**ccording to the May 2013 STR Global Construction Pipeline Report, the Asia Pacific hotel development pipeline comprises 1,828 hotels totalling 394,856 rooms. The industry also does not seem to be faltering in the next year as there is an expected 534 hotels planned to open in the region for 2014. This continuous rise in the demand for expansion in the hospitality industry has spurred some of the region's biggest developers to take on hotel and resort property projects and to expand their remit into this industry as well as seek out designers and fit-out experts who lend the expertise in building some of the region's best hospitality establishments.

### Strategic Partnerships

Some of the major townships and hospitality projects in Malaysia have Sime Darby's involvement in them and recently, the conglomerate have increased their remit and extended their presence into property development in the hospitality sector by aligning themselves with lifestyle property developer Eastern Et Oriental Bhd (E&O) for a strategic partnership to develop parts of its projects in the Klang Valley as well as projects in Penang and Johor.

As the demand for more hotel rooms increases in the Asia Pacific Region, so does the demand for the acquisition of land to develop properties as well as the necessary tools and fixtures that come with building and fitting out these properties. We look to the developers, experts and visionaries that put together the buildings that drive the hospitality industry forward.

"E&O has the brand recognition in developing hospitality and wellness projects," said Sime Darby Property's Managing Director, Datuk Abdul Wahab Maskan. The strategic direction of this partnership is so that the E&O group can take the concepts of their flagship properties, and extend it toward a portfolio of hotels and resorts in Malaysia and around the region.

"E&O plans to strengthen our foothold in the hospitality management segment where we have been leveraging on the Eastern Et Oriental Hotel's position as a leading heritage hotel in the region," explained Eric Chan Kok Leong, Deputy Managing Director at E&O.

E&O have embarked on the refurbishment and upgrading of its two heritage hotels to create a reputation that matches their sister heritage hotels in the region such as The Raffles in Singapore and The Strand in Rangoon.

