

The Hotel Industry of Malaysia

We Are Family After All

(Wisma MAH, Ampang, 24 August 2021) - The tourism industry is undoubtedly one of the most impacted by the Covid-19 pandemic, with effects crippling travel and tour operators and hotels alike. The Malaysian Association of Hotels (MAH) estimates that approximately 120 hotels to have closed down either temporarily or permanently, and the industry to have lost over RM6.5 billion in revenues for year 2020, and likely another RM9 billion to-date for year 2021.

Acknowledging the hardship of the people in the industry, MAH since early days of the pandemic has been lobbying for support and assistance from the Government, including various initiatives to boost domestic tourism. It is unfortunate however, given the current extended lockdown and travel restrictions imposed, the hotel industry is still unable to generate sufficient income to sustain, directly impacting the livelihoods of its workforce.

In an effort to support its people, MAH launched its very own MAH Cares programme, allocating RM200,000 worth of food aid through the Association's State Chapters, distributing essentials and food supplies to those in need in the hotel industry. The initiative will benefit thousands of families with basic necessities and essential items.

The initiative will also raise awareness of the need of the industry, and to encourage both public and private sectors to support the tourism and hotel industry of Malaysia. The programme has received sponsorship from Yeo Hiap Seng (Yeo's), a household food & beverage brand with deep roots in Malaysia.

Working in partnership with the Ng Teng Fong Charitable Foundation, Yeo's has supplemented the MAH Cares programme with over RM100,000 worth of food & beverage supplies. The direct sponsorship will enable MAH to immediately support more families in need of help.

Commenting on this CSR effort, Mr Samuel Koh, Group Chief Executive Officer of Yeo's, says, "As a company with deep roots in Malaysia, we want to lend a helping hand and support families in a practical way at this critical juncture. We would like to thank MAH for efficiently organising the care programme to support the industry."

"Our thoughts are with those affected by the unprecedented challenge, and it is important for us to support in ways we can. More than ever before, we need to join hands as one community and care for each other to weather the challenge together," adds Mr Daryl Ng, Director of the Ng Teng Fong Charitable Foundation.

MAH, at the same time, has set up its very own Tourism Recovery Committee comprising industry experts to formulate strategies that would drive the impending recovery of the tourism industry. Apart from working with the Ministry of Tourism, Arts & Culture and Tourism Malaysia, the Committee is already working on marketing and promotion projects both for domestic and international market. MAH has also secured partnerships with various digital & tourism related products and services to empower its members and the industry for a strong recovery.

“MAH recognises the needs of the industry and will continue to support its members and the industry directly and indirectly, as well as work closely with the Government of the day in ensuring the survival of the tourism industry towards a strong recovery,” said Dato N Subramaniam, President of MAH