

NEWSLETTER

SPECIAL EDITION - MAH HOSPITALITY WEEK 2026



The Hunt Is On – MAH Style!

From solving puzzles and completing exciting missions to uncovering the hidden treasures of Negeri Sembilan, every moment of the **MAH-AVIS VM2026 Treasure Hunt** promises adventure and discovery. Gather your team, embrace the challenge, and embark on a journey that showcases the state's unique attractions, vibrant culture, local flavours, and renowned hospitality in the most exciting way possible.



13-14 MAY 2026 | BERJAYA TIMES SQUARE
HOTEL KUALA LUMPUR

Advancing Hospitality Through Knowledge, Innovation and Collaboration

MAH Hospitality Week 2026 successfully brought together hospitality professionals, industry leaders and strategic partners for a week of learning, dialogue and industry engagement. Through insightful conferences, panel discussions and interactive sessions, delegates explored key issues shaping the future of hospitality, including leadership, talent development, AI, cybersecurity, sustainability and guest experience.

The event provided valuable opportunities for professional development and cross-sector exchange, encouraging fresh perspectives, practical insights and stronger industry connections. It also highlighted the importance of adaptability, innovation and collective action in navigating an increasingly dynamic hospitality landscape.

MAH Hospitality Week 2026 reinforced the industry's shared commitment to excellence, workforce development and service innovation, while supporting the continued growth and competitiveness of Malaysia's hospitality sector.



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MAH Hospitality Week 2026

Brings Industry Together Through Innovation, Leadership and Excellence

MAH successfully concluded **MAH Hospitality Week 2026** at Berjaya Times Square Hotel, Kuala Lumpur, bringing together the hospitality community for two dynamic days of networking, collaboration and industry advancement. Held from 13th to 14th May 2026, the event welcomed hoteliers, suppliers, tourism stakeholders, industry leaders and hospitality professionals from across the region, reinforcing its position as one of Malaysia's premier hospitality industry gatherings.

Designed as a platform to foster meaningful connections, encourage innovation and support industry growth, MAH Hospitality Week 2026 showcased the collective strength and resilience of the hospitality sector while addressing opportunities and challenges in an increasingly competitive landscape.

Over the two days, attendees participated in a series of key programmes:

- ✧ Hospitality Suppliers Expo (13–14 May 2026)
- ✧ MAH 52nd National Annual General Meeting (AGM) (13 May 2026)
- ✧ MAHTEC-UiTM Executive Diploma Graduation Ceremony & Rebranding Announcement (13 May 2026)
- ✧ MAH Gala Dinner & Awards Night 2026 (13 May 2026)
- ✧ Hospitality Leadership Conference (HLC) 4.0 (14 May 2026)

As Malaysia advances its tourism aspirations under Visit Malaysia 2026, MAH Hospitality Week continues to serve as a vital platform for industry engagement, talent development, business growth and thought leadership. By bringing together key stakeholders from across the hospitality ecosystem, the event reinforces the industry's collective commitment to excellence, innovation and sustainable growth, ensuring Malaysia remains a competitive and welcoming destination on the global tourism stage.

MAH extends its sincere appreciation to all sponsors, exhibitors, speakers, partners, delegates and attendees whose support and participation contributed to the success of the event and the continued advancement of Malaysia's hospitality industry.



HOSPITALITY SUPPLIERS EXPO

HOSPITALITYEXPO.ASIA

Driving Business Growth

A major highlight of MAH Hospitality Week 2026 was the Hospitality Suppliers Expo, which featured nearly 100 leading hospitality brands showcasing the latest products, services, technologies and solutions designed to support hotel operations and elevate guest experiences.

The exhibition attracted exhibitors from Malaysia, Singapore, China, Hong Kong and Indonesia, providing attendees with valuable opportunities to discover emerging trends, explore innovative solutions and engage directly with industry experts.

From hospitality technology and F&B equipment to operational innovations and guest experience enhancements, the expo floor was abuzz with activity throughout the two-day event. A dedicated business matching programme further facilitated meaningful engagements between buyers and suppliers, creating opportunities for strategic partnerships and future collaborations.

The strong turnout and active participation reflected the industry's commitment to innovation, collaboration and continuous improvement, reinforcing the Hospitality Suppliers Expo's role as a key platform for business growth and industry advancement within Malaysia's hospitality sector.



MAH 52nd National Annual General Meeting (AGM)

Strengthening the Industry Through Collective Leadership

Another key component of MAH Hospitality Week was the **52nd National Annual General Meeting (AGM)**, held on 13th May 2026 and attended by hundreds of MAH members, industry leaders and hotel representatives from across the country. The AGM served as an important platform for members to reflect on the association's achievements and key initiatives over the past year, while discussing strategic priorities and opportunities for the future of Malaysia's hospitality industry.

Beyond fulfilling its governance role, the meeting reinforced MAH's commitment to championing the interests of the hotel sector, fostering industry collaboration and ensuring that the association remains responsive to the evolving needs of its members. The session also provided valuable opportunities for members to exchange views, share industry insights and contribute to shaping MAH's direction in the years ahead.



MAHTEC-UiTM Executive Diploma Graduation Ceremony

Investing in Hospitality Talent and Lifelong Learning

Following the AGM, MAH celebrated another significant milestone with the graduation ceremony of the inaugural **MAHTEC-UiTM Executive Diploma in Hospitality Management 2025 cohort**. A total of 14 graduates successfully completed the programme, which comprises nine certification training series covering key areas of hospitality management and operations. Since its establishment in 1995, the Executive Diploma programme has played an important role in developing hospitality talent and nurturing future industry leaders. Through its collaboration with Universiti Teknologi MARA (UiTM), the programme combines industry-focused learning with academic expertise and insights from experienced guest lecturers.



The graduation ceremony brought together hotel leaders, UiTM faculty representatives and invited guests to celebrate the graduates' accomplishments while reaffirming the industry's commitment to talent development and lifelong learning. What makes this cohort particularly inspiring is that the graduates are accomplished working professionals from diverse sectors of the hospitality industry, including former General Managers, business owners, Directors of Rooms, Duty Managers, Group Executive Directors, Learning Managers and F&B leaders. Despite demanding careers and personal commitments, they successfully completed all nine modules of the programme, demonstrating remarkable resilience, discipline and determination.

Their journeys serve as a powerful reminder that learning does not end with experience. Behind every certificate is a story of perseverance, sacrifice and an unwavering commitment to self-improvement. From classrooms to conference rooms, these professionals exemplify the spirit of lifelong learning and the leadership mindset that continues to drive the hospitality industry forward.

Graduates of the MAHTEC-UiTM Executive Diploma in Hospitality Management Class of 2025:

- ★ Mohd Nor Azam Awang, Director of F&B, Hard Rock Hotel Desaru Coast
- ★ Jofhua Yeong Kong Zhi, Group Executive Director, Tasik Villa International Resort
- ★ Mohamad Hanapi Abdul Halim, Assistant F&B Manager, Perdana Kuala Lumpur
- ★ Mohd Zharfan Mohamed Zaki, F&B Manager, Perdana Kota Bharu
- ★ Yogendran Devarajan, Director of Marketing, Microblue Sdn Bhd
- ★ Sherinisyha Gunalan, Formerly Duty Manager, Avillion Port Dickson
- ★ Wan Mohd Faizul Wan Abas, Formerly General Manager, Duyong Marina Resort
- ★ Norazizan Mohd, Director of Rooms, Banyan Tree Kuala Lumpur
- ★ Isaac Chong Chee Kian, Cluster Learning Manager, Pavilion Hotel Kuala Lumpur
- ★ Sabree Ismail, Assistant Club Floor Manager, Pavilion Hotel Kuala Lumpur
- ★ Amirul Azzri Yusrin, F&B Supervisor, St. Giles Gardens Kuala Lumpur
- ★ Sivabalan Vijayan, Duty Manager, Capri by Fraser Bukit Bintang
- ★ Michael Norris Mueson, Assistant Housekeeping Manager, Capri by Fraser Bukit Bintang
- ★ Mohd Shahril Abu Rahim, Deputy Hotel Manager cum Executive Chef (not pictured)

Adding to the significance of the occasion, MAHTEC officially announced its rebranding as **MAH Learning & Development**, marking a new chapter in its evolution as the training and professional development arm of MAH. The rebranding reflects a stronger alignment with the MAH brand while reinforcing its commitment to delivering industry-relevant learning solutions, workforce upskilling and leadership development for the hospitality sector.



MAH Gala Dinner & Awards Night 2026

Celebrating Excellence

The evening culminated in the highly anticipated **MAH Gala Dinner & Awards Night 2026**, which welcomed more than 500 guests comprising government representatives, tourism associations, hotel executives and industry leaders. Officiated by Tourism Malaysia Chairman, YBhg. Datuk Manoharan Periasamy, the event celebrated the achievements and contributions of individuals and organisations that continue to elevate Malaysia’s hospitality landscape.





MAH 3rd Hotel Management Grand Prix (MGP) 2026

Developing Future Hospitality Leaders

One of the highlights of the evening was the presentation of awards to the winners of the **MAH 3rd Hotel Management Grand Prix (MGP) 2026**, a flagship talent development initiative organised by the MAH in collaboration with Taylor's University and Russell Partnership Technology. Now in its third edition, the competition provides aspiring hospitality professionals with hands-on experience through a hotel management simulation programme, challenging participants to demonstrate strategic thinking, leadership and decision-making skills in a competitive environment that mirrors real-world hospitality operations. The awards recognised individuals who displayed exceptional performance, innovation and leadership potential, reflecting the growing calibre of talent within Malaysia's hospitality industry.

The MAH Hotel Management Grand Prix is also one of the four key modules under the **MAH x Taylor's Professional Hotel Certification Programme**, a collaborative initiative aimed at strengthening industry standards and developing future-ready hospitality professionals through a combination of academic learning and practical industry exposure.



MAH 3rd Hotel Management Grand Prix (MGP) 2026 Winners

Champion	Yvonne Looi Mei Wynn	Weil Hotel
First Runner-Up	Muhammad As Sufi Bin Mohamad Al Beari	Hotel Sentral Kuala Lumpur
Second Runner-Up	Tan Siew Luen	Grand Hyatt Kuala Lumpur



MAH 7th Hotel Employee Awards

Recognising Outstanding Hospitality Professionals

The pinnacle of the evening was the presentation of the **MAH 7th Hotel Employee Awards**, a prestigious recognition programme that honours exceptional hospitality professionals who consistently demonstrate outstanding dedication, professionalism and passion in delivering memorable guest experiences.



MAH 7th Hotel Employee Awards Winners

National Champion of the Year

Johor Chapter	Muhammad Izzat Bin Mohd Noor, Chef De Partie - Pastry, Anantara Desaru Coast Resort & Villas He was recognised for his confidence, strong intellectual foundation and exemplary leadership qualities. The judges highlighted his commitment to empowering his team, his humility and his willingness to learn every aspect of hotel operations from the ground up in order to lead effectively by example.
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A Special Award for Heritage and Culture (Beyond Hospitality and Workplace)

Sarawak Chapter	Sebastian Anak Senin, Bellman, The Waterfront Hotel Kuching He was recognised for embodying and promoting the cultural values and heritage of Sarawak through his professional role, translating cultural understanding into authentic guest experiences while showcasing the warmth and hospitality synonymous with his community.
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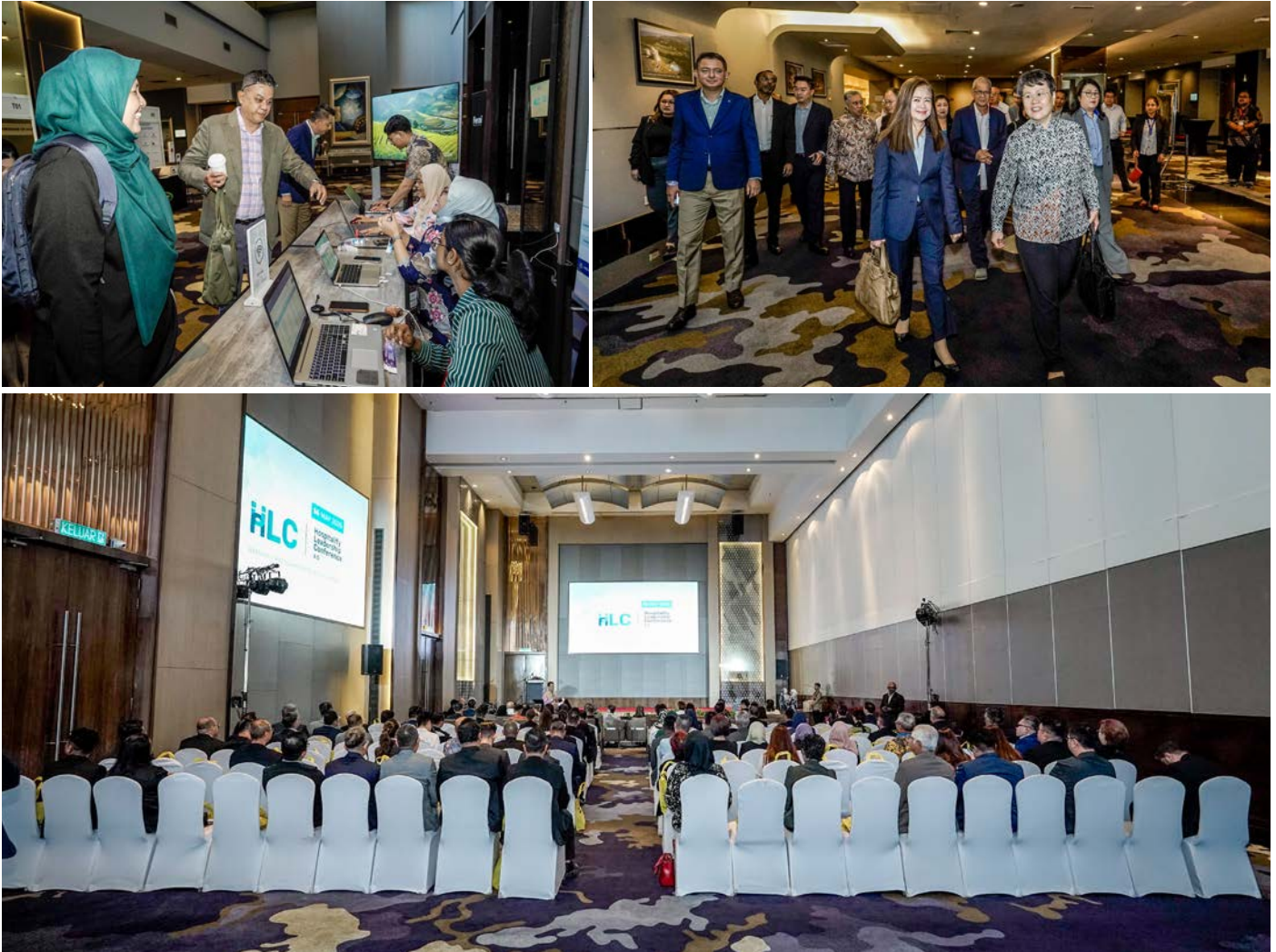
Finalists

Kedah / Perlis Chapter	Azhar Bin Hashim , Senior Supervisor Landscape, The Datai Langkawi
Penang Chapter	Badrol Hisham Bin Ahmad , Senior Bellman, Gurney Bay Hotel, A PARKROYAL Partner Hotel
Perak Chapter	Cass Wong Suet Yin , Front Office Assistant, 1969 Business Suites Ipoh
Selangor Chapter	Karishma Kaur A/P Gagdish Singh , Housekeeping Coordinator, Doubletree by Hilton Shah Alam i-City
Kuala Lumpur Chapter	Muhamad Izwan Fahmi Bin Jamaludin , Bell Supervisor, Parkroyal Collection Kuala Lumpur
Negeri Sembilan Chapter	Nurhidayah Binti Idris , Senior Chef De Partie, Avillion Port Dickson
Melaka Chapter	Mohamed Syafiq Bin Mohamed Roslan , Food & Beverage Supervisor, Ames Hotel Melaka
Johor Chapter	Muhammad Izzat Bin Mohd Noor , Chef De Partie - Pastry, Anantara Desaru Coast Resort & Villas
Pahang Chapter	Aliaa Maryam Binti Mohamad Ali , Reservation Officer, Shahzan Hotel Kuantan, Trademark Collection by Wyndham
Terengganu Chapter	Nur Arina Nadirah Binti Roslan , Public Relations Assistant, Primula Beach Hotel
Kelantan Chapter	Nur Dina Binti Nor Azizi , Senior Account Officer, Ibis Styles Kota Bharu
Sarawak Chapter	Sebastian Anak Senin , Bellman, The Waterfront Hotel Kuching
Sabah / Labuan Chapter	Vino Mina Binti Enjuk , Housekeeping Attendant – Public Area, Hilton Kota Kinabalu

Hospitality Leadership Conference (HLC) 4.0

Shaping the Future

MAH Hospitality Week 2026 concluded with the Hospitality Leadership Conference (HLC) 4.0, a knowledge-driven platform dedicated to advancing leadership excellence and addressing the evolving needs of the hospitality industry. The conference was officiated by YBrs. Ms Tan Mei Phing, Chief Executive Officer of the Malaysia Convention & Exhibition Bureau (MyCEB), and welcomed more than 250 delegates comprising hotel leaders, hospitality professionals, industry stakeholders and emerging talents from across the country.



Unlearn · Relearn · Transform

The Hospitality Leadership Conference (HLC) has evolved significantly since its inaugural edition in 2023. As we gather for HLC 4.0, I encourage every hospitality leader to adopt a beginner's mindset. When we are willing to unlearn, relearn and embrace new possibilities, we open ourselves to growth and transformation. People change when they are heard enough that they have to, see enough that they are inspired to, learn enough that they want to, and receive enough that they are able to.

HLC 4.0 is that moment of empowerment, moving beyond frameworks and discussions towards practical action. Through Enjoyment, Satisfaction and Meaningful Learning, we aim to equip industry professionals with the insights and strategies needed to thrive in the era of AI and digitalisation.

Ken Cheah

Head of Learning & Development





Hospitality Powers Business Events



Business events may bring delegates to Malaysia, but it is the quality of hospitality, service excellence and visitor experience that ultimately shapes their perception of our destination. In 2025 alone, 393 business events generated an estimated RM4.07 billion in economic impact, underscoring the significant contribution of this sector to the nation's economy. As global expectations continue to evolve, collaboration between the business events and hospitality industries will be essential in delivering authentic, sustainable and world-class experiences, particularly as we build momentum towards Visit Malaysia 2026.

Tan Mei Phing
CEO of MyCEB



Building Resilience Through Collaboration

The Hospitality Leadership Conference (HLC) was established as a platform for industry leaders to come together, exchange ideas, share experiences and collectively shape the future of hospitality. As our industry navigates rising operational costs, workforce challenges and global uncertainties, collaboration and the sharing of perspectives have never been more important. While the challenges before us are significant, they also present opportunities for innovation, resilience and growth. Through leadership, continuous learning and strong industry partnerships, we can strengthen our sector and ensure Malaysia's hospitality industry remains competitive, sustainable and well-positioned for the future.

Datin Christina Toh
President of MAH



HLC 4.0 featured **six distinguished industry speakers** who shared valuable perspectives on key topics shaping the future of hospitality, including leadership, innovation, workforce development, technology adoption and emerging industry challenges. Through engaging presentations and thought-provoking discussions, participants gained practical insights and strategies to navigate an increasingly dynamic business environment.



The session “**Leadership Serving with a Soul**” by **Mr Sharif Afandi** explored the role of compassion, purpose and human connection in effective leadership. Drawing from his personal journey and professional experiences, Sharif shared valuable insights on resilience, psycho-spiritual wellbeing and purpose-driven leadership. He emphasised that while technology and AI continue to transform the hospitality industry, meaningful guest experiences are ultimately shaped by empathy, authenticity and genuine human care. The session concluded with a powerful reminder that true leadership is rooted in serving others with integrity, purpose and soul.

Key Takeaways

- Hospitality is remembered not by facilities alone, but by the quality of human interactions and guest experiences.
- Resilience and wellbeing are essential leadership qualities in navigating personal and professional challenges.
- Psycho-spiritual wellbeing highlights the importance of balancing mental, emotional and spiritual health.
- The Ikigai framework provides a practical guide for discovering purpose and creating meaningful impact.
- As technology advances, human-centred leadership will remain a defining factor in hospitality excellence.



As digital transformation accelerates across the hospitality industry, the integration of AI and cybersecurity has become increasingly important. In this session “**Cybersecurity & AI in Hotel Operations**”, **Dr Peter FS Lee** explored how hotels can leverage AI to enhance guest experiences, improve operational efficiency and support data-driven decision-making, while maintaining trust, resilience and compliance. The discussion emphasised that cybersecurity is a business and leadership priority, requiring organisations to strengthen governance, preparedness and business continuity as technology adoption continues to grow.

Key Takeaways

- AI enables greater personalisation, operational optimisation and informed decision-making.
- Cybersecurity is a governance issue that requires organisation-wide commitment.
- Guest trust and data protection must remain central to digital transformation efforts.
- Regular preparedness exercises and business continuity planning help strengthen organisational resilience.
- Hospitality leaders who align innovation, security and transformation will be better positioned for long-term success.

3



The session “**Empower Your Personal Image & Branding**” by **Dr Evelyn Ch'ng** explored the importance of personal branding, leadership presence and authentic human connection in today's hospitality landscape. Drawing from her experience as a former fashion editor and image consultant, Dr. Evelyn introduced her 5C Framework, Clarity, Credibility, Connection, Civility and Charisma, as a practical approach to building influence and strengthening leadership impact. She emphasised that while technology and AI continue to reshape the industry, memorable guest experiences are ultimately created through empathy, authenticity and meaningful human interactions. The session concluded with a reminder that effective leadership begins with understanding oneself and consistently projecting a brand that inspires trust, confidence and connection.

Key Takeaways

- Guests experience people before products and services, making leadership presence a key part of the hospitality journey.
- Personal branding extends beyond appearance and encompasses behaviour, communication and digital presence.
- Authenticity and purpose-driven leadership help build credibility, trust and lasting influence.
- Storytelling and meaningful communication are powerful tools for creating connections with guests, teams and stakeholders.
- Attention to detail, civility and genuine care are often what guests remember most about their experiences.
- In an increasingly AI-driven world, human connection, emotional intelligence and personal presence remain essential differentiators in hospitality excellence.

4



In the session “**The Highs & Lows of Hotel Operations from the Perspective of Hotel Owners**”, **Ms Gan Yeong Shuoh**, Managing Director of Grand Riverview Hotel, shared an owner's perspective on the realities of managing a hotel, drawing from 17 years of experience in Kelantan's hospitality industry. Reflecting on the transformation of her property and the challenges of navigating major crises such as the 2014 Kelantan floods and the COVID-19 pandemic, she highlighted the importance of resilience, adaptability and long-term thinking in sustaining a hospitality business. The session underscored that successful hotel operations extend beyond facilities and financial performance, requiring continuous investment in people, operational excellence and service culture. As the industry faces rising costs, increasing competition and evolving guest expectations, She emphasised that hospitality remains fundamentally people-driven, with authentic service continuing to be a key differentiator.

Key Takeaways

- Sustainable success requires investment in both infrastructure and people development.
- Strong operational systems and service-oriented teams are essential for long-term growth.
- Resilience and adaptability are critical in navigating crises and business disruptions.
- Hotel owners face growing pressures from rising costs, maintenance demands and market competition.
- Technology can improve efficiency, but genuine human connection remains at the heart of hospitality.
- Innovation and unique guest experiences are increasingly important in a competitive marketplace.
- Effective communication and collaboration between owners, management and employees support business performance.



In the session, “**Masterclass on New Media Growth Strategy for the Hospitality Industry**”, Mr Dino Goh shared valuable insights into the evolving landscape of China’s digital travel ecosystem and its growing influence on hospitality marketing. The session explored how hotels and tourism businesses can effectively connect with Chinese travellers through targeted digital strategies, consumer-driven content and platform-specific marketing approaches. Drawing on industry trends and case studies, Dino highlighted the opportunities available for hospitality brands to strengthen their market presence and remain competitive in attracting one of the world’s largest outbound travel segments.

Key Takeaways

- Chinese travellers increasingly use platforms such as XiaoHongShu (RedNote), Ctrip and Dianping to discover, evaluate and book travel experiences.
- Younger Chinese travellers, particularly Gen Z and female audiences, are drawn to visually appealing, shareable and experience-driven offerings.
- Strong digital strategies, including verified business accounts, quality content, review management and influencer collaborations, are essential for building visibility, trust and bookings.
- To remain competitive, hospitality businesses must adapt to evolving digital consumer behaviours and align their marketing efforts with the preferences of Chinese travellers.



In “**Leading Hospitality in the Era of Disruption**” session,” Dr Claire Keow explored how hospitality leaders can navigate an increasingly complex and fast-changing environment through adaptability, collaboration and innovation. Using interactive, gamified activities and real-world hospitality scenarios, participants experienced the importance of teamwork, quick decision-making and creative problem-solving. The session highlighted that while technology is transforming the industry, effective leadership remains rooted in empowering people, fostering strong partnerships and maintaining a guest-centric mindset.

Key Takeaways

- **Embrace adaptability** to respond effectively to changing market conditions and unexpected challenges.
- **Create synergy, not just collaboration**, by combining strengths and resources to achieve greater outcomes.
- **Empower teams to make decisions** and contribute ideas in dynamic situations.
- **Encourage creativity and innovation** when addressing operational and guest service challenges.
- **Build strong partnerships and networks** to strengthen resilience during periods of disruption.
- **Leverage technology strategically** to enhance efficiency and support better decision-making.
- **Maintain a guest-centric approach**, ensuring service excellence remains a priority despite operational pressures.
- **Prioritise communication and teamwork** to drive alignment, engagement and performance.



HOSPITALITY WEEK 2026

HLC | Hospitality
Leadership
Conference
4.0

HOTEL
EMPLOYEE
AWARDS 2026

HOTEL MANAGEMENT
GRAND PRIX 2026

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MALAYSIAN ASSOCIATION OF HOTELS
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Events Calendar

2026

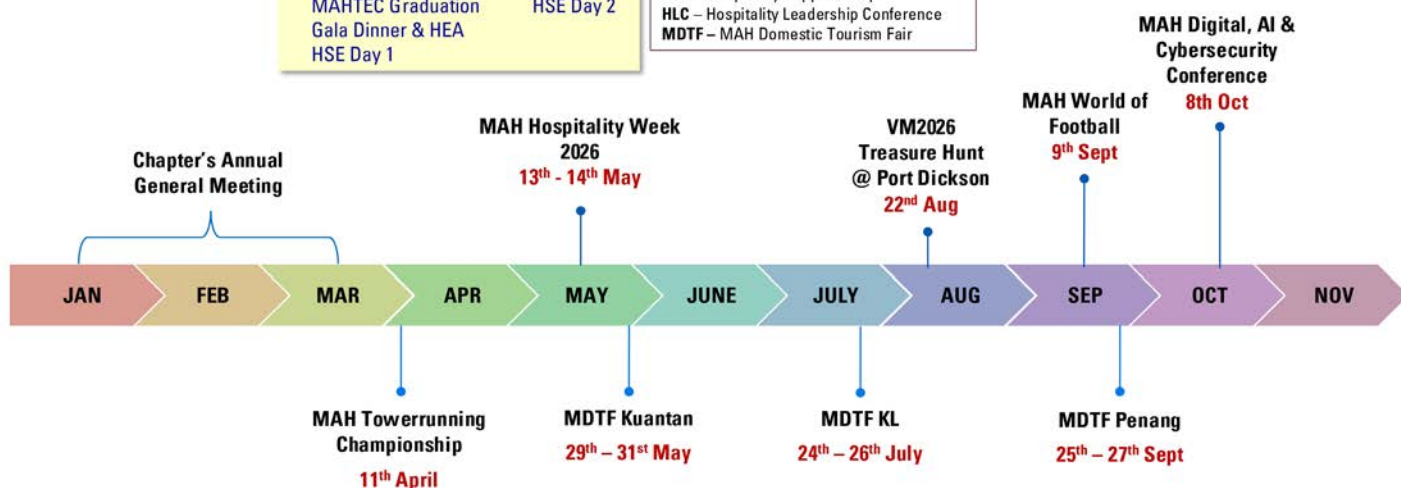
MAH Hospitality Week 2026

13th May National AGM
MAHTEC Graduation
Gala Dinner & HEA
HSE Day 1

14th May HLC 4.0
HSE Day 2

Legend

HEA – Hotel Employee Awards
HSE – Hospitality Suppliers Expo
HLC – Hospitality Leadership Conference
MDTF – MAH Domestic Tourism Fair



Note: Date & venue are subject to change



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Malaysian Association of Hotels (MAH) is the umbrella body for hotels in Malaysia formed in 1974 and initially established by a group of concerned and dedicated hoteliers to bring about a more dynamic hospitality industry aimed at building a workforce of highly skilled, innovative and disciplined individuals. MAH, as the official national network for the hotel industry, represents more than 1000 hotels throughout Malaysia supplying more than 150,000 rooms which is over half of the total number of hotel rooms available as guest accommodation in this country. With 13 chapters across the nation, MAH acts as the voice of the industry, working as one body to promote, protect, represent and advance the interests of our members.

* Advertising opportunities are now available in MAH Newsletter.

For advertising enquiries, please contact

- MAH's MarComm at marcomm@hotels.org.my or

- Adelston Media at mahnewsletter@adelstonmedia.com.