MALAYSIAN ASSOCIATION OF HOTELS
PERSATUAN HOTEL MALAYSIA

ANNUAL REPORT 2025

MALAYSIAN ASSOCIATION OF HOTELS
Persatuan Hotel Malaysia

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MALAYSIAN ASSOCIATION OF HOTELS
PERSATUAN HOTEL MALAYSIA

VISION & MISSION

VISION

The credible voice in influencing the growth of the hotel industry.

MISSION

As the official national network for the hotel industry of Malaysia, MAH will act as the voice of the industry, working as one body to promote, protect, represent and advance the interests of its members.



OBJECTIVES

01

COOPERATION

To foster **cooperation** between hotels & similar business

02

ENCOURAGEMENT

To **encourage** high business ethics, standards & practices among members

03

TRAINING & DEVELOPMENT

To disseminate information and to provide information and to **provide educational** programmes of value to its members

04

PROTECTION

To **protect** the interest of all the members and secure mutual advantages

05

REPRESENTATIVE

To make **representation** on matters of interest affecting the Association to the Local Authorities, State & Federal Government & other organisation

06

PROMOTIONS & PROJECTS

To plan & organise **projects** that will enhance productivity in the hotel industry

ABOUT MAH

THE FORMATIVE YEARS

Malaysian Assocation of Hotels (MAH) was initially established by a group of concerned and dedicated hoteliers to bring about a more dynamic hospitality industry and was formed on 1 March 1974. It was registered with the Registrar of Societies on 18 May 1975 as Malaysian Association of Hotels & Restaurants (MAHAR) with its registered address at 17th floor, Wisma MPI, Jalan Raja Chulan in Kuala Lumpur. In 1982, MAHAR changed its name to the Malaysian Association of Hotels or simply known as MAH and the Secretariat moved to 76B Jalan Imbi in Kuala Lumpur.

THE DEVELOPMENT YEARS

In 1990, the Secretariat moved to MATIC at 109 Jalan Ampang. To profile MAH as a Human Resources Development provider and to upgrade the skills and knowledge to staff in the industry, a company wholly owned and operated by MAH, MAHTEC Sdn Bhd was registered with the Registrar of Companies in 1995. The first MAH Training Centre was set up at Menara Haw Par, Jalan Sultan Ismail, Kuala Lumpur and MAHTEC Sdn Bhd commenced its fiscal year in 1998 offering the MAH-SHA Diploma in Hotel Management and several certificate programmes.

THE PROGRESSIVE YEARS

The Secretariat then moved to larger premise at Desa Pandan in 1996. With the support of all members, MAH finally purchased a permanent home for its Secretariat and the MAHTEC Training Centre. The 4 1/2 storey building was christened Wisma MAH at Jalan Ampang Utama 1/1, One Ampang Avenue, 68000 Ampang in Selangor and operations began from Wisma MAH on 17 March 2001 to date.



FOREWORD

PRESIDENT

Welcome Esteemed Members, to the 2025 MAH Annual Secretariat Report.

The year 2025 marked the election of the MAH Board of Directors for the 2025–2028 term. With the majority of Board members re-elected, we thank our members for their continued trust and confidence, which enables us to continue guiding the Association with stability and purpose.

The year also proved pivotal for the tourism industry as preparations for Visit Malaysia 2026 (VM2026) accelerated and Malaysia assumed the mantle of ASEAN Chair. This made 2025 an important foundation-setting period for the national tourism agenda. Industry performance reflected a positive trajectory with visitor arrivals exceeded 38 million by November 2025, and hotel occupancies recorded an average of 56.3%, up from a 54.4% AOR in 2024.

MAH has also taken steps to strengthen our role within the national tourism ecosystem. The Association was formally recognised by the Ministry of Tourism, Arts and Culture (MOTAC) as a Strategic Partner for VM2026, affirming MAH's position as the national representative of the hospitality sector. In support of the campaign, MAH spearheaded initiatives including the launch of the Visit Malaysia 2026 Signature Mocktail and the rollout of industry training programmes through MAHTEC, now rebranded as MAH Learning & Development (MAH L&D).

As MAH's role continues to grow, our ability to advocate for and safeguard the interests of our members is strengthened by your participation and support. We remain committed to representing the industry responsibly and effectively, and we thank you for your continued confidence in MAH as we work together toward a brighter future for the hospitality sector.



DATIN CHRISTINA TOH
PRESIDENT

FOREWORD

HONORARY SECRETARY GENERAL

Dear MAH Members, we are pleased to present you, MAH Annual Secretariat Report for the year 2025.

Throughout the year, MAH remained focused on delivering value to members through industry engagement, advocacy with authorities, collaborative platforms, and initiatives aimed at raising awareness of key issues affecting hotel operations. These efforts are central to MAH's role as the voice of the hospitality industry, particularly as we prepare for the opportunities presented by Visit Malaysia 2026.

In 2025, MAH welcomed 88 new members, comprising of 60 Ordinary and 28 Associate Members bringing the total membership to 1,155 members at year-end. We extend a warm welcome to our new members and our sincere appreciation to longstanding members for their continued trust and support.

The year also marked an important milestone for MAHTEC, which celebrated its 30th anniversary in 2025. Key milestones included the launch of a new corporate website, the successful certification of WEIL Hotel as Malaysia's first recipient of the MAH ESG Certification for Hotels & Resorts, and the first full year of collaboration with Universiti Teknologi MARA (UiTM) for the Executive Diploma Programme. In total, MAHTEC have successfully trained 1,527 participants across various programmes during the year.

Towards the end of 2025, MAHTEC officially rebranded as MAH Learning & Development (MAH L&D) to better align itself with MAH and strengthen brand clarity. The rebrand has been soft launched with 2026 marketing materials and it will be formally launched at the upcoming MAH Annual General Meeting 2026.

Upon reflection, MAH is proud of the progress we have achieved together in strengthening the industry, advancing hotelier interests and supporting national tourism objectives. Our deepest thanks to our members, partners and secretariat for the continued support; and looking forward to another productive year ahead.



DATO' MEGAT SHAHRUL AZMAN ABAS
HONORARY SECRETARY GENERAL

MEMBERS OF BOARD (2025 - 2028)



PRESIDENT

DATIN CHRISTINA TOH
GLORY BEACH RESORT



VICE PRESIDENT

Cs. LIM
LEGOLAND HOTEL



VICE PRESIDENT

SHIRLEY LAI
SFERA RESIDENCE KUALA
LUMPUR CITY CENTRE



VICE PRESIDENT

DATO' KHOO BOO LIM
MACALISTER TERRACES



HON. SECRETARY GENERAL

DATO' MEGAT SHAHRUL
AZMAN ABAS
TC GARDEN RESORTS



HON. TREASURER GENERAL

MAGGIE ONG
MH HOTEL IPOH



KEDAH / PERLIS CHAPTER

EUGENE DASS
STARCITY HOTEL
ALOR SETAR



PENANG CHAPTER

DATO' TONY WONG
ST. GILES WEMBLEY
PREMIER HOTEL



PERAK CHAPTER

TONY WONG
1969 BUSINESS SUITES



KUALA LUMPUR CHAPTER

B. E. LIM
CITITEL MID VALLEY



SELANGOR CHAPTER

DATIN JASMINE
ABDULLAH HENG
DORSETT GRAND SUBANG



NEGERI SEMBILAN CHAPTER

HAZIZ HASSAN
SUTERA HOTEL

MEMBERS OF BOARD (2025 - 2028)



MELAKA CHAPTER

KHAIRULNIZAM KASIM
KINGS HOTEL MELAKA



JOHOR CHAPTER

IVAN TEO
MILLESIME HOTEL



PAHANG CHAPTER

CHARLES PETER
SHAHZAN HOTEL
KUANTAN



TERENGGANU CHAPTER

HAJAH SUAIBAH HARUN
PRIMULA BEACH HOTEL



KELANTAN CHAPTER

GAN YEONG SHUOH
GRAND RIVERVIEW HOTEL



SARAWAK CHAPTER

JOHN TEO
MERITZ HOTEL MIRI



SABAH / LABUAN CHAPTER

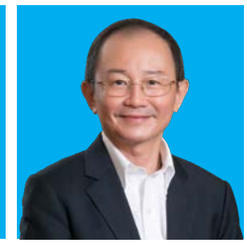
SURESH M. RAMASAMY
LE MERIDIEN
KOTA KINABALU

MANAGEMENT COMMITTEE



PRESIDENT

DATIN CHRISTINA TOH



VICE PRESIDENT

Cs. LIM



VICE PRESIDENT

SHIRLEY LAI



VICE PRESIDENT

DATO' KHOO BOO LIM



HON. SECRETARY GENERAL

DATO' MEGAT SHAHRUL AZMAN ABAS



HON. TREASURER GENERAL

MAGGIE ONG



NEGERI SEMBILAN CHAPTER CHAIRPERSON

HAZIZ HASSAN



KUALA LUMPUR CHAPTER CHAIRPERSON

B. E. LIM



KEDAH / PERLIS CHAPTER CHAIRPERSON

EUGENE DASS

BOARD MEETINGS







MANAGEMENT COMMITTEE MEETINGS

20 January 2025	Online Microsoft Teams
14 April 2025	Holiday Inn Kuala Lumpur Bangsar
15 August 2025	Hotel Indigo Kuala Lumpur
24 October 2025	Oakwood Hotel & Residence Kuala Lumpur
17 November 2025	Online Microsoft Teams

BOARD MEETINGS

14 April 2025	Holiday Inn Kuala Lumpur Bangsar
29 May 2025	Vivatel Kuala Lumpur
15 August 2025	Hotel Indigo Kuala Lumpur
24 November 2025	Shanghai Broadway Mansions Hotel (Hybrid)

CHAPTERS COMMITTEE



KEDAH / PERLIS

Chairman:	
Eugene Dass CHA	Starcity Hotel Alor Setar
Vice Chairman:	
Hafiz Hashim	Tanjung Rhu Resort Langkawi
Hon. Secretary:	
Melvin Quah	Bella Vista Waterfront Langkawi
Hon. Treasurer:	
Koh Yen Huoy	The Bayou Hotel

Committee Members:	
Anthony Dave	Royal Agate Hotel
Wong Ai Lin	Holiday Villa Beach Resort & Spa Langkawi
Abd Malik Hussain	Nadias Hotel
Prof. Anthony Wong	Cottage by The Sea
Mazlan Ariffin	The Datai Langkawi

Chapter Secretariat:
Siti Nazihan Hj. Abd Rahman

PENANG

Chairman:	
Dato' Tony Goh Nai Heng	St Giles Wembley Penang
Vice Chairman:	
Ben Ho Chang Peng	Lexis Suites Penang
Dato' Gulab Mahatam Rai	Lone Pine Penang
Hon. Secretary:	
John Kim Jon Xiang	Hotel Neo+ Penang
Hon. Treasurer:	
Dennis Lee Wei Jie	Royale Chulan Penang

Committee Members:	
Amran bin Taib	Berjaya Hotel Penang
Mohd Suffian Phoong	Hompton by The Beach Penang
Melvin Ooi Hun Keong	The Prestige
Lynne Choong	Bayview Hotel
Liew Lin	Georgetown
Tan Hock Khiam	Aroma Business Hotel
Alex Gooi Jun Hui	Hotel Sentral Seaview & Georgetown





PERAK

Chairman:	
Tony Wong YS	1969 Business Suites
Vice Chairman:	
Tharamarajah	1969 Business Suites
Hon. Secretary:	
Llyod Gan YHT	M Roof Hotel & Residences
Hon. Treasurer:	
Kenn Chan CH	French Hotel

Committee Members:	
Sabrina Ahmad Tan	Casuarina @ Meru
Danesh Kumar	Bukit Merah Laketown Resort
Muhamad Hairil Kumaradas	Symphony Suites
Masyitah	Cititel Express
Ching Woon Haw	Golden Roof Hotel
Goh Pheng Soon	Orient Star Lumut

SELANGOR

Chairman:	
Datin Jasmine Abdullah Heng	Dorsett Grand Subang
Vice Chairman:	
Thomas Yap	Resort Suites @ Bandar Sunway
Fadzly Hamzah	Tenera Hotel & Suites
Hon. Secretary:	
Eizac Chong	O'Boutique Suites
Hon. Treasurer:	
Janet Leong	Hotel Primera Suite

Committee Members:	
Mohd Nazri Ahmad	Crystal Crown Hotel Petaling Jaya
Aaron Tan	Royale Chulan Damansara
Datin Sheena Mak	Wyndham Acmar Klang Hotel

Chapter Secretariat:
Noraza Yusof



CHAPTERS COMMITTEE



KUALA LUMPUR

Chairman:	
Lim Boon Eow	Cititel Mid Valley
Vice Chairmen:	
Mondi Mecja	Ascott Kuala Lumpur
Jason S'ng	The FACE Suites / The FACE Style
Hon. Secretary:	
Chua Adrian	Furama Bukit Bintang
Hon. Treasurer:	
May Cheong	Hotel Royal Signature

Committee Members:	
Bernard Sebastian	Parkroyal Serviced Suites Kuala Lumpur
Mandy Ooi	Element by Westin Kuala Lumpur
Michael Tang	Fraser Residence Putrajaya
Mohd Nasir Ismail	Vivatel Kuala Lumpur
Rajesh Daswani	Ramada Suites by Wyndham KL City Centre
Wan Enderi Wan Saad	Mecure Living Putrajaya
Daniyal Ng	The Ruma Hotel & Residences

NEGERI SEMBILAN

Chairman:	
Haziz Hassan	Sutera Hotel
Vice Chairman:	
Muhammad Shazwan Suras Abdullah	Port Dickson Golf & Country Club
Hon. Secretary:	
Andy Chong	D'Wharf Hotel & Service Residence
Hon. Treasurer:	
Lee Min For	The Guest Hotel & Spa

Committee Members:	
Jofhua Yeong	Tasik Villa International Resort PD
Ahdirfa Hishar Ahmad	Ehsan Seaview Hotel PD
Muhaiyuddin Ahmad	Ancasa Residences PD





MELAKA

Chairman:	
Khairulnizam Kasim	Kings Hotel Melaka
Vice Chairman:	
Ramasamy Kamalingam	Holiday Inn Melaka
Hon. Secretary:	
Mohd Taufik Abdullah	Grand Swiss-Belhotel Melaka
Hon. Treasurer:	
Aebin Tai	Swan Garden Hotel Melaka

Committee Members:	
Diana Ngieng	Venus Boutique Hotel
Chelvakumar Charkavarthy	Bayview Hotel Melaka
Norehan Jamaludin	Hotel Sentral Riverview Melaka
Rohani Md Zain	Seri Costa Hotel Melaka
Nantha Kumar A/L Jevan	Moty Hotel Melaka

JOHOR

Chairman:	
Ivan Teo	Millesime Hotel
Vice Chairman:	
Sunny Soo	Pulai Springs Resort
Johnny Lau	Fraser Place Puteri Harbour
Hon. Secretary:	
Callie Tan	GoodHope Hotel
Hon. Treasurer:	
Tan Ai Lee	New York Hotel

Committee Members:	
Vickneswary Mahalingam	Somerset Medini Iskandar Puteri
Indra Gandhi Pillay	Lotus Desaru Resort & Spa
TeeKay Goh	St. Giles Southkey
Yeo Siu Ling	Grand Paragon Hotel
Yazid Mustaffa	Opera Hotel Southkey
David Xavier	Sunway Big Box Hotel



CHAPTERS COMMITTEE



PAHANG

Chairman:	
Charles B Peter	Shahzan Hotel Kuantan
Vice Chairman:	
Carl Nicholas Isaac	Swiss Grand Hotel
Errol Christopher De Castro	Resorts Worlds
Hon. Secretary:	
David Lean Dong Hui	Wyndham Ion Majestic
Hon. Treasurer:	
Yap Lai Mun	Hotel Sentral
Committee Members:	
Badrul Hisham Ishak	Ancasa Royale Pekan
Sujeindran A/L Genngadaran	Avillion Cameron Highlands
Mohd Robae Lubis	Grand Darul Makmur
Haji Mohamed Yusof	
William Quah Lee Poh	Aman Tioman Beach Resort
Chapter Secretariat:	
Lina Mohd Noor	

TERENGGANU

Chairman:	
Hajah Suaibah Harun	Primula Beach Hotel
Vice Chairman:	
Abdul Hadi Alias	Paya Bunga Hotel
Hon. Secretary:	
Wan Mohd Faizul Wan Abas	Duyong Marina Resort
Committee Members:	
Amer Ahmad	Raia Hotel & Convention Centre
Rosma Harun	Raia Hotel & Convention Centre
Wan Mohd Ariffin	Raia Hotel & Convention Centre
Wan Nurdiyana	Raia Hotel & Convention Centre
Internal Auditor:	
Mokhtar Latiff	Raia Hotel & Convention Centre





KELANTAN

Chairman:	
Gan Yeong Shuoh	Grand Riverview Hotel
Vice Chairman:	
Muhammad Azrin Zaina Abidin	Jewels Hotel
Hon. Secretary:	
Laila Mohd Adham	Lalang Resort and Spa
Hon. Treasurer:	
Nik Adura Zuliana Dato' Nik Abdul Rashid	Renai Hotel
Committee Members:	
Zakaria Harun	Ibis Styles Hotel
Hasbullah Che Omar	Crown Garden Hotel
Engku Morris	Holiday Villa Hotel & Suites
Engku Hussain	Kota Bahru
Azimin Ibrahim	Perdana Kota Bharu
Wan Karimah Wan Mohamed Noor	Tok Aman Bali Beach Resort

SARAWAK

Chairman:	
John Teo	Meritz Hotel
Vice Chairman:	
Solo Cleophas	DB Stay
Patrick Lau	Infinite Hospitality Group
Hon. Secretary:	
Olivia Ting	Meritin Hotel
Hon. Treasurer:	
Richard Wong	The Waterfront Hotel
Committee Members:	
Datin Rosemarie	The Ranee Boutique Suites
Audry Wan Ulok	Telang Usan Hotel
Milen Satap	Tune Hotel
Annie Lee	Sentral View Hotel
Rahim Bugo	Permai Rainforest Resort
Grace Lau	RH Hotel
Internal Audit:	
Julie Tay	The Limetree Hotel





SABAH

Chairman:	
Suresh Ramasamy	Le Meridien Kota Kinabalu
Vice Chairman:	
Martin Kong Abdullah	Sabah Tea Resort
Krishnan Mogan	Howard Johnson by Wyndham Kota Kinabalu
Hon. Secretary:	
Natalia Nadirah Saiman	Ibis Styles Kota Kinabalu
Hon. Treasurer:	
Michael Tan	Grandis Hotels & Resorts
Committee Members:	
Hafizan Wong	Promenade Hotel
Jeron S. Ortiz	Dreamtel Kota Kinabalu
Erica Lim	Monocolo Boutique Hotel
Azizan Mashud	The Palace Hotel Kota Kinabalu
Peter Fred	Stanton Hotel
Mohammad Badrul	Sky Hotel Kota Kinabalu
Internal Auditor:	
Gordon Seet	The Luma Hotel

SECRETARIAT

CHIEF EXECUTIVE OFFICER	GENERAL MANAGER	SENIOR EXECUTIVE ADMINISTRATION	ADMINISTRATIVE ASSISTANT	PROJECTS & EVENTS MANAGER	EXECUTIVE MEMBERSHIP	SENIOR EXECUTIVE MARCOMM	GRAPHIC DESIGNER
Isaac Raj	Noorfadhillah Ariffin	Mas Sira Abd Rashid	Izhan Zubir	*Haswan Hassim	Hazlin Masli	Aliff Azzan	Hazimah Fauzi



FINANCE MANAGER	FINANCE OFFICER (MAH)	FINANCE OFFICER (MAHTEC)	FINANCE OFFICER (MAHTEC)	HEAD OF LEARNING & DEVELOPMENT	SENIOR EXECUTIVE LEARNING & DEVELOPMENT	EXECUTIVE LEARNING & DEVELOPMENT	EXECUTIVE LEARNING & DEVELOPMENT
Lim Tuck Fatt	Afrin Afsanah	*Wan Rasulluddin	Irfan Razak	Ken Cheah	Maszura Mihat	Ammar Aqlan	Salam Nassan

**Haswan Hassim (Project & Events Manager) left in November 2025*
**Wan Rasulluddin (Finance Officer, MAHTEC) left in December 2025*

REPRESENTATION & AFFILIATION

TOURISM MALAYSIA (TM)
Board of Director: Datin Christina Toh

DEPARTMENT OF SKILLS DEVELOPMENT (JPK)
Majlis Pembangunan Kemahiran Kebangsaan (MPKK)
Permanent Member: Shirley Lai
Alternate Member: Isaac Raj

Ahli Jawatankuasa Kerja (JKK) - Kerjasama Strategik,
Majlis Pembangunan Kemahiran Kebangsaan (MPKK)
Permanent Member: Shirley Lai
Alternate Member: Isaac Raj

Ahli Jawatankuasa Pengiktirafan Kelayakan Kemahiran Lain (JPKKL), Majlis Pembangunan Kemahiran Kebangsaan (MPKK)
Permanent Member: Shirley Lai
Alternate Member: Isaac Raj

Majlis Pertandingan Kemahiran Malaysia (MPKK)
Permanent Member: Isaac Raj
Alternate Member: Noorfadhillah Ariffin

HUMAN RESOURCES DEVELOPMENT CORPORATION (HRDC)
Sectorial Training Committee (STC): Hospitality
Chairman: Shirley Lai
Alternate Member: Isaac Raj

MINISTRY OF EDUCATION (MOE)
Jawatankuasa Teknikal Hubungan Industri TVET (JKTHI)
Chairman: Dato' Megat Shahrul Azman Abas
Co-Secretary: Noorfadhillah Ariffin

DEPARTMENT OF STANDARDS MALAYSIA (DSM)
Mesyuarat Kumpul Kerja Berkenaan Business Events (NSC 20 / TC 1 / WG 15)
Permanent Member: Datin Christina Toh
Alternate Member: Isaac Raj

Mesyuarat Kumpulan Kerja Berkenaan Business Events Venue (NSC 20/ TC 2/ WG 1)
Permanent Member: Datin Christina Toh
Alternate Member: Isaac Raj

Mesyuarat Jawatankuasa Teknikal Pengurangan Aset & Fasiliti (NSC 25 / TC 7)
Permanent Member: Haziz Hassan
Alternate Member: Isaac Raj

Mesyuarat Jawatankuasa Standard Kebangsaan Berkenaan Tourism, Exhibitor & Hospitality Services (NSC 20)
Permanent Member: Haziz Hassan
Alternate Member: Isaac Raj

Mesyuarat Jawatankuasa Teknikal Berkenaan Tourism & Related Services (NSC 10 / TC 1)
Permanent Member: Datin Christina Toh
Alternate Member: Isaac Raj

Mesyuarat Kumpulan Kerja (WG) Muslim Friendly Hospitality (NSC 09/TC 2/WG 4)
Permanent Member: Isaac Raj
Alternate Member: Noorfadhillah Ariffin

DEPARTMENT OF POLYTECHNIC & COMMUNITY COLLEGE (JPPKK)
Department of Polytechnic & Community College (JPPKK)
Industry Advisor Committee (IAC): Dato' Megat Shahrul Azman Abas

GOVERNMENT INDUSTRY TVET COORDINATION BODY (GITC)
Goverment Industry TVET Coordination Body (GITC)
Board of Director: Datin Christina Toh
Alternate Member: Dato' Megat Shahrul Azman Abas

GITC Council Of Experts
Member: Isaac Raj

MALAYSIAN TOURISM FEDERATION (MTF)
Malaysian Tourism Federation (MTF)
Permanent Member: Datin Christina Toh
Alternate Member: Isaac Raj

MYMAHIR FUTURE SKILLS TALENT COUNCIL (FSTC) - HOTEL & TOURISM SECTOR, TALENTCORP
MyMAHIR FSTC – Hotel & Tourism Sector
Permanent Member: Isaac Raj
Alternate Member: Noorfadhillah Ariffin

MALAYSIAN COMPETITION COMMISSION (MyCC)
Panel in Technical Committee (TC) of Market Review on the Digital Economy Ecosystem
Panellist: Isaac Raj

ASEAN HOTEL AND RESTAURANTS ASSOCIATION (AHRA)
Asean Hotel and Restaurants Association (AHRA)
2nd Vice President & Member: Datin Christina Toh
Alternate Member: Dato' Megat Shahrul Azman Abas

ASEAN TOURISM ASSOCIATION (ASEANTA)
Asean Tourism Association (ASEANTA)
Treasurer & Member: Datin Christina Toh
Alternate Member: Dato' Megat Shahrul Azman Abas

REPRESENTATION & AFFILIATION

MINISTRY OF TOURISM, ARTS & CULTURE MALAYSIA (MOTAC)



6 January 2025
Launch VMY2026 Campaigns @ KLIA



3 February 2025
Sesi Handholding Penggajian Pekerja Asing dalam sektor Perkhidmatan Pelancongan bersama Penggiat Industri @ MOTAC Putrajaya



14 February 2025
Mesyuarat Berhubung Cadangan Semakan Semula Kadar Cukai Pelancongan Bagi Pelancong Asing @ MOTAC Putrajaya



28 February 2025
Bengkel Focus Group Discussion (FGD) bagi Semakan Pindaan Akta Industri Pelancongan 1992 (Akta 482) @ Cyberview Resort & Spa



14 May 2025
Kajian Keberkesanaan Kawal Selia Dalam Mendepani Isu & Cabaran Industri Pelancongan di Malaysia @ Everly Putrajaya

11 July 2025
Sesi Libat Urus Persatuan & Penggiat Industri Sektor Perhotelan bersama MOTAC @ MOTAC Putrajaya

TOURISM MALAYSIA (TM), MOTAC



9 January 2025
Engagement Session between Tourism Malaysia with tourism industry players in conjunction with VM 2026 @ One World Hotel PJ

26 February 2025
Meeting on TM Super App @ MOTAC Putrajaya



21 March 2025
Tourism Industry Awards 2025 Press Conference @ MATIC KL

14 May 2025
MAH Domestic Travel Fair (MDTF 2025) @ Tourism Malaysia Office



17 June 2025
My Travel Reward @ Tourism Malaysia Office

9 August 2025
Tourism Industry Awards 2025 @ Sunway Resort Hotel



14 August 2025
Discussion on Spice & Soul of Malaysia Programme 2026 @ Tourism Malaysia Office

30 September 2025
Global Travel Mart @ Seri Pacific KL

31 October 2025
Meeting with TM VM2026 - New training proposal MESRA@ MAH @ Tourism Malaysia Office

JABATAN KEBUDAYAAN DAN KESENIAN NEGARA (JKKN) WILAYAH PERSEKUTUAN KUALA LUMPUR, MOTAC

18 July 2025 | Mesyuarat Penyelarasan Promosi Dan Media Sempena Program Pelancongan Budaya: Festival Permainan Malaysia @ Putrajaya 2025 @ JKKN KL

MINISTRY OF HUMAN RESOURCES (MOHR / KESUMA)



1 May 2025
Sambutan Hari Pekerja 2025 Peringkat Kebangsaan @ Axiata Arena Bukit Jalil, KL

10 September 2025
Sesi Libat Urus Belanjawan Tahun 2026 KESUMA Bersama Pihak Industri @ M Resort & Hotel KL

DEPARTMENT OF SKILLS DEVELOPMENT (JPK), (MOHR / KESUMA)



8 July 2025
Sesi Town hall Pengiktirafan Kemahiran Selaras Dengan Pindaan Akta Pembangunan Kemahiran Kebangsaan 2006 [AKTA 652] di Bawah Seksyen Baharu (34A) @ Hotel Bangi Resort

14 October 2025
Majlis Pertukaran Dokumen Momerondum Persefahaman (MOU), Penyerahan Sijil Pelantikan Badan Peneraju Industri (ILB) & Penyampaian Anugerah Konvensyan TVET Madani @ Sama-Sama KLIA

MAH as an Industry Lead Body (ILB), 2025-2027
4 February 2025 | Program Penyelarasan Aktiviti bersama Agensi Kerjasama JPK 2025 @ CIAST Shah Alam



Majlis Pembangunan Kemahiran Kebangsaan (MPKK), 2024-2027
22 January 2025 | MPKK Meeting No.1/2025 @ MOHR / KESUMA

22 May 2025 | MPKK Meeting No.1/2025 @ MOHR / KESUMA

21 August 2025 | MPKK Meeting No.3/2025 @ Sunway Putra KL

20 November 2025 | MPKK Meeting No.4/2025 @ Tamu Hotel & Suite KL

REPRESENTATION & AFFILIATION

Ahli Jawatankuasa Kerja (JKK) – Kerjasama Strategik, Majlis Pembangunan Kemahiran Kebangsaan (MPKK), 2024-2027
18 April 2025 | Bengkel Jawatankuasa Kerja (JKK) Kerjasama Strategik Majlis Pembangunan Kemahiran Kebangsaan (MPKK) Bil 1/2025 @ CIAST Shah Alam, Selangor

Ahli Jawatankuasa Pengiktirafan Kelayakan Kemahiran Lain (JPKKL), Majlis Pembangunan Kemahiran Kebangsaan (MPKK), 2024-2027

DEPARTMENT OF MANPOWER (JTM), (MOHR / KESUMA)

24 April 2025 | Mesyuarat Rakan Strategik: Kad Pekerja Madani @ MOHR Putrajaya

PEMBANGUNAN SUMBER MANUSIA BERHAD (HRD CORP), (MOHR / KESUMA)



Sectorial Training Committee (STC): Hospitality, 2025 - 2026

19 March 2025
Launching of Premier Employers Network (PEN) @ Renaissance KL

6 October 2025
Opening Ceremony of National Human Capital Conference & Exhibition (NHCCE0 2025) @ MITEC KL

22 October 2025
Opening Ceremony of Global Skills Forum @ Shangri-La KL

MINISTRY OF FINANCE (MOF)



7 August 2025
Majlis Sesi Libat Urus Belanjawan 2026

DEPARTMENT OF STANDARDS MALAYSIA (JSM), MINISTRY OF INTERNATIONAL TRADE & INDUSTRY (MITI)

1) Mesyuarat Kumpulan Kerja Berkenaan Business Events (NSC 20 / TC 1/ WG 15)

2) Mesyuarat Kumpulan Kerja Berkenaan Business Events Venue (NSC 20/ TC 2/ WG 1)
27 March 2025 | Bil.1/2025 via Online

3) Mesyuarat Jawatankuasa Teknikal Pengurangan Aset & Fasiliti (NSC 25 / TC 7), 2025 - 2027

4) Mesyuarat Jawatankuasa Standard Kebangsaan Berkenaan Tourism, Exhibitor & Hospitality Services (NSC 20), 2025 - 2027
3 November 2025 | Meeting No.1/2025 @ MOTAC Putrajaya

5) Mesyuarat Jawatankuasa Teknikal Berkenaan Tourism & Related Services (NSC 10 / TC 1), 2025 - 2027
21 May 2025 | Meeting No.1/2025 @ Online

6) Mesyuarat Kumpulan Kerja (WG) berkenaan Halal Food (NSC 09/TC1/WG1)

7) Mesyuarat Kumpulan Kerja (WG) Muslim Friendly Hospitality (NSC 09/TC 2/WG 4)
29 August 2025 | Meeting No.1/2025 @ Mövenpick Hotel and Convention Centre KLIA, Sepang

DEPARTMENT OF POLYTECHNIC & COMMUNITY COLLEGE (JPPKK), MOHE









Industry Advisory Committee (IAC), 2023 – 2026

16 April 2025
Sesi Pre-Kaunsel Majlis Perasmian POLYCC X MAH @ LIMA Langkawi 2025 with Bahagian Kolaborasi Industri dan Komuniti, JPPKK, Kem. Pendidikan Tinggi @ Wisma MAH

19 May 2025
Launching of POLYYCC X MAH @ Langkawi @ Aloft Langkawi Pantai Tengah

17 July 2025
Mesyuarat Eksekutif Ahli Majlis Penasihat Industri Politeknik (MPIP) Tahun 2025 @ JPPKK Putrajaya Tengah

19 August 2025
Mesyuarat Majlis Penasihat Industri Politeknik (MPIP) & Sesi Dialog YB Menteri Pendidikan Tinggi bersama Majlis @ Le Meridien Putrajaya

2 October 2025
Empowerment (ELITE) Jab. Pendidikan Politeknik & Kolej Komuniti (JPPKK) Tahun 2025 - Lecturer's assessment @ Politeknik METROKL (PMKL)

DEPARTMENT OF PERSONAL DATA PROTECTION MALAYSIA, MINISTRY OF COMMUNICATIONS

15 July 2025 | PDPA Compliance to Hotels – Webinar Online

MINISTRY OF DOMESTIC TRADE & COST OF LIVING (KPDN), KL



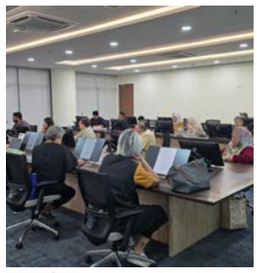
10 October 2025
Mesyuarat Dan Libat Urus Perbincangan Bersama Pihak Berkepentingan Berkaitan Penggunaan Liquified Petroleum Gas (LPG) @ KPDN KL

INTELLECTUAL PROPERTY CORPORATION OF MALAYSIA (MYIPO), MINISTRY OF DOMESTIC TRADE & COST OF LIVING (KPDN)



17 March 2025
Majlis Advokasi Royalti Muzik @ Hilton KL

REPRESENTATION & AFFILIATION



25 March 2025
Sesi Libat Urus (SLU) Garis Panduan Hak Cipta (Organisasi Pengurusan Kolektif) 2025 bersama wakil Persatuan @ MyIPO

26 March 2025
Press Conference on Music Royalty @ Shangri-La KL

3 September 2025
Tribunal case MACP meeting (Filing case against MACP) @ MyIPO



30 October 2025
Tribunal Case MACP follow-up @ MyIPO

7 November 2025
Tribunal Case MACP follow-up @ MyIPO

20 November 2025
Tribunal Case MACP follow-up @ PJ Sentral

MALAYSIA COMPETITION COMMISSION (MyCC), MINISTRY OF DOMESTIC TRADE & COST OF LIVING (KPDN)

19 August 2025
Digital Economy - OTA regulation @ AICB Centre of Excellence



25 August 2025
Draft Final Report for Market Review on the Digital Economy Ecosystem under Competition Act 2010 @ Wisma SSM, KL Sentral

4 November 2025
Digital Economy – OTA @ Wisma SSM, KL Sentral

MINISTRY OF HEALTH MALAYSIA (MOH) Collaboration with Malaysia Productivity Corporation (MPC) & Tourism Productivity Nexus (TPN)



8 January 2025
TPN / MOH - Sugar Awareness Campaign Meeting @ MPC Petaling Jaya

10 February 2025
MOH - Less Sugar Campaign @ MOH

10 March 2025
MOH - Less Sugar Campaign - Launch & Press Conference @ MPC Petaling Jaya



17 October 2025
Less Sugar Campaign TPN MDC @ Online

4 November 2025
Sesi Sustainability Townhall: Calorie Conscious & Less Sugar Initiative Bagi Industri Perhotelan

MINISTRY OF HEALTH MALAYSIA (MOH)



3 September 2025
Sesi Libat Urus & Sanjung Saujana Rakan Strategik Pengurangan Garam Kebangsaan @ Jabatan Perdana Menteri (JPM), Putrajaya

MINISTRY OF HOUSING AND LOCAL GOVERNMENT



19 November 2025
Majlis Anugerah "Toilet of The Year Award" Tahun 2025 / TOTYA 2025 @ The Westin KL

SOLID WASTE AND PUBLIC CLEANSING MANAGEMENT CORPORATION (SWCORP), KPKT

22 July 2025
Mesyuarat Hala Tuju Pengurusan Sisa Makanan Di Sektor Komersial & Instituti di Malaysia @ Online

LANGKAWI DEVELOPMENT AUTHORITY (LADA)



21 February 2025
Meeting with LADA Chief Executive Officer @ Aloff Langkawi

LANGKAWI TOURISM ACADEMY (LTA)



21 February 2025
Meeting with LTA @ Kolej Komuniti Langkawi

COMMERCIAL CRIME INVESTIGATION DEPARTMENT OF IPD CHERAS, ROYAL MALAYSIA POLICE (RMP)



19 March 2025
Hospitality Staff Scam Awareness Seminar @ IPD Cheras, Taman Maluri KL

TALENT CORPORATION MALAYSIA BERHAD (TALENTCORP)

8 May 2025 | TalentCorp - TVET Workshop @ M World Hotel

MALAYSIAN EMPLOYER FEDERATION (MEF)

Representation among HR Personnel in hotel industry. The meeting conducted by MEF and supported by MAH & AHE.

MEF – MAH – AHE Hotel Group Meeting:
26 February 2025
MEFA Training Centre

13 August 2025
MEF Annual General Meeting (AGM) @ Eastin Hotel KL

GOVERNMENT INDUSTRY TVET COORDINATION BODY (GITC)

1) GITC Board of Directors'
21 January 2025 | No.1/2025 @ Wisma FMM / Online

REPRESENTATION & AFFILIATION

21 April 2025 | No.2/2025 @ Royale Chulan Damansara
30 June 2025 | No.3/2025 @ Wisma FMM / Online

2) GITC Council Of Experts (CoExp)
29 May 2025 | Launch of the GITC Council of Experts (CoExp) @ PICC
30 June 2025 | 2nd Annual General Meeting @ Wisma FMM
10 November 2025 | GITC MOU Partner Briefing Session: TVET Placement digital platform @ Royale Chulan Damansara

MALAYSIAN TOURISM FEDERATION (MTF)



8 December 2025
MTF Meeting @ MATIC KL

ENERGY COMMISSION



12 June 2025
Sesi Libat Urus Mengenai Pelaksanaan Tarif Elektrik (RP4) Di Semenanjung Malaysia @ Pulse Grande Putrajaya

10 July 2025
Bengkel Garis Panduan Pelan Program Pengurusan Keselamatan Elektrik @ Sama-Sama KLIA

MYMAHIR FUTURE SKILLS TALENT COUNCIL (FSTC) - HOTEL & TOURISM SECTOR, TALENTCORP



17 April 2025
MyMAHIR Future Skills Talent Council Hotel & Tourism Sector 1st Pitching Session @ Online

20 June 2025
MyMAHIR TalentCorp Meeting @ Online

24 June 2025
3rd Council Meeting for MyMAHIR FSTC - Hotel & Tourism Sector @ TalentCorp

TOURISM PRODUCTIVITY NEXUS, MALAYSIA PRODUCTIVITY CORPORATION



11 September 2025
AI x Tourism Conference 2025 @ Dorsett Grand Subang



8 October 2025
Mesyuarat J/Kuasa Pemantauan Nexus Productivity Pelancongan (TPN) Bil 2/2025 @ Menara MATRADE KL

THE COMPANIES COMMISSION OF MALAYSIA (SSM)



19 June 2025
SSM Signange Issue - meeting with officers @ SSM, Menara Sentral KL

23 June 2025
Fined Langkawi Hotels – meeting with SSM @ SSM, Menara Sentral KL

MEETING WITH PERKESO





21 August 2025
Mesyuarat dengan PERKESO - Dasar Gaji Progresif @ Wisma MAH

18 September 2025
MAH X PERKESO FREE WEBINAR: Employers Briefing on Progressive Wage Policy - Implementation and Guide to DGP Online System @ Wisma MAH / Online

OTHER MEETINGS



9 July 2025
Meeting with TNB HQ @ Bangsar



9 July 2025
Meeting with Association of Tourism Training Institutes of Malaysia (ATTIM) @ Wisma MAH



22 – 25 July 2025
China Hotel and Lodging Association (CHLA) Group Visit Malaysia & MAH



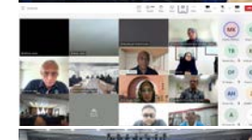
21 August 2025
Sesi Perbincangan Kumpulan Berfokus Kajian bertajuk "Rangka Kerja Pekerjaan dalam Sektor Penginapan untuk Meningkatkan Kelestarian Sosial dalam kalangan Orang Kurang Upaya (OKU)." @ UPM Serdang



22 August 2025
Star Karnival Cuti-Cuti Malaysia Launching @ Menara STAR



14 October 2025
Stakeholder Engagement Session (Lead MBEB Sector during Industry Engagement for Malaysian Blue Economy Blueprint (MBEB) Study @ Menara MATRADE KL



16 October 2025
Free Hotel Water Safety Webinar By Malaysian Medical Association -Drowning Prevention: Beneath the Surface



22 December 2025
Sesi Libat Urus HASIL Bersama dengan Persatuan Perdagangan @ Dewan Bangsawan, Menara HASIL Cyberjaya

INTERNATIONAL REPRESENTATION

1) ASEAN HOTEL AND RESTAURANTS ASSOCIATION (AHRA)
15 January 2025 | AHRA Board & AGM Meeting, Amari Hotel Johor Bharu, Malaysia

REPRESENTATION & AFFILIATION

17 March 2025 | AHRA Board Meeting, Novotel Phnom Penh, Phnom Penh, Cambodia
25 November 2025 | AHRA Board Meeting, via Online

2) ASEAN TOURISM ASSOCIATION (ASEANTA)
17 March 2025 | ASEANTA Board & AGM Meeting, Novotel Phnom Penh, Phnom Penh, Cambodia

ENDORSEMENT & SUPPORT ON EVENT/SEMINAR / FORUM

1) FHA – FOOD & BEVERAGE 2025
8 – 11 April 2025 | Singapore Expo, By Informa Markets Singapore



2) MALAYSIA HOTEL INDUSTRY SUMMIT 2025
26 June 2025 | Wyndham Grand Bangsar KL, By Escom Event



3) 4TH GLOBAL CULINARY CHALLENGE MALAYSIA (GCCM 2025)
1 - 3 July 2025 | Malaysia International Trade & Exhibition Centre (MITEC), By Global Culinary Challenge Malaysia



4) 5TH HOSPITALITY MALAYSIA CONFERENCE (HMC) 2025
2 July 2025 | Connexion Conference & Event Centre, Kuala Lumpur, By Hospitality Asia Media



5) THE INTERNATIONAL HOSPITALITY HOUSEKEEPING & LAUNDRY SUMMIT 2025
16 July 2025 | Courtyard Kuala Lumpur South, By Malaysia Association of Housekeepers (MAHIR)

6) ARTDO 52ND ANNUAL INTERNATIONAL TALENT DEVELOPMENT CONFERENCE
27 – 29 July 2025 | E & O Hotel Penang, By ITD World

7) MALAYSIAN INTERNATIONAL FOOD & BEVERAGE TRADE FAIR 2025
30 July – 1 Aug 2025 | Kuala Lumpur Convention Centre, By Constellar Exhibitions Malaysia Sdn Bhd



8) DRIVING HOSPITALITY TO THE NEXT LEVEL
4 September 2025 | Concorde Hotel Kuala Lumpur, By Filoxenia Sdn Bhd



9) GENTING SUSTAINBIZ 2025
9 – 10 September 2025 | Genting International Convention Centre (GICC), By Genting Malaysia Berhad

10) HOTELIERS CONFERENCE 2025
23 – 24 September 2025 | Connexion Conference & Event Centre, Nexus, Bangsar South, KL, By MEF, AHE & MAH

11) SUSTAINABLE ACTION CONFERENCE 2025 (3.0) (SAC 2025)
22 October 2025 | Grand Hyatt KL By By Control Union (Malaysia) Sdn Bhd

REPRESENTATIVE AS MODERATOR / SPEAKER / PANELLIST



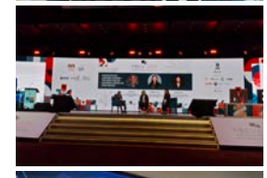
MPC PANELLIST TALK ON BEHAVIOURAL INSIGHTS IN POLICYMAKING FOR PRODUCTIVITY
21 April 2025
MATRADE KL, By Malaysia Productivity Corporation (MPC)



MSU LEADERSHIP TALK ON BUILDING & MANAGING HIGH PERFORMANCE TEAMS
6 May 2025
MSU Shah Alam, By Management & Science University (MSU)



5TH HOSPITALITY MALAYSIA CONFERENCE (HMC) 2025
2 July 2025
Connexion Conference & Event Centre, Kuala Lumpur, By Hospitality Asia Media



MALAYSIA BUSINESS EVENTS WEEK 2025 (MBEW 2025)
5 August 2025
MITEC KL, By Malaysia Convention & Exhibition Bureau (MyCEB)



NEXT GEN DIGITAL MARKETING WITH AI
4 September 2025
Concorde Hotel KL, By Filoxenia / MAH



GENTING SUSTAINBIZ 2025
9 – 10 September 2025
Genting International Convention Centre (GICC), By Genting Malaysia Berhad



HOTELIERS CONFERENCE 2025
23 – 24 September 2025
Connexion Conference & Event Centre, Nexus, Bangsar South, KL, By MEF, AHE & MAH

THE INTERNATIONAL MUSIC, ARTS & CULTURE CONVENTION (IMACC) SYMPOSIUM
26 September 2025
MSU Shah Alam, By Management & Science University (MSU)

MEMORANDUM OF UNDERSTANDING / AGREEMENT



MAH x GOVERNMENT–INDUSTRY TVET COORDINATION BODY (GITC)

6 January 2025 - MAH formalised a Memorandum of Understanding with the Government–Industry TVET Coordination Body (GITC) to strengthen collaboration between the hospitality industry and the Technical and Vocational Education and Training (TVET) sector. This strategic partnership aims to enhance structured industry engagement and create greater employment opportunities for TVET graduates through coordinated placement initiatives.



MAH x TIN TECH GROUP – BAZAAR JOM CUTI-CUTI MALAYSIA

16–18 May 2025 - MAH entered into a Memorandum of Understanding with TIN TECH Group, appointing MAH as the Strategic Partner for the Bazaar Jom Cuti-Cuti Malaysia held at East Coast Mall, Kuantan, Pahang. The collaboration focused on promoting domestic tourism and strengthening industry participation in consumer-facing travel initiatives.



MAH x MANAGEMENT AND SCIENCE UNIVERSITY (MSU)

30 July 2025 - MAH formalised a Memorandum of Understanding with Management and Science University (MSU) on cooperation in the fields of education, teaching, training, research, and development. The partnership strengthens industry–academia collaboration to enhance curriculum relevance, professional competency, and research advancement within the hospitality sector.



MAH x INFORMA MARKETS

MAH entered into a Memorandum of Understanding with Informa Markets to collaborate on the cross-promotion of their respective flagship events, namely Food & Hotel Malaysia (FHM) and Culinaire Malaysia (CM). The partnership aims to leverage mutual platforms to expand industry reach and engagement.

MEMORANDUM OF UNDERSTANDING / AGREEMENT



MAH x POLYCC @ LIMA

19 May 2025 - MAH established a partnership with POLYCC during the Langkawi International Maritime and Aerospace Exhibition (LIMA) to provide real-world industry exposure for students from polytechnics, community colleges, and local schools in Langkawi. This initiative reinforces MAH's commitment to nurturing future hospitality talent through practical engagement.



MAH x MALAYSIA ASSOCIATION OF HOUSEKEEPERS (MAHIR)

16 July 2025 - The Memorandum of Understanding between MAH and MAHIR was signed during the International Hospitality Housekeeping & Laundry Summit 2025. The collaboration reflects a shared commitment to advancing Malaysia's hospitality sector through joint initiatives, structured training programmes, and future collaborative industry events.



MAH x MAMEE-DOUBLE DECKER DISTRIBUTION SDN BHD

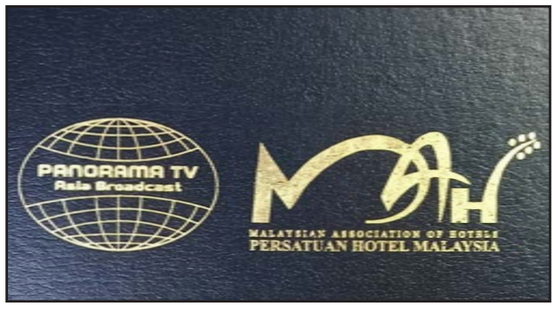
MAH formalised a Memorandum of Agreement with MAMEE-Double Decker Distribution Sdn Bhd, confirming its role as a Gold Partner for Culinaire Malaysia (CM). The agreement strengthens strategic industry collaboration in support of the event.



MAH x ESCOM EVENTS

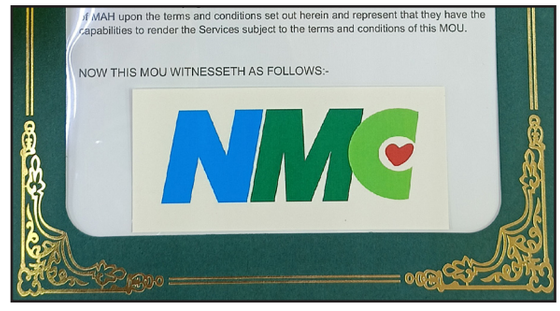
MAH entered into a Memorandum of Agreement with Escom Events to formalise MAH's support for the Malaysia Hotel Industry Summit 2025. The agreement reinforces MAH's commitment to supporting industry-focused platforms that promote dialogue and sector development.

MEMORANDUM OF UNDERSTANDING / AGREEMENT



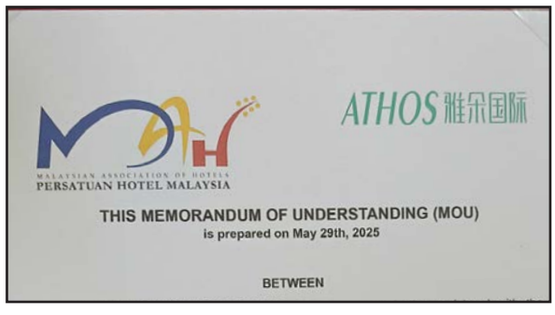
MAH X PANORAMA TV ASIA BROADCAST SDN BHD

28 May 2025 - MAH established a formal collaboration with Panorama TV Asia to offer curated TV channel packages to its members at a preferential rate. This collaboration aims to offer value-added entertainment solutions, thereby improving guest satisfaction and fostering long-term loyalty.



MAH X NANO MEDIC CARE SDN BHD

21 April 2025 - This MoU formalises the collaboration between MAH and Nano Medic to strengthen health and safety standards across the hospitality industry. Through this partnership, Nano Medic will provide Automated External Defibrillator (AED) products to MAH members at preferential rates, alongside complimentary training sessions on their proper use.



MAH X ATHOS INTERNATIONAL SDN BHD

29 May 2025 - This MoU between MAH and Athos International Sdn Bhd establishes a partnership to enhance hospitality operations through standardized linen practices. Under this collaboration, Athos will provide guidance and monitoring on linen management standards, ensuring consistency and efficiency at MAH-affiliated hotels

INDUSTRY ENGAGEMENT AND OUTREACH

CO-ORGANISER



31 July 2025
Organiser: MAH & Mixology Alliance of MFBEA
Programme: Visit Malaysia 2026 Signature Mocktail Media Launch



11 August 2025
Organiser: Food & Hospitality Malaysia (FHM) & Culinaire Malaysia (CM)
Programme: Press Conference



16 October 2025
Organiser: Malaysian Medical Association & MAH
Programme: Member-Exclusive Hotel Water Safety Webinar



19 November 2025
Organiser: MAH & Mixology Alliance of MFBEA
Programme: Visit Malaysia 2026 Mocktail – Bandung Pandan Spritz Bartender Training

SUPPORTING ORGANISATION



10 March 2025
Organiser: Ministry of Health (MOH) & Tourism Productivity Nexus
Programme: Majlis Apresiasi Komitmen dan Penyerahan Kit Advokasi Kempen Kurangkan Gula bagi Hotel-Hotel di Malaysia

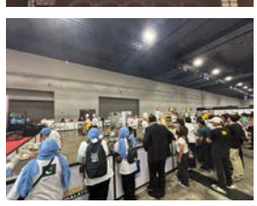


8 - 11 April 2025
Organiser: Food & Hotel Asia (FHA)
Programme: FHA–Food & Beverage 2025



23 April 2025
Organiser: Nippon Paint
Programme: "Elevating Hotel Maintenance" Seminar

26 June 2025
Organiser: Escom Events
Programme: Malaysia Hotel Industry Summit 2025



1 July 2025
Organiser: Global Culinary Challenge Malaysia (GCCM)
Programme: GCCM 2025

2 July 2025
Organiser: Hospitality Asia
Programme: 5th Hospitality Malaysia Conference

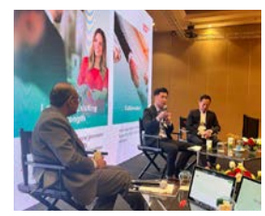


16 July 2025
Organiser: Malaysian Association of Hotel Housekeepers (MAHIR)
Programme: International Hospitality Housekeeping & Laundry Summit 2025 & MoU Signing



17 July 2025
Organiser: Maxis
Programme: Maxis x MAH Tech Talk & MBIC Tour

27 - 29 July 2025
Organiser: ARTDO International
Programme: 52nd ARTDO Annual International Conference (Penang)



30 July - 1 August 2025
Organiser: Constellar Exhibitions
Programme: Malaysian International Food & Beverage Trade Fair (MIFB) 2025

14 August 2025
Organiser: 3M Malaysia
Programme: "Food Service Forum: Hospitality Edition"

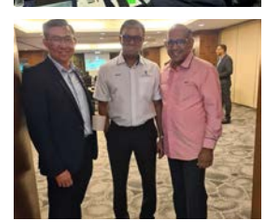


4 September 2025
Organiser: Filoxenia
Programme: "Driving Hospitality to the Next Level: Next-Gen Digital Marketing & AI" Forum



9 - 10 September 2025
Organiser: Genting Malaysia
Programme: Genting Sustainbiz 2025

11 September 2025
Organiser: Daikin
Programme: "Navigating Rising Electricity Tariff" Programme



11 September 2025
Organiser: Tourism Productivity Nexus
Programme: AIxTourism Conference 2025

22 October 2025
Organiser: Control Union Malaysia & Malaysian Dutch Business Council
Programme: Sustainable Action Conference 2025 (3.0)



19 November 2025
Organiser: Gas Malaysia
Programme: Driving a Greener Future Seminar

17 December 2025
Organiser: MAH & MFBEA
Programme: BAT Golden Cup Competition (Malaysian Representative)

INDUSTRY ENGAGEMENT AND OUTREACH

EVENT ATTENDEE



13 March 2025
Organiser: Holiday Villa Hotels & Resorts & GreenTree Hospitality Group
Programme: Joint Venture Partnership Announcement & Iftar



25 April 2025
Organiser: Saimatrix Integrated
Programme: ESG Vendor & Supplier Dialogue



30 April 2025
Organiser: Malaysia Convention & Exhibition Bureau (MyCEB)
Programme: Association Day 2025 & Kesatria Malaysia Induction Ceremony



13 June 2025
Organiser: Malaysia International Dive Exhibition (MIDE)
Programme: Launch of MIDE 2025



24 June 2025
Organiser: Spritzer
Programme: Launch of Spritzer Air Love Cuti-Cuti



6 September 2025
Organiser: Malaysian Association of Tour and Travel Agents (MATTA)
Programme: MATTA Fair Opening Ceremony

11 December 2025
Organiser: Exely
Programme: Partners Appreciation Event

INVITED SPEAKER



21 April 2025
Organiser: Malaysia Productivity Corporation (MPC)
Programme: Behavioural Insights in Productivity Forum



6 May 2025
Organiser: Management and Science University (MSU)
Programme: Student Seminar – Managing High Performing Team



5 August 2025
Organiser: Malaysia Convention & Exhibition Bureau (MyCEB)
Programme: Malaysia Business Events Week 2025

26 September 2025
Organiser: International Music, Arts and Culture Convention (IMACC), MSU
Programme: IMACC Symposium

INDUSTRY REPRESENTATIVE



19 May 2025
Organiser: Polytechnic and Community College Education Department (POLYCC) & MAH
Programme: MoU Signing & Pre-Launch of MAH Langkawi Training Education Centre



9 July 2025
Organiser: Association of Tourism Training Institutes of Malaysia (ATTIM)
Programme: Courtesy Call



23 July 2025
Organiser: China Hotel Lodging Association (CHLA)
Programme: Official Visit to Malaysia



30 July 2025
Organiser: Management and Science University (MSU)
Programme: Exchange of MoU on Strengthening TVET Pathways



21 August 2025
Organiser: Universiti Putra Malaysia (UPM)
Programme: Focus Group Discussion on PWD Employment Framework



22 August 2025
Organiser: Professional Culinaire Association (PCA)
Programme: Engagement with Royale Chulan Academy



8 October 2025
Organiser: Tourism Productivity Nexus
Programme: Governing Committee Meeting No. 2



26 - 27 November 2025
Organiser: China Hotel Lodging Association (CHLA)
Programme: China Hospitality Brand Value Summit & Hospitality Investment Cooperation Conference 2025

8 December 2025
Organiser: Malaysia Tourism Federation (MTF)
Programme: Executive Council Meeting No.4

INDUSTRY ENGAGEMENT AND OUTREACH

AWARDING BODY



11 November 2025
Organiser: MAH, SGS Malaysia & Saimatrix Integrated
Programme: Presentation of MAH ESG Certification to Weil Hotel

MALAYSIA'S FIRST CERTIFIED HOTEL UNDER THE MAH ESG PROGRAMME

On 11th November 2025 in Ipoh, MAH proudly presented the MAH ESG Certification for Hotels and Resorts to WEIL Hotel, marking a historic first for Malaysia's hospitality industry.

WEIL Hotel is the first property to be certified under the MAH ESG Certification Programme, a collaborative initiative by MAH in partnership with SGS Malaysia and Saimatrix Integrated, with official endorsement and support from the Ministry of Tourism, Arts and Culture (MOTAC).

The certification recognises WEIL Hotel's strong commitment to integrating Environmental, Social and Governance (ESG) principles across its operations, guest experience, and organisational culture. MAH commends WEIL Hotel for leading by example and setting a new benchmark for the industry.



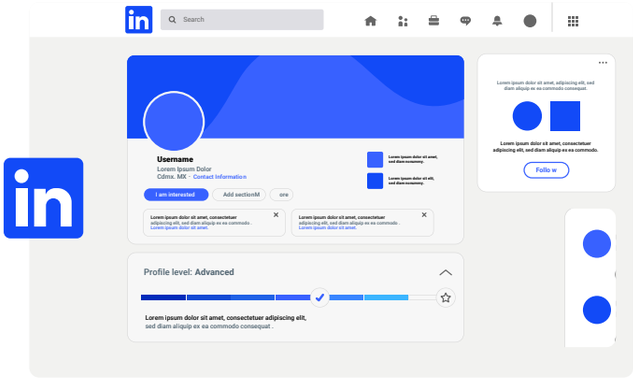


DIGITAL PLATFORMS PERFORMANCE



OFFICIAL FACEBOOK
(www.facebook.com/mahotel)

2025 Metrics
- 17, 772 Followers
- 112 Posts
- 1,343,800 Views
- 19,592 Engagement



OFFICIAL LINKEDIN
(www.linkedin.com/company/malaysian-association-of-hotels/)

2025 Metrics
- 5,540 Followers
- 63 Posts
- 88,249 Impressions
- 19,592 Engagement

MEMBERSHIP PROFILE

CHAPTER	NEW MEMBERS 2025				BY STAR RATING							TOTAL ORDINARY		ASSOC.	GRAND TOTAL
	TOTAL	HOTELS	ROOMS	ASSOC.	5 Star	4 Star	3 Star	2 Star	1 Star	Orchid	Others	HOTELS	ROOMS		
PERLIS	0						1	3		1		5	247		5
KEDAH	2	2	273		10	17	11	3	1		9	51	7539	1	52
PENANG	14	13	1714	1	18	29	22	5	2	1	32	109	17384	5	114
PERAK	4	4	250		2	12	22	10	2	3	19	70	6943	1	71
SELANGOR	22	5	949	17	23	24	17	9		2	21	96	20253	57	153
KUALA LUMPUR	18	10	2616	8	48	47	36	5	4		42	182	46597	34	216
NEGERI SEMBILAN	2	0		2	5	12	8	5	2		5	37	5659	3	40
MELAKA	7	7	804		8	18	27	8			14	75	10195		75
JOHOR	1	1	345		7	25	29	6	4	1	23	95	18114	2	97
PAHANG	3	3	1991		8	19	20	6	1		15	69	11823		69
TERENGGANU	3	3	140		3	10	12	7	2		6	40	4117		40
KELANTAN	3	3	165		1	5	7	3			6	22	2288		22
SARAWAK	6	6	405		8	22	31	11	2	1	24	99	13877	2	101
SABAH	3	3	432		11	16	33	6	5		16	87	12971	1	88
LABUAN	0				2		4	2		1	3	12	1184		12
GRAND TOTAL	**88**	**60**	**10,084**	**28**	**154**	**256**	**280**	**89**	**25**	**10**	**235**	**1,049**	**179,191**	**106**	**1,155**

WELCOME
NEW MEMBERS 2025

ORDINARY MEMBERS

1001 NIGHTS HOTEL ..... PAHANG
1969 BUSINESS SUITES @ IPOH GARDEN ..... PERAK
CAPSULETRANSIT MAX ..... SELANGOR
CITADINES CONNECT BERTAM GEORGETOWN PENANG ..... PENANG
CITADINES TANJUNG TOKONG PENANG ..... PENANG
COMFORTEL ..... SARAWAK
DE SWIFT HOTEL ..... MELAKA
DUSIT PRINCESS MELAKA ..... MELAKA
ELSE KUALA LUMPUR ..... KUALA LUMPUR
ESTADIA HOTEL MELAKA ..... MELAKA
FAIRFIELD BY MARRIOTT KUALA BESUT ..... TERENGGANU
FIFTH AVENUE HOTEL ..... PENANG
FOX LITE HOTEL DPULZE CYBERJAYA BY ASCOTT ..... SELANGOR
GADEK HOTSPRING WELLNESS AND SPA RESORT ..... MELAKA
GRAND INHOTEL ..... SABAH
HOLIDAY INN & SUITES PENANG PRAI ..... PENANG
HOLIDAY INN KUALA LUMPUR BANGSAR ..... KUALA LUMPUR
HOTEL ARENA KUALA LUMPUR ..... KUALA LUMPUR
HOTEL HUMAIRA ..... KELANTAN
HOTEL PENAGA ..... PENANG
HOTEL REGAL VISTA ..... PERAK
HOTEL TAMARA MELAKA ..... MELAKA
HYATT REGENCY KUALA LUMPUR @ KL MIDTOWN ..... KUALA LUMPUR
IBIS PJCC HOTEL PETALING JAYA ..... SELANGOR
ICONIC MARJORIE HOTEL, A TRIBUTE PORTFOLIO HOTEL ..... PENANG

IRAMA KUALA LUMPUR	KUALA LUMPUR
ISLAND CITY HOTEL	PENANG
KEMASIN BEACH RESORT	KELANTAN
KINGWOOD BOUTIQUE HOTEL MIRI	SARAWAK
LANDISON HOTEL PENANG	PENANG
LEGACY HILL HOTEL	SARAWAK
LISBON MELAKA	MELAKA
LOVITA TANJUNG BIDARA BEACH RESORT	MELAKA
M SOCIAL RESORT PENANG	PENANG
MARRIOTT EXECUTIVE APARTMENT KUALA LUMPUR	KUALA LUMPUR
MONKEYS CANOPY RESORT	SELANGOR
MUSEUM HOTEL PENANG	PENANG
PANGKOR POP ASH HOTEL	PERAK
PARK HYATT KUALA LUMPUR	KUALA LUMPUR
PERKASA HOTEL MT KINABALU	SABAH
REN I TANG HERITAGE INN	PENANG
ROXY BEACH RESORT SEMATAN	SARAWAK
ROYAL PARK HOTEL @ UNITEN	SELANGOR
ROYALE SIGNATURE HOTEL	KEDAH
SANTA GRAND SIGNATURE KUALA LUMPUR	KUALA LUMPUR
SATURN HOTEL BY QRAVEL	PENANG
SEAFEST REGENCY	SABAH
SEKEPENG PENAREK	TERENGGANU
SHERATON JOHOR BAHRU	JOHOR
SOHHO HOTEL	TERENGGANU
SPRINGZ HOTEL BUKIT JALIL	KUALA LUMPUR
SRI MANJA BOUTIQUE HOTEL	PAHANG
STALLIONS SUITE	PENANG
TC GARDEN RESORT	KEDAH
THE GRAND CAMPBELL HOTEL KUALA LUMPUR	KUALA LUMPUR
THE HOST HOTEL	PERAK
THE SEVEN GARDENS RESORT & SPA	KELANTAN
THEATRE HOTEL KUCHING	SARAWAK
UNION YES RETREAT & TRAINING CENTRE	SARAWAK
WYNDHAM ION MAJESTIC HOTEL	PAHANG

ASSOCIATE

3M MALAYSIA SDN. BHD.
ADA COSMETICS INTERNATIONAL SDN BHD
ARKEMI SDN BHD
BLACKBIXON SDN BHD
BLUE OCEAN FOCUS SDN BHD
CYGNUS TECHNOLOGY SOLUTIONS SDN. BHD.
DRB-HICOM EZ-DRIVE SDN. BHD. (AVIS MALAYSIA)
EAST WEST INTERNATIONAL COLLEGE
ELALA SDN BHD
FDP MARKETING SDN BHD
FERUNI CERAMICHE SDN BHD
FILOXENIA SDN BHD
FLORA FOOD MALAYSIA SDN BHD
GD MEDIA SDN BHD
GIRBAU LAUNDRY MALAYSIA SDN BHD
GREEN FUSION SDN BHD
GREENSEED ENGINEERING SDN BHD
GST FINE FOODS SDN BHD
MAMEE-DOUBLE DECKER DISTRIBUTION (M) SDN BHD
MANAGEMENT & SCIENCE UNIVERSITY (MSU) SDN BHD
PEST CRAFT (M) SDN BHD
SAB MANAGEMENT & RESOURCES SDN BHD
SEITO SYSTEMS (MALAYSIA) SDN BHD
SKYVIU NETWORK
SPRINGLAB DISTRIBUTION SDN BHD
THAI ODYSSEY 3 SDN BHD
TOPCUT TAILORING & DESIGN
YEO HIAP SENG MALAYSIA SDN BHD

ANNUAL GENERAL MEETING – CHAPTERS

	DATE	VENUE
	23 JANUARY 2025	HATTEN HOTEL MELAKA
	3 FEBRUARY 2025	PRIMULA BEACH HOTEL
	6 FEBRUARY 2025	ANCASA RESORT PORT DICKSON
	9 FEBRUARY 2025	RENAI HOTEL KOTA BHARU
	17 FEBRUARY 2025	M ROOF HOTEL, IPOH
	18 FEBRUARY 2025	PAVILION HOTEL
	19 FEBRUARY 2025	DORSETT GRAND SUBANG
	21 FEBRUARY 2025	PARKROYAL LANGKAWI RESORT
	25 FEBRUARY 2025	SHAHZAN HOTEL KUANTAN
	3 MARCH 2025	LE MERIDIEN KOTA KINABALU
	5 MARCH 2025	THE WATERFRONT HOTEL KUCHING
	7 MARCH 2025	ST. GILES SOUTHKEY JOHOR BAHRU
	12 MARCH 2025	ST. GILES WEMBLEY PENANG HOTEL

ANNUAL GENERAL MEETING – NATIONAL (ELECTION YEAR)



The MAH National Annual General Meeting (AGM) was convened on **29 May 2025** at Vivatel Kuala Lumpur, in accordance with the provisions of the MAH Constitution, following the successful conclusion of all **13 State Chapter AGMs**.

This year's AGM was particularly significant as it marked an **Election Year**, during which the National Office Bearers and Committee Members for the new term were duly elected. The prestigious meeting was well attended by members and proxy holders, reflecting strong engagement and commitment from the Association's membership nationwide.

A total of **155 Ordinary Members** were present, together with **171 proxy holders**, forming an overall quorum of **326 members**. This represented more than one quarter of the total Ordinary Membership, which stood at **1,047 members** as at **21 April 2025**, thereby satisfying the constitutional quorum requirements and underscoring the robust participation of members at the national level.

Election Results (Term 2025–2028)

Following the conclusion of the election process, the results were as follows:

President:	Datin Christina Toh, Dorsett Hartamas Kuala Lumpur
Vice Presidents:	Mr. Cs Lim, Legoland Hotel Ms. Shirley Lai, Sfera Residence Kuala Lumpur City Centre Dato' Khoo Boo Lim, Macalister Terraces
Honorary Secretary:	Dato' Megat Shahrul Azman Abas, Merdeka Palace Hotel & Suites
Honorary Treasurer:	Ms. Maggie Ong, MH Hotel Ipoh

In accordance with the **Constitution Clause 8.2**, the new MAH Board shall appoint a Management Committee that shall comprise the **President, Vice-Presidents, the Honorary Secretary-General, the Honorary Treasurer-General** and **three (3) Management Committee Members.**

The floor received nominations among the Board, subsequently put a vote to choose three to complement the maximum total of Management Committee:

i) Mr. Haziz Hassan, Sutera Hotel
ii) Mr. B E Lim, Cititel MidValley
iii) Mr. Eugene Dass, Starcity Hotel Alor Setar

The newly elected Office Bearers and Committee Members will serve for the 2025–2028 term, carrying forward the Association's mandate to advocate, strengthen, and advance Malaysia's hotel industry.

PROJECTS & EVENTS

MAH DOMESTIC TOURISM FAIR (MDTF) 2025 SERIES

The **MAH Domestic Tourism Fair (MDTF)** is a consumer-focused travel fair organised by the Malaysian Association of Hotels (MAH) to promote local destinations, hotel stays, and travel experiences directly to Malaysian consumers. The fair serves as a strategic platform to stimulate domestic tourism spending, support hospitality and tourism businesses, and encourage Malaysians to explore and rediscover the country's diverse travel offerings. Through direct engagement between exhibitors and the public, MDTF aims to drive immediate sales, generate future travel bookings, and strengthen overall industry resilience.

MAH successfully concluded three major domestic tourism consumer events: **Bazaar Jom Cuti-Cuti Malaysia (BJCCM) – East Coast Edition, MAH Domestic Tourism Fair (MDTF) Kuala Lumpur, and MAH Domestic Tourism Fair (MDTF) Johor Bahru.**

- **BJCCM** – East Coast Edition was held from 16–18 May 2025 at East Coast Mall, Kuantan, in collaboration with TIN Media, Tourism Malaysia, and Tourism Pahang.

- **MDTF** Kuala Lumpur 2025 followed from 25–27 July 2025 at Pavilion Bukit Jalil, featuring 60 exhibitors.

- **MDTF** Johor Bahru 2025 was held from 29–31 August 2025 at AEON Mall Tebrau City, with 30 exhibitors.

Collectively, the three events generated approximately **RM1.86 million in total sales revenue**, reflecting strong consumer response and reinforcing MAH's commitment to promoting domestic tourism, supporting industry stakeholders, and enhancing public engagement nationwide.



VISIT MALAYSIA 2026: SIGNATURE MOCKTAIL CHAMPIONSHIP

Date: 27 - 28 May 2025
Venue: Vivatel Hotel Kuala Lumpur

The **Visit Malaysia 2026: Signature Mocktail Championship** was held on **27–28 May 2025** as part of **MAH Hospitality Week 2025**. The competition was organised by the **Malaysian Association of Hotels (MAH)** in collaboration with the **Malaysian Food and Beverage Executives Association (MFBEA)** and the **Mixology Alliance of MFBEA (MAM)**, with sponsorship from Yeo Hiap Seng (Yeo's).

The national-level competition brought together 32 hotel mixologists from across Malaysia to present innovative non-alcoholic beverages inspired by local flavours and cultural elements, highlighting creativity and excellence within the hospitality industry.
Winners:

- **Champion:** Muhammad Nadzemi Bin Norihan (Renaissance Kuala Lumpur) – Bandung Pandan Spritz
- **1st Runner-Up:** Muhammad Raihan Bin Rajuddin (M Resort Kuala Lumpur) – Madani 69
- **2nd Runner-Up:** Hor Shu Yih, Rachel (Grand Hyatt Kuala Lumpur) – Sunshine Ria

The champion beverage, **Bandung Pandan Spritz**, was selected as the **official Visit Malaysia 2026 Welcome Mocktail** and will be served at participating hotels nationwide beginning in **2026**.



PROJECTS & EVENTS

HOSPITALITY LEADERSHIP CONFERENCE 3.0

Date: 28 May 2025
Venue: Vivatel Hotel Kuala Lumpur

The **Hospitality Leadership Conference (HLC) 3.0** was held on 28 May 2025. As a premier gathering of leaders across the hospitality industry, the conference served as a platform to foster **dialogue, collaboration, and the exchange of ideas** on emerging trends and critical challenges shaping the sector.

The third edition of HLC brought together **approximately 200 delegates** from across Malaysia's hospitality landscape to explore key themes including **artificial intelligence and digitalisation, workforce transformation, brand-centric culture, leadership resilience, and industry sustainability,** marking another successful milestone for the conference series.

Panel Speakers and Topics:

- **Ms. Safrina Lasa**, Vice President, Sector Development, TalentCorp
"Impact Study of AI, Digitalisation and Green Economy on the Malaysian Workforce – Hotel & Accommodation Services"

- **Dr. Siti Khadijah Nasrah**, Director, Amaze Synergy Ventures Malaysia
"Adaptive Leadership & Resilience"

- **Mr. Prasath Kanagaras**, Brand Strategist, Point Blank Mediaworks Sdn Bhd
"Beyond Occupancy: Building a Brand-Centric Culture for Sustainable Profitability"

- **Ms. Nadia Omer**, Chief Executive Officer, AirAsia MOVE
"Resilience & Transformation in the Travel and Hospitality Industry"



NETWORKING EVENING

Date: 28 May 2025
Venue: Vivatel Hotel Kuala Lumpur

The **MAH Networking Evening** was held on 28 May 2025, featuring an exclusive **cocktail reception** following the Hospitality Leadership Conference.

The session provided delegates with a **relaxed and engaging environment** to strengthen professional relationships, expand industry networks, and foster meaningful connections among hospitality peers. The evening served as a fitting conclusion to a productive day of knowledge sharing and collaboration during the conference.



HOSPITALITY SUPPLIERS EXPO

Date: 28 - 29 May 2025
Venue: Vivatel Hotel Kuala Lumpur

The Hospitality Suppliers Expo was held on 28–29 May 2025, serving as a dynamic trade exhibition that featured over 100 leading hospitality brands showcasing a diverse range of innovations, products, and services relevant to the industry.

Over the two days exhibition period, the event attracted more than 3,500 visitors, creating an active platform for face to face engagement, idea exchange, partnership building, and new business opportunities. The strong participation underscored the Expo's role in supporting industry collaboration and advancing the development of Malaysia's hospitality sector.





PROJECTS & EVENTS

MAH-AVIS TREASURE HUNT 2025

Date: 12 July 2025
Flag off: Avis Malaysia HQ, Kuala Lumpur
Finishing Line: MH Hotel Ipoh, Perak

The **13th edition** of the MAH-AVIS Treasure Hunt was held on 12 July 2025, bringing together **37 enthusiastic teams of hoteliers and hotel staff from across Malaysia**. The event commenced early in the morning at **AVIS Malaysia HQ** in Kuala Lumpur, where participants, referred to as "Hunters," were briefed and set off on a full day adventure featuring a series of clues, riddles, checkpoints, and interactive location based challenges. The journey spanned from **Kuala Lumpur to Ipoh, Perak,** offering participants the chance to explore diverse attractions and immerse themselves in the rich local culture along the way.

The event concluded with a lively dinner and prize presentation at **MH Hotel Ipoh**, attended by distinguished guests, including YB Tuan Loh Sze Yee, Chairman of the Perak State Committee for Tourism, Industry, Investment, and Corridor Development, Mr. Andrew Ng, Marketing Manager of AVIS Malaysia, YBhg. Datuk Hj. Mohd Odzman, President of the Perak Tourism Association, En. Muhammad Aminuddin, Director of MOTAC Perak, YBhg. Datin Christina Toh, President of MAH, and Mr. Tony Wong, Chairman of the MAH Perak Chapter, along with members of the MAH Board.

In line with **MAH's commitment to social responsibility**, a charity contribution was made to **Pertubuhan Pengurusan Pusat Jagaan 1Malaysia, Perak, supporting their ongoing work for less fortunate children**. The event also provided an excellent platform for networking, team-building, and fostering collaboration among hoteliers, while deepening their understanding of Malaysia's tourism offerings.

The winners of the MAH-AVIS Treasure Hunt 2025 were as follows:

- **Champion:** Team R2D2, Legoland Malaysia – RM2,000
- **1st Runner-Up:** Team 4 Sekawan, Macalister Mansion – RM1,500
- **2nd Runner-Up:** Team Huntsolo Forever, Mutiara Taman Negara – RM1,000
- **Picture of Choice Award:** Team Huntsolo Forever, Mutiara Taman Negara – RM300

Main Partners
- AVIS Malaysia
- Tourism Perak

Venue Host
- MH Hotel Ipoh

Supporting Partners
- Maxis
- Mamee





PROJECTS & EVENTS

CULINAIRE MALAYSIA 2025

Date: 23 - 26 September 2025
Venue: Kuala Lumpur Convention Centre

"Asia Finest Culinary Spectacle Concludes!"

Culinaire Malaysia 2025, the region's premier biennial culinary competition, concluded successfully on **26 September 2025** after four days of exceptional creativity, craftsmanship, and culinary excellence. The 17th edition was co-organised by the **Malaysian Association of Hotels (MAH),** the **Professional Culinaire Association of Malaysia (PCA),** and the **Malaysian Food and Beverage Executives Association (MFBEA),** and was held at the **Kuala Lumpur Convention Centre** in conjunction with the **Food & Hospitality Malaysia (FHM)** exhibition.

The event culminated in a **Grand Award Presentation Dinner** at **Pullman Kuala Lumpur City Centre**, officiated by **YBrs. Mr. Lee Thai Hung, Deputy Director General, Promotions (II), Tourism Malaysia.**

Culinaire Malaysia 2025 recorded **1,060 competitors from 18 countries** competing across **35 competition classes**, evaluated by a distinguished panel of **125 international and local judges** led by **Chief Judge Chef Karl Heinz Ney**. A total of **635 medals** were awarded, comprising **90 Gold, 204 Silver,** and **341 Bronze,** alongside **318 Diplomas** and **33 special awards** recognising outstanding achievements.

In addition to competition excellence, the event demonstrated social responsibility by raising **RM3,300 for the Food Aid Foundation** through charity lunch initiatives held throughout the competition period.

ASIA REPRESENTED ON THE GLOBAL STAGE

A major highlight of **Culinaire Malaysia 2025** was the hosting of the **Worldchefs Global Chefs Challenge Asia Regional Semi-Finals**, which brought together approximately **55 elite chefs** from across the region competing for qualification to the Worldchefs Global Finals in Wales, 2026. The competition showcased exceptional **technical mastery, innovation, and culinary excellence,** with top contenders vying for the honour of representing Asia on the global stage.

Regional champions were:

- Global Chefs Challenge – Stanton Wong Hau Zhe (Singapore)
- Global Young Chefs – Hung Yi-Hsuan (Taiwan)
- Global Pastry Chefs – Chen Yen Ping (Singapore)
- Global Vegan Chefs Challenge – Chan Chi Bun, Ben (Hong Kong)

These winners will proudly represent Asia on the world culinary stage.

MOST OUTSTANDING WINNERS

F&B Facilities Chef of the Nation Award (Class 15)
Champion: Chia Jun Xin – EQ Kuala Lumpur
1st Runner-Up: Khangarid. E – Mongolia
2nd Runner-Up: Wan Muhammad Anieqq Wan Mohd Din – Le Méridien Kuala Lumpur

Fish / Seafood Main Course – Western Cuisine (Class 14)
By LongYang Fresh
Champion: Wegala Gedara Vajira Nuwan Kumara Chandraratne – Velaa Private Island
1st Runner-Up: Anastasia – APCA Malaysia
2nd Runner-Up: Ahmad 'Izzatillah Mohamad Kamarul Azhar – Mövenpick Hotel & Convention KLIA

Apprentice Fish Main Course (Class 19)
By LongYang Fresh
Champion: Lou Hor Yann (Rachel) – Sunway University
1st Runner-Up: Liao Hong Yuan – Hungkuang Delin University of Technology
2nd Runner-Up: Ihala Nuwara Paksha Pedige Chamoda Gimhama – Velaa Private Island





PROJECTS & EVENTS

Culinaire Malaysia 2025

US Potato Culinary – Practical Cooking (Professional) (Class 20)
By Potatoes USA
Champion: Chuah Lay Yen – UOW Malaysia KDU Penang University College
1st Runner-Up: Mohamed Al Salim Mohd Asbar – Le Méridien Kuala Lumpur
2nd Runner-Up: Chang, Pin-I – Hungkuo Delin University of Technology

US Potato Culinary – Practical Cooking (Apprentice) (Class 21)
By Potatoes USA
Champion: Nicholas Wong Yee Hou – UOW Malaysia KDU Penang University College
1st Runner-Up: Khor Yia Ging – UOW Malaysia KDU Penang University College
2nd Runner-Up: Chan, Tzu-Chieh – Hungkuo Delin University of Technology

Real California Milk Pizza Challenge – Professional Chef (Class 22)
By California Milk Advisory Board
Champion: Nurhafinaz Zahari – Convex Malaysia Sdn Bhd
1st Runner-Up: Muhammad Anuar Samsul Akbar – Four Seasons Hotel Kuala Lumpur
2nd Runner-Up: Nguyen Minh Nhi – Saigon Professional Chef's Guild

Real California Milk Pizza Challenge – Junior Chef (Class 23)
By California Milk Advisory Board
Champion: Amir Imran Mohammad Shukry – Universiti Tun Hussein Onn Malaysia
1st Runner-Up: Nur Hanin Rasyiqah Hashim – Mokky Food Services (M) Sdn Bhd
2nd Runner-Up: Khor Yia Ging – UOW Malaysia KDU Penang University College

Most Outstanding Coffee Connoisseur
Champion: Kunavarthanan Ravishankar – Hilton Kuala Lumpur

Most Outstanding Mixologist
By MONIN
Champion: Aiman Hakeem Zamarol Azmi – Imperial Lexis Kuala Lumpur

Most Outstanding Elle Vire Pastry Chef
By Bidfood Malaysia Sdn Bhd
Champion: Mohamad Aideed Tajuddin – Pullman Kuala Lumpur City Centre

Most Outstanding Artist
Champion: Alya Zulyana Anizan – Convex Malaysia Sdn Bhd

Most Outstanding Apprentice
Champion: Muhamad Raihan Baharudin – The Westin Kuala Lumpur

Most Outstanding Chef
Champion: Ahmad Afzai Abdul Razak – MAS Awana Services Sdn Bhd

Most Outstanding Team in Catering Services
By Kewpie Malaysia Sdn Bhd
Champion: Imperial Lexis Kuala Lumpur

Overall Culinaire Malaysia 2025 Champion (Professional)
By FDP Marketing Sdn Bhd
Champion: Kuala Lumpur Convention Centre







PROJECTS & EVENTS

MAIN PARTNER SPOTLIGHT

Mamee Asian Culinary Cup
by Mamee-Double Decker Distribution (M) Sdn Bhd

Culinaire Malaysia 2025 was proud to present the inaugural **Mamee Asian Culinary Cup**, made possible through the generous support and strategic partnership of **Mamee-Double Decker Distribution (M) Sdn Bhd,** the Main Partner of Culinaire Malaysia 2025.

As a 54-year-old Malaysian homegrown brand with strong regional presence, Mamee Foodservice demonstrated exceptional commitment to elevating the culinary profession by championing innovation, creativity, and cross border collaboration within the Asian culinary community. Their partnership not only strengthened the prestige of Culinaire Malaysia 2025 but also introduced a new competitive platform that brought together top culinary teams from across the region.

The Mamee Asian Culinary Cup featured the participation of **12 international and local teams**, creating an exciting and dynamic culinary battle that highlighted both traditional flavours and modern interpretations using Mamee Foodservice products. The competition served as a meaningful platform for chefs to showcase technical mastery, teamwork, and creative excellence on an international stage.



The participating teams were:
- Thailand Culinary Academy
- Taiwan Chefs Association
- Convex Dream Team
- ACP Indonesia
- Singapore Junior Chefs Club
- Mount Everest
- Cambodia Chefs Association Team
- Sri Lanka Team
- Flaming Chef
- Saigon Professional Chef's Guild
- Professional Chefs Association
- Penang Chefs Association

The winners of the inaugural Mamee Asian Culinary Cup were:
- **Champion:** Singapore Junior Chefs Club
- **1st Runner-Up:** Penang Chefs Association
- **2nd Runner-Up:** Association of Culinary Professionals Indonesia

The successful execution of the Cup reflected not only the high standards of competition upheld by Culinaire Malaysia, but also Mamee's dedication to supporting professional chefs, young talents, and culinary institutions across Asia.



RESEARCH & DEVELOPMENT

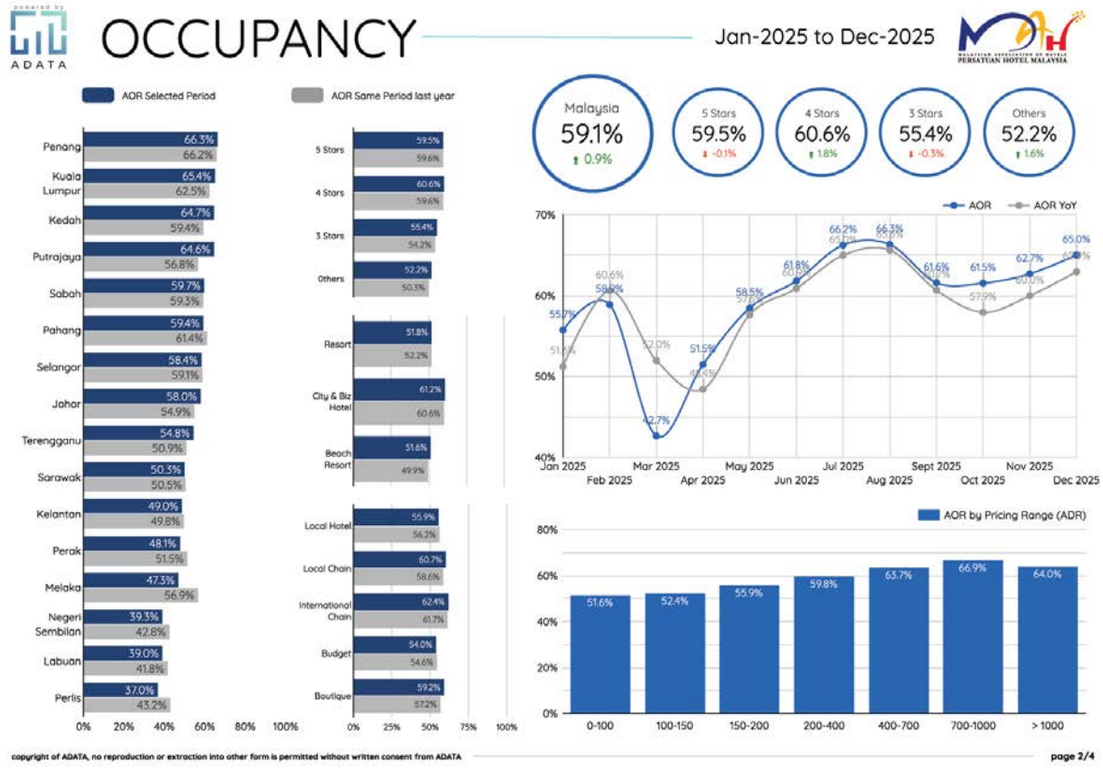
ADATA: MAH DATA ANALYTICS PLATFORM

MAH members enjoy exclusive access to MAH Data Platform at https://app.a-data.co/ with all the data and tools that help members improve hotel's competitiveness and room rate pricing.

In early 2021, understanding the continuous importance of data analytics:
- For member **hotels to steer growth and strategies.**
- For MAH to provide **accurate, timely and relevant data to steer national policies.**

MAH Members enjoy:
- **Easy & Free** data submissions
- **Free access** to data platform for basic access & LIVE reports
- **30% discount** for optional premium data analytics subscription
- Invites to online hotel data analytics webinars & tutorials
- **REAL-TIME** access data
- Guaranteed **data confidentiality**
- Continuous growth and value add to member hotels

More info: https://www.a-data.co/#home_page
To register (FREE!): WhatsApp to 012-294 8477 or email mah.admin@a-data.co



ROOM RATES

Jan-2025 to Dec-2025



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REVPAR

Jan-2025 to Dec-2025



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SIGN UP FOR ADATA

MALAYSIAN ASSOCIATION OF HOTELS
PERSATUAN HOTEL MALAYSIA

ADATA

New Free Service for MAH members:

Unlock Your Hotel's Full Potential with Data & AI

More than 400 hotels have contributed to and benefited from our monthly performance data. Now, we're thrilled to launch an exclusive FREE service designed to empower all MAH members with cutting-edge data and AI-driven insights to significantly enhance your hotel's performance. This invaluable service is brought to you through a strategic partnership between MAH and ADATA.

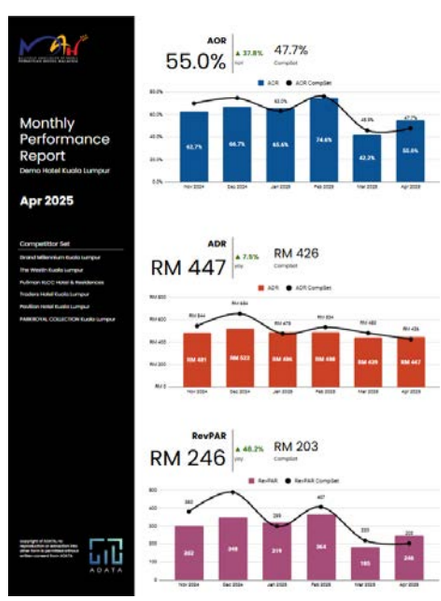
Whatsapp to 0122948477
MAH Data Platform Customer Service

What You Get:

Participating hoteliers will receive two essential reports directly to their Email and WhatsApp. More details to be announced in upcoming AGM.

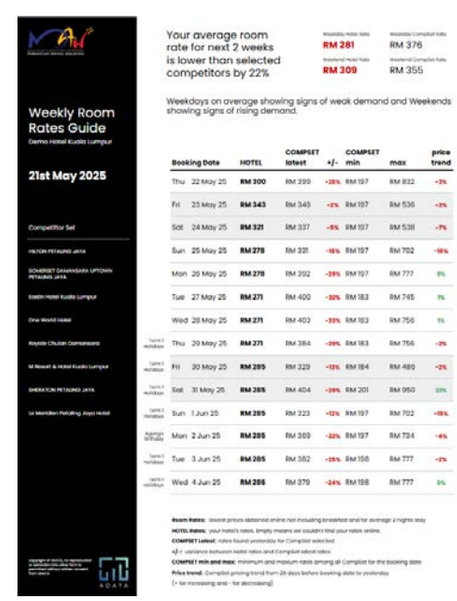
Monthly Performance Report

Benchmark Your Success:
See exactly how your hotel's performance stacks up against selected competitors on a monthly basis.



Weekly Room Rates Guide

Optimize Your Pricing:
Get critical insights on your competitor's room rates pricing for next 14 days and stay ahead with data driven decisions.



MAHTEC
MALAYSIAN ASSOCIATION OF HOTELS
TRAINING AND EDUCATION CENTRE

VISION & MISSION

VISION

A well-respected regional training and educational institution dedicated towards building a work force of highly skilled, innovative, and competent individuals and committed to upsurge the level of excellency and competency in the hotel sector.

MISSION

Working as a unified team, we contribute to the growth and profitability of our members / non-members in the hospitality industry by providing an adequate tools and necessary training for job excellence and career advancement.

CORE VALUES

Maintain high professional competency

Develop and maintain strong partnership relationships with MAH members, national tourist organizations, government ministries and public to add value in the service industry.

Move forward as a winning team in a fluid organization.

Constantly strive to be acknowledged as hotel and service industry experts.



STORY OF MAHTEC

MORE THAN JUST ACADEMICS

The Malaysian Association of Hotels Training and Education Center (MAHTEC) is owned and managed by the Malaysian Association of Hotels. As the training arm of the Association, MAHTEC is committed towards Human Resource Development and strongly believes that investment in human resource is the key factor for growth, sustainability, productivity and profitability in the Malaysian hospitality industry. In line with the organization's vision in striving towards service excellence, MAHTEC has embarked on a range of training programs and workshop designed exclusively for the industry.

MAHTEC was officially incorporated with Registrar of Companies in 1995. MAHTEC's first office was set up at Menara How Par, Jalan Sultan Ismail, Kuala Lumpur. Afterwards in 2001, MAHTEC had moved to its new permanent office at WISMA MAH, One Ampang Avenue. To date, MAHTEC has training programs such as American Hotel & Lodging Educational Institute (AHLEI), MAHTEC Executive Diploma in Hospitality Management and certificate(s) level as well as our public program(s) to serve the needs of industry.

OUR CONSULTANTS AND TRAINERS ARE INDUSTRY EXPERTS

MAHTEC offers a wide range of services to our clients, all with the ultimate aim of ensuring that they are receiving the best quality and value from their services. Our identity is driven by principles. We believe that solid teamwork is built around the blending of skill-sets, the passion for the work and the belief that the services and products are the best available in the industry. The team is responsive, creative, flexible, practical, experienced and hardworking. MAHTEC believes in adherence to client service goals. There is a genuine concern for the achievement of these goals and for the development of the individuals charged with the care of these projects, in Hospitality Management and certificate(s) level as well as our public program(s) to serve the needs of industry.



Pursue powerful entrepreneur spirit with a sense of integrity and honesty in business relationships.



Commitment towards transforming ordinary beings into extraordinary professionals.

BOARD OF DIRECTORS



DATIN CHRISTINA TOH | DATO' KHOO BOO LIM | CS LIM | SHIRLEY LAI | DATO' MEGAT SHAHRUL AZMAN ABAS | MAGGIE ONG

SECRETARIAT



CHIEF EXECUTIVE OFFICER	GENERAL MANAGER	HEAD OF LEARNING & DEVELOPMENT	FINANCE MANAGER	SR. EXECUTIVE LEARNING & DEVELOPMENT	EXECUTIVE, LEARNING & DEVELOPMENT	EXECUTIVE, LEARNING & DEVELOPMENT	FINANCE OFFICER	FINANCE OFFICER
ISAAC RAJ	NOORFADHILLAH ARIFFIN	KEN CHEAH	LIM TUCK FATT	MASZURA MIHAT	MUHAMMAD AMMAR AQLAN	SALAM NASSAN	WAN RASULLUDDIN WAN AZIZ	IRFAN RAZAK

KEY HIGHLIGHTS

PLACE @ MAHTEC
Professional Learning Adults & Continuing Education



Revenue
2024 = RM1,051 M
2025 = RM1,114 M



Gross Profit Margin %
2024 = 59%
2025 = 61%



Participants
2024 = 1,725
2025 = 1,528

NO.	TRAINING CATEGORIES	TOTAL TRAINING	TOTAL ATTENDEES
1	AHLEI PROFESSIONAL CERTIFICATION	25	53
2	MAHTEC CERTIFICATE	9	153
3	PUBLIC PROGRAM (PHYSICAL)	28	239
4	PUBLIC PROGRAM (ONLINE)	8	175
5	CHAPTER PROGRAM	18	486
6	IN-HOUSE PROGRAM	17	422
	TOTAL	105	1,528

KEY AREAS COMPETENCIES

Learning & Development programs are designed to suit the needs of the members/ clients and are reviewed on a regular basis to reflect the current trends and challenges facing the Hospitality industry.

The key areas of competencies include:

- **AHLEI - Professional Certification Program**
- **MAHTEC Certificate Program / Executive Diploma in Hospitality Management**
- **Room Division & Accommodation**
- **Food & Beverage Management**
- **Human Resource Development Programs**
- **Management / Leadership / Supervisory**
- **Sales & Marketing for Hospitality**
- **Finance & Accounting Management for Hospitality**
- **Effective Communication & Interpersonal Skill**
- **ESG Certification for Hotels & Resorts by MAH / MAHTEC**
- **MASTERCLASS Series by MAH / MAHTEC / ACLC Leadership**
- **Higher Education (APEL.Q Program) by HELP University**
- **MAHTEC Virtual Academy – eLearning**



MOU SIGNING & COLLABORATION



MAHTEC PARTNERS WITH AARIANA FOR INDUSTRY-CERTIFIED TRAINING

On February 18, 2025, the Malaysian Association of Hotel Training and Education Centre (MAHTEC) signed a strategic partnership with Aariana Hospitality International to advance hospitality education in Malaysia. This collaboration ensures continued access to prestigious American Hotel & Lodging Educational Institute (AHLEI) certifications, raising professional standards across the industry.



MAHTEC PARTNERS WITH AMAZE SYNERGY VENTURES TO INTRODUCE MIND-WELLNESS PROGRAMMES

On February 27, 2025, MAHTEC signed a Memorandum of Understanding (MOU) with Amaze Synergy Ventures at Vivatel Kuala Lumpur, marking the launch of specialised Mind-Wellness Programs aimed at fostering mental well-being and workplace resilience. This collaboration introduces two impactful training programmes designed to support mental health and emotional well-being in professional settings.



MAHTEC PARTNERS WITH GAME CHANGER INTERNATIONAL TO INTRODUCE GAMIFICATION TRAINING

On 27 February 2025, MAHTEC signed a Memorandum of Understanding (MOU) with Game Changer International at Vivatel Kuala Lumpur to launch a new gamification programme for the hospitality industry. This partnership allows MAHTEC to help hotels improve teamwork, increase motivation, and support professional development through game-based learning.
In the fast-paced hospitality industry, teamwork and continuous learning are important. Gamification makes learning more interactive, engaging, and effective.

MOU SIGNING & COLLABORATION



MAHTEC KICKS OFF UITM PARTNERSHIP WITH STELLAR RECEPTION FOR INAUGURAL PROGRAMME

From February 24th to 25th, 2025, MAHTEC officially launched its collaboration with Universiti Teknologi MARA (UiTM) through the successful delivery of the Certificate in Hospitality Sales & Marketing programme.This inaugural session brought together 20 participants and offered valuable industry insights. A key highlight was Associate Prof. Dr. Mohd Raziff Jamaluddin from UiTM joining as a guest lecturer on the second day, further enriching the learning experience.



MAHTEC LAUNCHES UPSKILLING PROGRAM TO BOOST HOSPITALITY STANDARDS IN PERAK

A Strategic Collaboration to Strengthen Workforce Capabilities Across the State. The MAH Perak Chapter, in collaboration with MAHTEC and the Perak State Government through Pusat Aspirasi Anak Perak (PASAK), has officially launched the Hospitality Industry Skills Improvement Course (Kursus Peningkatan Kemahiran Industri Perhotelan), a dedicated upskilling programme designed to enhance service excellence in Perak's hospitality sector



MAHTEC @ LTA OFFICIALLY LAUNCHED IN LANGKAWI STRENGTHENING HOSPITALITY TRAINING THROUGH STRATEGIC COLLABORATION

In a significant milestone for hospitality skills enhancement, MAHTEC, in partnership with the Langkawi Tourism Academy (LTA), has officially launched the MAHTEC Offshore Campus in Langkawi. The collaboration was formalised through the signing of a Memorandum of Understanding (MoU) during the launch of the POLYCC x MAH @ LIMA 2025 programme.
Housed within LTA as part of its Lifelong Learning Initiative, the MAHTEC Offshore Campus will serve as a key training hub, supporting the increasing demand for skilled hospitality professionals on the island.

TRAINING ACTIVITIES

PUBLIC PROGRAM (PHYSICAL)	PUBLIC PROGRAM (ONLINE)	IN-HOUSE PROGRAM	PARTICIPANTS
28	8	17	836









TRAINING ACTIVITIES



MAHTEC CERTIFICATE PROGRAMS

The MAHTEC Certificate – Executive Diploma in Hospitality Management consists of 9 modules.
A total of 14 students have successfully completed all modules and will graduate at the upcoming graduation ceremony in May 2026. In addition, 140 participants have received single-module certifications.



CHAPTER TRAINING PROGRAMS

MAHTEC together with the respective chapters' Training Coordinators, successfully organised 18 training programmes throughout 2025, with a total of 486 participants among members.

- **Kuala Lumpur Chapter** – 2
- **Selangor Chapter** – 3
- **Kedah / Perlis Chapter** – 3
- **Penang Chapter** – 3
- **Perak Chapter** – 1
- **Melaka Chapter** – 1
- **Pahang Chapter** – 1
- **Sabah / Labuan Chapter** – 4

Thumbs up to the active chapters for their great support.



AHLEI PROFESSIONAL CERTIFICATION PROGRAMS

- Certified Hotel Administrator (CHA)
- Certified Hospitality Manager (CHM)
- Certified Hospitality Trainer (CHT)
- Certified Hospitality Revenue Manager (CHRM)

Through the strategic partnership between MAHTEC and Aariana Hospitality, all four certification programs were successfully delivered in 2025. A total of 20 sessions were conducted nationwide, benefiting more than 250 participants across various states.
The strong participation reflects the industry's commitment to continuous professional development and the enhancement of leadership competencies within the hospitality sector.

EVENTS & ACTIVITIES



MAHTEC EXECUTIVE DIPLOMA GRADUATION CEREMONY

MAHTEC proudly held the graduation ceremony for its Executive Diploma in Hospitality Management on 28th May 2025, during the MAH Hospitality Week at Vivatel Hotel Kuala Lumpur, marking another milestone in its long-standing commitment to professional development within the hospitality sector.



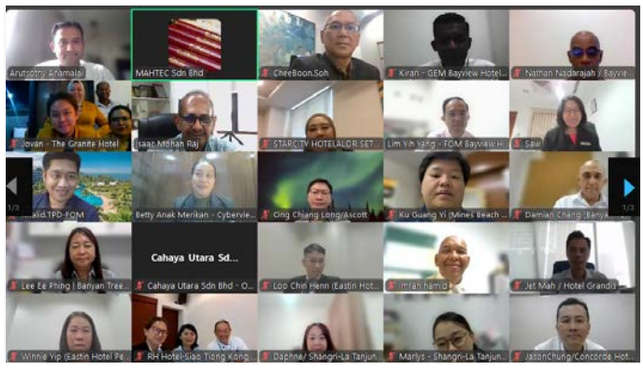
MAHTEC HARI RAYA APPRECIATION DINNER

MAHTEC held a special Hari Raya Appreciation Dinner at Perdana KLCC on 8th April 2025 to celebrate the festive season and express gratitude to its dedicated trainers and esteemed academic partners. The evening was attended by MAHTEC trainers and professors from Universiti Teknologi MARA (UiTM), fostering camaraderie and continued collaboration in hospitality education and training.



WEIL HOTEL BECOMES MALAYSIA'S FIRST ESG-CERTIFIED HOTEL

WEIL Hotel Ipoh has successfully completed the second phase of its Environmental, Social, and Governance (ESG) Certification Training, reaffirming its role as a trailblazer in Malaysia's hospitality industry. This intensive program, designed to align business operations with international sustainability and corporate responsibility standards, concluded with final preparations ahead of an official audit by SGS Malaysia, a globally recognised authority in certification and verification.



DELIVERING LEARNING BEYOND BOUNDARIES

In line with the evolving needs of the hospitality industry, MAHTEC has actively conducted a series of online training programmes to ensure uninterrupted learning and professional development. Through virtual classrooms, industry practitioners are able to gain valuable insights, practical knowledge, and relevant skills in a convenient and interactive environment.

EVENTS & ACTIVITIES



MAHTEC 30TH ANNIVERSARY: INSPIRING CHAPTER ENGAGEMENT IN PENANG EMPOWERING HOTELIERS THROUGH DIALOGUE, CONNECTION, AND SHARED GROWTH | 18TH –19TH AUGUST 2025

As part of MAHTEC's 30th Anniversary celebrations, our Head of Learning & Development, Mr. Ken Cheah, successfully led a highly engaging Chapter Engagement Session at Hotel NEO+ Penang. The two-day programme brought together 30 passionate hoteliers from the Penang Chapter, creating a dynamic platform for professional dialogue, knowledge sharing, and collective growth. Beyond celebrating three decades of MAHTEC's contributions to the hospitality industry, the session served as an opportunity to connect with members, listen to their voices, and align future initiatives with their evolving needs.



FIRST GAMIFICATION TRAINING BY MAHTEC

MAHTEC successfully rolled out the inaugural session of its newly developed Gamification Training Program at Wyndham Acmar Klang on 23rd April 2025. Designed in collaboration with Game Changer Limited, this bespoke in-house programme is tailored to foster stronger team dynamics, boost engagement, and drive high-performance outcomes within hospitality teams.



AIXTOURISM 2025

The AIxTourism Conference 2025, held at Dorsett Grand Subang Hotel, Subang Jaya, gathered over 250 policymakers, industry leaders, academics and technology providers to explore how artificial intelligence (AI) is reshaping Malaysia's tourism landscape.

WE ARE REBRANDING

A NEW CHAPTER FOR TALENT DEVELOPMENT IN MALAYSIAN HOSPITALITY

Effective *19 January 2026,* MAHTEC is now **MAH Learning & Development (MAH L&D)** marking a stronger, future-focused direction for the industry.

This evolution is about making learning more relevant and impactful for today's hospitality professionals. Programmes are designed around real industry challenges, with a stronger focus on developing confident leaders at every level. The emphasis is on practical, applicable skills that can be used immediately to improve performance, service, and decision-making.

Ultimately, it supports the industry in moving forward with confidence, building a capable, future-ready workforce for Visit Malaysia 2026 and beyond.

While our name has evolved, our commitment remains the same empowering people, strengthening leadership, and

OLD LOGO:

MAHTEC
MALAYSIAN ASSOCIATION OF HOTELS
TRAINING AND EDUCATION CENTRE

NEW LOGO:

MAH
LEARNING & DEVELOPMENT



MAH LEARNING & DEVELOPMENT
TRAINING CALENDAR 2026

A	EXECUTIVE DIPLOMA IN HOSPITALITY MANAGEMENT (IN COLLABORATION WITH UiTM)	DAYS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1	Certificate In Hospitality Supervision	2		9-10										
2	Certificate in Housekeeping Operations & Management	2			30-31									
3	Certificate in Human Resources Management	2				14-15								
4	Certificate in Food and Beverage Management	2					19-20							
5	Certificate in Event Management	2						29-30						
6	Certificate in Front Office Operations	2							15 - 16					
7	Certificate in Tourism Management & Hospitality Services	2								3 - 4				
8	Certificate in Hospitality Sales and Marketing	2									23-24			
9	Certificate in Hotel Financial Management	2										21 - 22		

B	Management & Leadership	DAYS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1	Emotional Intelligence in Leadership	2					21-22					5-6		
2	Essential Leadership Core Comptencies	2				6-7								
3	Strategic Planning & Management for Department Head	2		25-26							1-2			
4	Supervisory Management Development	2						18-19						14-15
5	Leadership Branding In The Hospitality Industry @ Ai Era (NEW)	1							27					
6	Managing Gap Generation (NEW)	2			5-6					6-7				
7	Service Success Program (NEW)	2	21-22							10-11			2-3	
8	Ai in Action- Practical Applications for hotel (NEW)	2		24-25			4-5							
9	AI-Driven Leadership Edge in Hospitality (NEW)	2									10-11			
10	Effective Time Management (NEW)	1	21			22			29					
11	AI & Digital Productivity For Hotel Professionals (NEW)	2						8 - 9						1-2

C	Rooms Division	DAYS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1	Understanding Housekeeping Operations	2	7-8											
2	Laundry and Linen Room Operations and Management	2		2-3			7-8	29 - 30				12 - 13		
3	Professional Room Attendant	2			30-31				8 - 9					8 - 9
4	Housekeeping Leadership Supervisory Skills	2				1-2				5 - 6			18 - 19	

D	Food and Beverage	DAYS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1	Elevated Fine-Dining Service Technique	2							6-7					
2	Elite Butler Service - Precision, Poise & Professionalism	2					21-22					28-29		
3	Food & Beverage Recipe Costing And Selling Price (SP) Setting	2	12-13							10-11				
4	Food & Beverage Service Excellence	2			5-6									
5	Food Handling and Hygiene Practices In Hospitality	2						11-12			1-2			
6	Millennial Concept of Food & Beverage Management	2		9-10					26-27					
7	The Amazing Protocol & Delight Service	2					11-12							2-3
8	VIP & Protocol Service Skill	2				21-22							2-3	
8	Fundamental Mixologi & Bartender (NEW)	2				13-14							10-11	

E	Human Resources	DAYS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1	Managing Misconduct, Discipline and Domestic Inquiry	2	19-20								21-22			
2	Personal Mastery for Effective Leadership & Execution	2				15-16						26-27		
3	Train Hospitality Trainer	2		9-10					8-9					
4	Executive Certificate for Training Manager	2						11-12					12-13	

F	Sales and Marketing	DAYS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1	Developing High Performing Team	2					13-14							9-10
2	Digital Marketing Strategy for Hotel Industry	2	20-21			8-10				6-7				
3	OTA Control & Maximizing Sales Results	2			9-10			3-4						9-10
4	Re-aligning Sales Strategy	2			2-3				27-28					
5	Revenue Budgeting	2								10 - 11				
6	Hospitality Revenue Management	2						22 -23						

G	Communication	DAYS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1	Effective Communication for Hoteliers	2		25-26									5-6	
2	English for Hospitality Communication	2					4-5					1-2		
3	Unlocking The Dialogue The Art Of Interactive Communication	2							1-2					
4	Image Empowerment Workshop Crafting Your Professional Identity	2			16-17									

H	Finance & Audit	DAYS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1	Finance for Non-Finance Executive	2				14-15	20-21				24-25			
2	Finance for Non-Finance Managers	2						9-10				22-23		
3	Income Audit	2		25-26					27- 28			8-9		
4	Understanding P&L For Non-Finance	2	7-8						13-14					
5	SMART Budgetting	2			2-3					10-11				2-3

I	Front Office & Customer Service	DAYS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1	Changing Mind Set for Service Excellence	2										8-9		
2	Customer Service Excellence for Front of the House	2			12-13								2 - 3	
3	Executive Certificate for Duty Manager	2				23-24	19-20			3-4				7-8
4	Hotel Service Excellence	2	5-6				11-12		29 - 30		17-18			
5	The Excellent Hospitality Services	2	7-8							17 - 18				
6	Groom Your Brand & Front Liners (NEW)	1							15 - 16					
7	To be a Great Host	2				6-7					7-8			7-8
8	Turning Complaints to Compliments	2							1-2				23-24	

J	Safety and Security	DAYS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1	Engineering & Preventive Maintenance	2	21-22							17-18				1-2
2	Occupational Safety & Health Management for Hospitality (OSHA)	2		2-3			7-8							
3	Hospitality Security Management	2			30-31		18-19				14-15			
4	Cybersecurity for Hotel Operation (NEW)	2	27-28					8-9		4 - 5				
5	PDPA Compliance for Hotels (NEW)	2					19-20					12-13		
6	Effective Customer Service for Security Officers (NEW)	2						3-4					10-11	
7	Security Risk Management Fundamental (NEW)	2		8-10					16-17					
8	Command & Control - Effective Supervision & Supervisory Skills (NEW)	2				1-2								21-22

K	Facility Management & Sustainable	DAYS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1	Sustainable Hotel Facility Management	2		24-25					1-2			5-6		

L	Online Program	DAYS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1	Understanding P&L For Non-Finance	1		12							17			
2	Cybersecurity For Hotel Operation	1			5				30					
3	Revenue Management in a Digital World	1			12									17
4	AI Driven Leadership	1				16		25					19	
5	PDPA Compliance for Hotels (NEW)	1		24		30			9					
6	Managing Gap Generation	1								13				
7	Digital Marketing for Hotel Industry	1					18		16			15		
8	AI for Hoteliers (NEW)	2		26		23	21	18						

	IN-HOUSE EXCLUSIVE PROGRAM	DAYS
1	VM2026 Malaysian Hospitality @ MAH	1
2	Power Of WE - Teambuilding	1
3	Leadership Branding In The Hospitality Industry @ Ai Era	1
4	ESG For Hotels Intermidiate Training	2
5	SMART Hospitality With AI & Data Readiness Series Programs	2

	Professional Certificate	DAYS
	Professional Hotel Certificate by Taylor's University	
1	Professional Certified Hotel Officer	2.5
2	Professional Certified Hotel Executive	2.5
3	Professional Certified Hotel Manager	2
4	Professional Certified Hotelier	2
	AHLEI Certification by Aariana Hospitality Academy	
1	Certified Hotel Administrator (CHA)	5
2	Certified Hotel Revenue Management (CHRM)	3
3	Certified Hospitality Trainer (CHT)	3

Date stated are subject to confirmation or as published via future email notices.
All brochures are available at the MAH L&D Website at https://mahtraining.com.my/
All programmes can be conducted in-house and customised to your organisation's need.
All courses are HRDC claimable.
Venue: MAH Training Centre @ Wisma MAH (unless stated otherwise)



CHAPTERS REPORT

KEDAH / PERLIS CHAPTER

MEMBERSHIP SNAPSHOT:

57
Total Members

2
New Members Joined








KEY HIGHLIGHTS OF THE YEAR

ACTIVITIES / PROJECT ORGANISED

28 July 2025 | Gaya Rangkaian B2B – Sesi Santai Hi Tea
• 09 members hotel under Kedah Perlis Chapter participate
• 25 Medan key agents attending the session
•Networking session between members hotel with Medan agents, the hotel involves able to promote their hotel directly to agents in Medan & offer special rate to them

5 August - 19 September | Inter-hotel Football Tournament 2025
• This year tournament was led by The Datai Langkawi as sub-committee since there are the winner for previous tournament
• Kick off tournament start on 5th August 2025 in Padang C, LADA Sport Complex Langkawi
• Final game was play in LADA Sport Complex Stadium being attend by Langkawi DO on 19 September 2025
• Winner for this year; PARKROYAL Hotel Langkawi

ACHIEVEMENT & MILESTONE

Donation to Local People (a boy bitten by stray dog)
• A boy has been bitten by stary dog in Sungai Menghulu & has been warded in Hospital Sultanah Maliha
• Stray dog issues have been one of the highlighted matters in the island but due to some reason, this issues still unable to be resolve
• Chapter take initiative to donate an amount of RM 1,000 to the boy (Raihan) Grandmother to cover his needs and medication. Mr. Malik and Ms. Wong Ai Lin had represented the chapter to pass the donation directly on 13th March 2025

TRAINING & KNOWLEDGE SHARING

16 November 2025 | Passion Meets Profession Talk
• Panel invitation by UUM; Mr. Eugene Dass, Mr. Hafiz Hashim & Mr. Mazlan Ariffin
• All involves panels sharing on their journey and experience while working in hospitality industry to UUM students & how passion play big roles to achieve your career satisfaction
• Mr. Eugene: Sales & Marketing and Front Of The Office
• Mr. Hafiz : Financial
• Mr. Mazlan : Human Resource, Training & Career Development

30 June 2025 | SWOT Driven; Leadership Resilient Training
• Collaboration with Mr.Ken Cheah from MAHTEC
• Training was taken place in Langkawi Tourism Academy
• Attend by Chapter Members hotel staff; 10 participants

INDUSTRY ENGAGEMENT & ADVOCACY

• 21 January 2025 - Meet up with New Tourism M'sia Director ; Mr Abdul Hadi in StarCity
• 27 February 2025 - Mesyuarat Jawatankuasa Tetap Pelancongan & Kebudayaan Negeri Kedah; with regard to preparation for Visit Kedah year 2025

PENANG CHAPTER

MEMBERSHIP SNAPSHOT:

114
Total Members

15
New Members Joined









KEY HIGHLIGHTS OF THE YEAR

ACTIVITIES / PROJECT ORGANISED

8 August 2025 | MAH Biennial Dinner Mingle & Jingle 5
• Brought together MAH members, hoteliers, and industry partners to strengthen professional relationships and collaboration.
• Reinforced solidarity and camaraderie within the hospitality industry through meaningful engagement in a relaxed setting.
• Provided opportunities for interaction between MAH members, sponsors, and key stakeholders.
• Celebrated the resilience, achievements, and contributions of the hospitality industry.
• Strengthened MAH's role as a unifying body and advocate for the hotel industry.

8 October 2025 | MAH PG Chapter Inter-Hotel Football Tournament 2025
• To create a vibrant and inclusive Football event that unites hotel members from different properties and promotes friendship amongst hotelier in Penang.
• A total of 19 Hotels that has sent out their own teams and is organized by Rasa Sayang.
• The Tournament was held for one full day from 8am till 8pm with Shangri-La's Golden Sands being the Champion; Crowne Plaza Penang as 1st Runner-up; Ixora Hotel as 2nd Runner-up and Rasa Sayang as 3rd Runner-up.
• A total of 3 trophies and 40 medals were given, with 18 Gold, 18 Silver, 36 Bronze, 1 Champion trophy, 1 1st Runner-up trophy, 1 2nd Runner-up trophy.

29 July 2025 | MAH Inter-Hotel Bowling Tournament 2025 @ Aspiration Centre Sunshine Square
• To create a vibrant and inclusive annual Bowling Tournament that unites all hotel members to participate and showcase the skills and promotes friendship amongst hotelier in Penang.
• Event is organized by year 2024 winner Rasa Sayang.
• Participated by 29 teams from various hotel at a total of 116 participants.
• A total of 14 trophies were given. 5 prize money for: Champion @ RM 1400.00; 1st runner-up @ RM1,200; 2nd runner-up @ RM1000; Best male @ RM 350; Best Female @ RM350
• Champion goes to G Hotel; 1st Runner Up to Rasa Sayang; 2nd Runner-up to Hard Rock Hotel Penang.

6 & 13 August 2025 | MAH Inter-Hotel Badminton Tournament 2025 @ Relau Sports Complex
• To create a vibrant and inclusive Badminton Tournament that unites all hotel members to participate and showcase the skills and promotes friendship amongst hotelier in Penang.
• Event is organized by last year 2024 winner Olive Tree Hotel Penang.
• Participated by 19 teams from various hotel at a total of 152 participants.
• The Tournament was held for two full days.
• A total of 4 trophies and 32 medals were given. 4 prize money for: Champion @ RM 1500.00; 1st runner-up @ RM1,000; 2nd runner-up @ RM700; 3rd runner-up RM 550;
• Champion goes to Olive Tree; 1st Runner Up to DoubleTree; 2nd Runner-up to Penang Marriot

ACHIEVEMENTS & MILESTONES

• **Stronger Representation of Penang Hoteliers**
Successfully voiced member concerns and operational challenges to relevant stakeholders and MAH HQ.
• **Improved Member Participation**
Increased attendance and engagement in chapter meetings and activities throughout the year.
• **Industry Recognition & Collaboration**
Strengthened working relationships with tourism stakeholders and industry partners within Penang.
• **Contribution to Industry Feedback & Policy Inputs**
Provided consolidated feedback on operational issues affecting hotels, including manpower, costs, and regulatory matters.

TRAININGS & KNOWLEDGE SHARING

22-23 July 2025 | MAHTEC: Digital Marketing & Social Media
• Fully sponsored training by MAH Penang Chapter
• 2 full days' seminar @ Lexis Suites Penang
• 30 participants from 30 members of MAH PG

18-19 August 2025 | MAHTEC: SWOT-Driven Resilient Leadership
• Fully sponsored training by MAH Penang Chapter
• 2 full days' seminar @ Hotel NEO+ Penang
• 30 participants from 30 members of MAH PG

PENANG CHAPTER

1-2 October 2025 | MAHTEC: Certificate in Human Resources Management
• Fully sponsored training by MAH Penang Chapter
• 2 full days' seminar @ Hotel Sentral Seaview
• 30 participants from 30 members of MAH PG

3-7 November 2025 | ToT Program in Sustainable Hospitality Beyond ESG towards ASEAN green hotel standard, UN17SDG & Carbon Neutral
• MAH Penang Chapter represented by John Kim to attend the traning.
• 5 days event @ Frangipani Langkawi lead by Prof Anthony Wong.
• Share the knowledge back to Chapter and encourage members to apply MOTAC Green and move towards Sustainable Tourism.

INDUSTRY ENGAGEMENT & ADVOCACY

• 9 January 2025: Rock to Rock Run Press Conference @ Hard Rock Hotel Penang
• 9 January 2025: MATTA Networking Dinner & Fellowship Night @ G Hotel
• 10 January 2025: Night Preview & Soft Opening of Entopia by Night: Bio-fluorescent Odyssey
• 12 January 2025: "The Harmony of Art": Seven Artists Joint Exhibition @ Island 88
• 14 February 2025: Hotel Fee Meeting with PETACE @ St Giles
• 14 February 2025: PCEB Networking with Chennai Travel Agents @ Cheah Kongsi
• 14 February 2025: Chap Goh Meh Celebration @ Esplanade
• 18 February 2025: Crowne Plaza Penang Grand Opening
• 18 February 2025: PICCA CNY Open House
• 21 February 2025: M Social Resort Penang Luncheon Hotel Preview
• 26 February 2025: Harvest Elite Roadshow @ E&O Hotel
• 8 March 2025: MITM Travel Fair Opening Ceremony @ PICCA Convention Centre
• 10 March 2025: PCEB Business Event Penang 2024 Annual Review @ Iconic Marjorie
• 27 March 2025: Penang International Airport Expansion Update @ PIA
• 8 April 2025: Penang Networking Session @ Hatyai
• 18 April 2025: Myanmar Airways Inaugural Flight @ PIA
• 21 April 2025: TYT Open House @ PICCA Convention Centre
• 12 April 2025: MBPP Hari Raya Open House @ SPICE Arena
• 15 April 2025: Sesi Libar Urus Bersama Penggiat Industry Pelancongan @ Hompton
• 17 April 2025: Penang Port Hari Raya Open House
• 18 April 2025: Amari SPICE Hari Raya Open House
• 21 April 2025: Lembaga Muzium Negeri P.Pinang Raya Open House @ Dewan Sri Pinang
• 22 April 2025: Penang State Gov Big Carnival & MY FM Big Show 2025 Collaboration
• 26 April 2025: Opening Ceremony of the Northern International Audio & Visual Show (NIAVS) 2025 @ SPICE Convention Centre
• 29 April 2025: Penang Gourmet Festival 2025 Press Conference @ Angsana
• 5 May 2025: Sesi Libat Urus Bersama Penggiat Industry Pelancongan Negeri P.Pinang @ Iconic Marjorie
• 15 May 2025: Courtesy Visit to Dato Yeoh Soon Hin's Office @ Swettenham Pier
• 18 May 2025: MAH Bazaar Jom Cuti-cuti Malaysia @ East Coast Mall Kuantan
• 24 May 2025: MATTA Fair Penang Opening Ceremony @ SPICE Arena Linkway
• 4 June 2025: Penang Gourmet Festival 2025 Gala Launch @ M Social Resort Penang
• 11 June 2025: Courtesy Visit to Director of Tourism Malaysia Northern Region
• 11 June 2025: Courtesy Visit to Director of MOTAC
• 18-19 June 2025: Penang Green Hotel Workshop 2025 @ St Giles Wembley Penang
• 20 June 2025: MyBHA 20th Anniversary Dinner Celebration @ Ascott Gurney
• 1 July 2025: Traditional Trades of Penang Launching @ Whiteaways Arcade
• 12 July 2025: MITM Travel Fair Opening Ceremony @ SPICE Arena
• 21 July 2025: MOTAC Star Rating Digital Briefing @ Royale Chulan Penang
• 21 July 2025: Launch of Clean Cities, Clean Month @ St Giles Wembley
• 22-23 July 2025: MAH Training Digital Marketing & Social Media @ Lexis Suites
• 28 July 2025: China Hotel & Lodging Association and MAH PG Chapter Committee Networking Luncheon @ St Giles
• 31 July 2025: Courtesy Visit to MBPP Mayor Office @ Komtar Level 17
• 31 July 2025: Courtesy Visit to PETACE Office @ Komtar Level 31
• 1 August 2025: Majlis Pelancaran Bulan Kebangsaan dan Kibar Jalur Gemilang Peringkat Negeri Pulai Pinang @ Kompleks Masyarakat Penyayang
• 8 August 2025: MAH Biennial Dinner Mingle & Jingle 5 @ St Giles Wembley
• 11 August 2025: Networking Session with Penang Industry Players with Tourism Malaysia Medan @ The TOP Penang.
• 14 August 2025: Penang Green Hotel Coordination Meeting @ Komtar Level 53
• 21 August 2025: Sesi Libat Urus Dengan Persatuan Hotel @ YB Wong Office
• 23 August 2025: Penang Hoteliers Association Annual Dinner @ St Giles Wembley
• 12 September 2025: Penang Green Hotel Communication, Education, Public Awareness @ Komtar
• 15 September 2025: Dialog with Minister of Tourism @ St Giles Wembley Penang
• 18 September 2025: Visit MBPP Urban Farming Centre at Lebuhraya Rose
• 20 September 2025: Yayasan Insan Modal Harta's Clean Cities, Clean Nation World Clean Up Day 2025 - Penang Edition (hoteliers) @ Lone Pine A Tribute Portfolio
• 30 September 2025: PITE Opening Ceremony @ SPICE Convention Centre
• 1 October 2025: PITE Closing Finale Dinner @ Fort Cornwallis
• 2 October 2025: Tourism Industrial Players Meeting @ St Giles Wembley Penang
• 10 October 2025: Courtesy Visit to Penang Ferry Museum
• 15 October 2025: PCEB "Navigating The Power of Data" @ Parkroyal
• 13 November 2025: MOU Signing Ceremony between Think City and PGT @ Fifth Avenue
• 15 November 2025: Lin Xiang Xiong Art Gallery soft opening
• 21 November 2025: Get Together Penang – Asia/Africa Session by Tourism Malaysia @ Hard Rock Hotel Penang
• 22 November 2025: Jetour Lunching @ Krystal Point
• 24 November 2025: Transnusa Jakarta-Penang Inaugural Flight @ Penang International Airport
• 24 November 2025: "Penang Inspiring Meetings x Visit Malaysia 2026" Launch Campaign @ PWCC
• 26 November 2025: Sesi Libat Urus Kajian Inventory & Pelan Tindakan Pelancongan di Seberang Perai @ Ixora Hotel
• 26 November 2025: Rategain "Launch & Learn" @ Ascott Gurney Penang

MOVING FORWARD / 2026 OUTLOOK

Planned activities
•Regular chapter meetings, networking sessions, and industry dialogues
• Targeted training programmes and workshops addressing operational and manpower needs
• Continued engagements with MAH HQ, authorities, and industry partners
• Knowledge-sharing sessions and best-practice exchanges among members

Focus areas
•Manpower development, training, and retention
• Operational sustainability and ESG initiatives
• Service excellence and guest experience enhancement
• Industry advocacy and effective representation for Penang hoteliers

How members can participate or support
• Active participation in chapter activities, trainings, and meetings
• Sharing industry insights, challenges, and practical solutions
• Supporting MAH initiatives through feedback, collaboration, and representation
• Encouraging stronger industry unity and engagement within the Penang hospitality community

PERAK CHAPTER

MEMBERSHIP SNAPSHOT:

71
Total Members

4
New Members Joined









KEY HIGHLIGHTS OF THE YEAR

ACTIVITIES / PROJECT ORGANISED

The Board's efforts during the year were primarily focused on strengthening online learning and upskilling initiatives for our members, as well as addressing the shortage of qualified hotel star raters in Perak. In parallel, the Board actively assessed the evolving needs of our members and continued to foster strong working relationships with tourism stakeholders, local authorities, and private sector partners whose roles have a direct impact on the hotel industry.

Despite these ongoing initiatives, the Association also successfully organised the Pickleball Social Slam and Perak Inter-Hotel Futsal Tournament, providing a valuable platform for networking and promoting camaraderie among members

ACHIEVEMENT & MILESTONE

- PASAK – TVET in collaboration with MAHTEC : Online upskilling for all members in PERAK.
- Hotel Star Rating Course by MOTAC
- Launch MAH Perak Chapter's Online Member Directory

TRAINING & KNOWLEDGE SHARING

- Digital Tourism – MDEC : 12 January
- Coaching Power Tools - Online Workshop : 16 January
- Food & Beverage Serice Skill – MAHTEC : 18 & 19 February
- HRDCORP National Training Week : Online Zoom : 1st Week of June
- Pentauliahan Panel Pemeriksa Penggredan Premis Penginapan Pelancongan : 18 – 20 July
- HRD Corp Insight 360 X MAH Perak : 13 November

INDUSTRY ENGAGEMENT & ADVOCACY

- Sesi Padanan Perniagaan Sempena Program FAM TRIP Negara China ke Perak : 11 February 2025
- MAH Perak AGM : 17 February
- Telekom Malaysia X MAH Perak : Product Awareness : 27 February
- Sesi Libar Urus Bersama Penggiat Industri Pelancongan di Negeri Perak - MOTAC : 29 April
- Taklimat Pembangunan Product dan Data I Negeri Perak – MOTAC PERAK : 29 April
- Majlis Pelancaran Buku Panduan Ekopelancongan Sihat and Selamat Negeri Perak – MBI : 22 May
- Perak's Future Workforce - PKNP + MPC : 25 June
- MAH National Board Meeting – MAH : 17 August
- Kursus Mesra Malaysia : MOTAC – 27 August
- HRDCORP + MAH Perak Board clarification of programs offered via HRDF : 11 September
- Perkeso + MAH Perak – Progressive Wage Policy : 18 September
- MAH Perak discussion with Ambassador of Bonia & Herzegovina : 6 October
- PASAK & MAHTEC – TVET Closing Ceremony : 18 November

PERAK CHAPTER

• MOTAC PERAK – Courtesy Visit and to discuss future collaborations : 03 December
• PASAK – Courtesy Visit and to discuss next years collaboration : 11 December

MOVING FORWARD / 2026 OUTLOOK

Planned Activities
In 2026, MAH Perak will continue to play an active role in driving industry development through strategic collaborations and member-focused initiatives. Key planned activities include:
• Implementation of PASAK–TVET–MAHTEC online training programmes to upskill hotel employees across Perak.
• Collaborative sessions with MATTA and the Tour Guide Association, including engagement with the Tour Guide President, to strengthen inbound tourism efforts in conjunction with Visit Ipoh City and VMY 2026.
• Ongoing collaboration with MOTAC and Perak Tourism to support initiatives aimed at increasing tourism spending and overall revenue for the state.
• Joint efforts with local industry players to develop bundled products and packages together with MAHTEC.
• Networking initiatives involving selected KOLs and influencers, in collaboration with members, to enhance exposure of Perak tourism products.
• Participation in overseas exhibitions, supported by grants from Perak Tourism and MOTAC, to promote Perak at international platforms.
• Continued organisation of Inter-Perak Hotel sports tournaments, including Futsal and Badminton, to foster engagement and camaraderie among members.

Focus Areas
The Association's focus for 2026 will centre on:
• Workforce upskilling and talent development through accessible training platforms.
• Strengthening inbound tourism and destination visibility in support of national and state tourism campaigns.
• Enhancing collaboration between hotels, tourism stakeholders, and local industries to drive sustainable revenue growth.
• Increasing international exposure for Perak as a preferred tourism destination.
• Promoting stronger member engagement through networking and community-building activities.

Member Participation & Support
Members are encouraged to actively participate and support these initiatives by:
• Enrolling employees in training and upskilling programmes.
• Taking part in collaborative tourism campaigns and product bundling initiatives.
• Supporting and hosting influencer and KOL engagements where appropriate.
• Participating in overseas exhibitions and promotional efforts when opportunities arise.
• Joining and supporting Association-organised sporting and networking events.

Through collective participation and collaboration, MAH Perak aims to strengthen the industry's resilience and ensure sustainable growth for all members in the year ahead.







SELANGOR CHAPTER

MEMBERSHIP SNAPSHOT:

153
Total Members

39
New Members Joined










KEY HIGHLIGHTS OF THE YEAR

ACTIVITIES / PROJECT ORGANISED

29 November 2025 | Badminton Tournament
• Total 28 teams from 23 hotels and 1 associate with 228 talented badminton players participated the whole day event.
• Champion team was Holiday Inn Sepang-Airport, 1st runner up was Glenmarie Hotel & Golf Resort, 2nd runner up was Royale Chulan Damansara, and 3rd runner up was Le Meridien Putrajaya.

26 July 2025 | Bowling Competition
• Bowling Competition among the chapter members was held on 26th July 2025 at Wangsa Bowl, One Utama Petaling Jaya.
• Total 35 Teams from 20 hotels with 105 talented players participated. Champion team was Sama-sama Hotel – KL International Airport, 1st runner up was M World Hotel, 2nd runner up was Movenpick Hotel & Convention Centre KLIA.

ACHIEVEMENT & MILESTONE

29 November 2025 | Sustaining the Heartbeat of Hope
• MAHSEL contributed RM5,000 as a donation to IJN Foundation Charity Dinner in aid to countless underprivilege heart patients to receive life saving treatment that they could not afford.
• The event was graced by the present of Sultan Nazrin Muizzuddin Shah and Sultanah Tuanku Zara Salim and was attended by Datin Jasmine, and Janet Leong

2 December 2025 | Fuel for Love for Fighters
• MAHSEL contributed RM5,000 as a donation to 10th Anniversary Cancer Fundraising in supporting cancer warriors through their healing journey.
• The event was officiated by Duli Yang Maha Mulia Tengku Permaisuri Hajah Norashikin and was attended by Eizac Chong, Janet Leong, and Aaron Tan

Selangor Super Saver
• MAHSEL & MAHO in conjunction with Visit Selangor Year 2025 launches Selangor Super Saver.
• The event was officiated by Puan Chua Yee Lee, CEO Tourism Selangor.
• Total of 19 hotels in Selangor participated in the Selangor Super Saver Campaign

TRAINING & KNOWLEDGE SHARING

9 September 2025 | Finance for Non-Finance Manager
• Trainer's fee fully sponsored by MAHSEL.
• Participant pay for one full-day meeting package.
• Total of 38 Participants from 19 hotels attended.

30 September 2025 | Kursus Mesra Malaysia
• MAHSEL sponsored 50% and participant pay 50% for one full-day meeting package.
• Total of 31 Participants from 13 hotels attended.

8 October 2025 | Digital Marketing Strategy for Hotel Industry
• Trainer's fee fully sponsored by MAHSEL.

SELANGOR CHAPTER

• Participant pay for one full-day meeting package.
• Total of 36 Participants from 26 hotels attended.

11 November 2025 | Cybersecurity for Hotel Operation
• Trainer's fee fully sponsored by MAHSEL.
• Participant pay for one full-day meeting package.
• Total of 34 Participants from 20 hotels attended.

9 December 2025 | Halal Seminar
• Trainer's fee fully sponsored by MAHSEL.
• Participant pay for one full-day meeting package.
• Total of 45 Participants from 20 hotels attended.

INDUSTRY ENGAGEMENT & ADVOCACY

MAHSEL CSR Program Collaborating with Kiwanis Club
• MAHSEL collaborating with Kiwanis Club brought cheers to 150 kids of B40 and special needs.
• The event is attended by guest of honor YB Dr Zalihah on 11th February 2025

Sponsorship of hamper to MBPJ
• MAHSEL had contributed 5 units of hampers as lucky draw to MBPJ in conjunction with the launching of "Jalur Gemilang "Campaign.
• The hampers were hand over by En Nazri Ahmad.

Selangor Tourism Sustainability Forum
• Datin Jasmine attended Selangor Tourism Sustainability Forum in conjunction with "VISIT SELANGOR YEAR 2025" on 6th February 2025.
• The panel session was conducted by Kaptain Mahadzir Mansor (President MITDA) and Rohizam Yusoff – Champion Productive Nexus, and was moderated by Datuk Azlie Halim (CEO Santai Travel Media).











KUALA LUMPUR CHAPTER

MEMBERSHIP SNAPSHOT:

216
Total Members

26
New Members Joined













KEY HIGHLIGHTS OF THE YEAR

ACTIVITIES / PROJECTS ORGANISED

Events

- MAH KL "Let's Sing!" Competition (17 & 23 February; 46 contestants from 26 hotels)
- MAH KL Futsal Tournament (22 June; 48 teams from 36 hotels)
- MAH KL Badminton Tournament (17 August; 40 teams from 34 hotels)
- MAH KL Bartending Competition (22 August)
- MAH KL Pickleball Open Competition (5 October; 32 teams)
- MAH Domestic Tourism Fair @ Pavilion Bukit Jalil (25-27 July)
- MAH KL Year-end Cocktail Evening (4 December)

ACHIEVEMENTS & MILESTONES

CSR Activities

- Kongsi Rezeki Virtual Ramadan Campaign (1 March – 30 April; raised RM6,500 for beneficiary - Persatuan Kebajikan An-Najjah Malaysia)
- MAH KL Charity Cookies Bake (24-27 November; cookies donated by 22 hotels; proceeds to Home of Peace Kuala Lumpur and Pertubuhan Kebajikan Asnaf Al-Barakh Malaysia)

TRAINING & KNOWLEDGE SHARING

- Smart Budgetting (27 & 28 May; chapter-sponsored for 30pax)
- Sustainable Hotel Facilities Management (8 & 9 July; chapter-sponsored for 30 pax)
- Kursus Mesra - "5-Star Hospitality: Going Beyond Tourist Expectations" (11 December for 25pax; organised by MOTAC Kuala Lumpur)
- AI in Action -- Practical Applications for Hotels (17 & 18 December; chapter-sponsored for 30pax)
- MAH KL-MAHTEC Focus Group presentation cum lunch for HR Directors/Managers/Training Managers (20 January & 7 February)

INDUSTRY ENGAGEMENT & ADVOCACY

Engagement with DBKL-Culture, Arts, Tourism & Sports (DBKL-CATS)

- Inaugural meeting of DBKL-CATS (21 January)
- Collaboration as Strategic Partner to organise: KL Prosperity Celebration (15 February) / DBKL-CATS Aidilfitri Celebrations (24 April) / "Taste the Heart of ASEAN Festival" (17-25 October) / Deepavali-The Festival of Lights Celebrations (30 October)
- Launch of VisitKL Portal (25 March)
- Review of Terms of Reference for Kuala Lumpur Tourism Action Plan 2026-2030 (28 May)
- Delegate participation to China-Malaysia Inbound Tourism Development Conference in Beijing (31 May – 10 June) as a collaboration between DBKL-CATS with Ministry of Culture and Tourism of China and Beijing Municipal Culture and Tourism Bureau
- Tri-party Task Force meeting with DBKL-PDRM-MAH on traffic & street-racing issues (26 August)

KUALA LUMPUR CHAPTER

• Launch of DBKL-CATS Calendar of Events 2026 (31 October)

Engagements with MOTAC & Tourism Malaysia
• Raising Ceremony of Jalur Gemilang at Dataran Merdeka (25 April)
• Program Spice & Soul of Malaysia (16 May)
• Engagement Session with Associations and Industry Players in the Hotel Sector for VM2026 (11 July) / Inauguration of Global Travel Meet 2025 (1 October)
• Panel member for Star-rating inspections (Renaissance KL Hotel & Convention Centre / Four Points by Sheraton KLCC / Scott Hotel KL Sentral / Cardogan Hotel / Santa Grand Signature Hotel / Four Points by Sheraton KL Chinatown / Amari Kuala Lumpur / Lazdana Hotel / St Giles Boulevard Hotel / Element by Westin Kuala Lumpur / Pulse Grande Putrajaya / Dorsett Putrajaya / The Pearl Kuala Lumpur / Oasia Suites / The RuMa Hotel & Residences / Verdant Hill Hotel / Hotel Bintang Collectionz / Four Seasons Hotel KL / Hotel Grand Continental KL / Hyatt Centric KLCC / The Chow Kit / Tamu Hotel & Suites / Courtyard by Marriot KL South / Mandarin Oriental KL / Concorde Kuala Lumpur)

Engagement with Ministry of Domestic Trade & Consumer Affairs
• Consumer Advocacy Programme regarding Ramadan Buffets (26 February)

Engagement with Perkeso
• Roundtable discussion & briefing: Sistem Insurans Pekerja (29 May)

Engagement with KL Tourist Associations
• Networking sessions: 26 February / 30 July
• MATTA 50th Anniversary Celebrations (3 May)

MOVING FORWARD / 2026 OUTLOOK

• Social Activities for associates:
  • Futsal Tournament / Pickleball Tournament / Badminton Tournament – open to hotel teams and associate members
  • MAH KL Chapter as Organising Chair for MAH Inaugural Tower Running Championship collaboration with Malaysia Tower Running Association (11 April; open to all MAH members and public)

• Competitions: "Let's Sing!" Competition / Bartenders Competition / Employees Awards – open to hotel associates (individuals)

• CSR programmes: Ramadan Virtual Fund-raiser (February – April) / Charity Cookie Bake (November-December)

• Annual Members Year-end Cocktail Evening (December)







MELAKA CHAPTER

MEMBERSHIP SNAPSHOT:

75
Total Members

7
New Members Joined









KEY HIGHLIGHTS OF THE YEAR

ACTIVITIES / PROJECT ORGANISED

• 23 January 2025: Briefing on the Grading of Tourist Accommodation Premises (PPP) Through the Tourism Licensing and Enforcement System, (TOURLIST) at MOTAC Melaka.
• 8 February 2025: Melaka State Chinese New Year Open House Ceremony 2025 at Malim Food Town Melaka.
• 28 February 2025: Visit Melaka Year 2024 Appreciation Ceremony at Parkroyal A'Famosa Resort Melaka.
• 20 March 2025: Engagement Session Program with Tourism Industry Promoters at the Melaka State Level in Conjunction with the Visit Malaysia Year 2026 Campaign at Courtyard Hotel Melaka.
• 9 April 2025: MAH Melaka Chapter Orphange Visit to Rumah Kasih Tun Abdul Aziz Melaka together with Hotel Grand Swiss Bel, Seri Costa Hotel, Swan Garden Hotel, Luimen Hotel & Double Tree by Hilton Melaka.
• 4 June 2025: MAH Melaka Chapter Treasure Hunt at Casa Del Rio Melaka. Achieved an approximate participation of 13 hotels (Hotel Sentral Melaka, Hotel Sentral Riverview Melaka, Puri Hotel Melaka, Sojour Spa Hotel Melaka, Morty Hotel Melaka, Birkin International Hotel, Estadia Hotel Melaka, Swan Garden Hotel Melaka, Grand Swiss-Belhotel Melaka, Luimen Hotel Melaka, Parkroyal A'Famosa Resort Melaka, Kobemas Hotel Melaka & Casa Del Rio Melaka)
1st Prize – Grand Swiss-Belhotel Melaka
2nd Prize – Swan Garden Resort Melaka
3rd Prize – Birkin International Hotel Melaka
• 5 June 2025: MAH Melaka Chapter Blood Donation Drive 2025 at Bayview Hotel Melaka. Achieved about 50paxs.
• 18 June 2025: Engagement Session on the Implementation of Electricity Tariffs (RP4) in Peninsular Malaysia at Dusit Princess Melaka.
• 4 July 2025: Melaka International Crowning Gala Night 2025 at Declaration of Independence Memorial, Bandar Hilir, Melaka
• 11 July 2025: Engagement Session with Associations and Industry Players in the Hotel Sector at MOTAC Putrajaya.
• 18 September 2025: Focus Group Discussion (FGD) Session for the Study on Developing a Conceptual Framework Gamified Cultural Heritage Tourism by Universiti Sains Islam Malaysia at Grand Swiss-Belhotel Melaka.
• 7 October 2025: MTA Kaki Race 2025 Press Conference.
Collaboration with MAH Melaka at Melaka Tourism Promotion Division Office.
• 25 October 2025: MTA Kaki Race at Menara Taming Sari Melaka. MAH Melaka had collaborated the Melaka Tourism Association (MTA). Had 35 teams of 5 participated in this event from all over Malaysia.
• 14 December 2025: Closing Ceremony of the YAB Chief Minister's Cup Melaka Open 2025 Dam Aji Competition at MITC Melaka.
• 31 December 2025: New Year 2026 Celebration Ceremony, Launch of Visit Melaka Year 2.0 and Special Operations Regiment Diamond Jubilee Celebration Ceremony 2025 at Encore Melaka.

ACHIEVEMENTS & MILESTONE

• 25 February 2025: HotelX Melaka E-Invoice Seminar IFCA MSC Bhd at Bayou Lagoon Park Resort Melaka.
• 25 February 2025: Mersa Malaysia Course at MOTAC Melaka. More than 60 participants attended this session.
• 29 April 2025: Exco Meeting with Telekom Malaysia™ & Skyviu Network at Grand Swiss-Belhotel Melaka.
• 14 April 2025: HR Gathering 2025 together with HRD Corp. More then 20hotels attended this gathering at Bayview Hotel Melaka.
• 15 June 2025: Meet-up session with Gas Malaysia at Swiss Garden Hotel Melaka.
• 2 July 2025: Meet-up session with Nano Medic Care at Puteri Bay Hotel Melaka.
• 3 September 2025: Mersa Malaysia Course at MOTAC Melaka. More than 60 participants attended this session.
• 7 October 2025: Briefing on Tourism Safety & Strategic Cooperation with the Malaysian Prisons Department at MOTAC Melaka.
• 14 October 2025: HR Gathering 2025 together Patt Consultant & Payd at Dusit Princess Hotel Melaka. More then 20hotel attended this gathering.
• 13 November 2025: Memorandum of Understanding (MOU) between DMDI Tvet College Melaka, DMDI International College, Geomatics University Melaka & Geomatics Tvet College Melaka and Malaysian Hotel Association (MAH) Melaka Chapter at Lisbon Hotel Melaka.
• 17 December 2025: Sub Committee Meeting to discuss the upcoming Hotelympic on the 21st & 22nd January 2026 at Seri Costa Hotel Melaka

MELAKA CHAPTER

TRAINING & KNOWLEDGE SHARING

• 7 January 2025: MAH Melaka Chapter Training of E-Invoice Concept & Action Plans for Hotelier for 25paxs by Malaysian Association of Hotels Training Education Centre, MAHTEC at Hotel Sentral Riverview Melaka.
• 20 & 21 February: MAH Melaka Chapter Training of Successful Habits to Develop Emotional Intelligence for Front Office Staff in the Hospitality Industry for 20paxs by Apex Seminars Sdn Bhd at Grand Swiss-Belhotel Melaka
• 12 - 13 November: MAH Melaka Chapter Training of The Art of Decision Making for Hoteliers for 20paxs by Apex Seminars Sdn Bhd at Kings Green Hotel Melaka
• 9 - 10 December: MAH Melaka Chapter Training of Impact Leadership for Hoteliers for 20paxs by Apex Seminars Sdn Bhd at Double Tree by Hilton Melaka

INDUSTRY ENGAGEMENT & ADVOCACY

• 17 February 2025: Respectfully Visited to the Melaka Tourism Promotion Division
• 28 February 2025: Respectful Visit & Cooperation Discussion HRD Corp Melaka Branch
• 21 July 2025: Meet up Session with Melaka Tourism Promotion Division to discuss the upcoming Hotelympic.
• 12 - 14 August 2025: Commissioning of the Grading of Southern Zone Tourism Accommodation Premises 2025 (Star Rating) at Lotus Desaru Beach Resort & Spa. Mr. Chelvakumar-Exco MAH Melaka (Bayview Hotel Melaka attended on behalf of MAH Melaka
• 9 September 2025: Meeting Invitation & Visit to University of Geomatika Malaysia, Melaka Campus
• 25 September 2025: Briefing on Mandatory Contribution for non-Malaysian employees at KWSP Office Melaka
• 27 September 2025: Budget Consultation Session with Tourism & Manufacturing Industry Players at Casa Del Rio Melaka
• 2 October 2025: MyMahir Industry Connect Melaka at Ames Hotel Melaka. Almost 15hotels attended this event
• 23 October 2025: Industry Advisory Committee of the Study Program at the Department of Tourism & Hospitality, Merlimau Polytechnic Melaka. Mr. Khairulnizam – Chairman of MAH Melaka (Kings Hotel Melaka) attended on behalf of MAH Melaka
• 28 October 2025: Technical & Financial Committee Meeting for Hotelympic Quotation Package Organized by MAH Melaka Chapter. En. Taufik – Hon. Secretary, En. Hassan – Sub Committee Sports & Ms. Christine – State Secretariat attended on behalf on MAH Melaka Chapter at Melaka Tourism Promotion Division.

MOVING FORWARD / 2026 OUTLOOK

Planned Activities

Sports;
- Hotelympic
- Pickelball
- Netball (Female)
- Fustsal (Male)
- Badminton

Events;
- Yoga Session
- Bubur Lambuk
- Blood Donation Campaign
- National Day Kids Colouring Contest
- Pink October

Focus Areas
- Trainings
- Engagement Session With Industry-Related Authorities And Goverment Bodies
- Sub-Committee Meetings / Gathering









JOHOR CHAPTER

MEMBERSHIP SNAPSHOT:

97
Total Members

1
New Members Joined









KEY HIGHLIGHTS OF THE YEAR

ACTIVITIES / PROJECT ORGANISED

- 3 January 2025: Desaru area GM's networking at Sand & Sandals Desaru and teambuilding session for Committee at Lotus Desaru Beach Resort.
- 9 January 2025: Engagement with Jabatan Agama Islam Negeri Johor on Halal Certification Workshop for hotels. Achieved an approximate participation of 40 hotels – Grand Paragon Hotel.
- 6 May 2025: Launch of MAH Johor Games 2025
  - -"Mobile Legends" e-sports match | 6 May
  - Bowling | 22 May
  - Futsal | 15 July
  - Badminton | 21 August
- 23 May 2025: MOU Signing between MAH and MyBHA Johor on service training collaboration called FRESH (Future Ready Excellent Skills in Hospitality) at D'Elegance Hotel Bandar Seri Alam.
- 3 July 2025: MAH Johor and Club Media Johor Friendly Bowling Match – Le Grandeur Palm Resort.
- 21 August 2025: CSR - Presentation of RM3,000 to Johor Disabled Children Charitable and Cares Organisation.
- 12 September 2025: Hotel Sales & Marketing Communications Networking - St Giles Southkey.
- 7 October 2025: MAH Run 2025 at Gateway Garden, Medini. A total of 1018 hotel participants.
- 8 - 12 November 2025: B2B Trip to Guangzhou, held at Dongfeng Hotel to promote Visit Johor/Malaysia Year 2026 to China travel agents.
- 20 November 2025: MAH Gala Night 2025 – Themed 'Soiree Masquerade' with total of 56 tables.

ACHIEVEMENT & MILESTONE

- MAH Run – Breaking previous participation records, from 800 participants in 2024 to 1018 participants in 2025.
- Safety & Security Managers sub-committee

~ Engaging with PDRM, enhancing crime prevention at hotels as well as safeguarding tourism facilities/activities.
~ Engaging with BOMBA, fire prevention and emergency safety procedures in hotels

- Sales & Marketing Communications, integrating policies and establishing meaningful connections through networking
- MAH & Media - Connecting MAH hotels with Johor's Media Club through a friendly game, building bridges for greater rapport in preparation for Visit Johor Year 2026.

TRAINING & KNOWLEDGE SHARING

- 27 May 2025: 45 participants from both MyBHA and MAH – Citrus Hotel. Theme: Pioneering A New Era In Johor's Hospitality Excellence
- 22 September 2025: 20 participants from both MyBHA and MAH – Hako Hotel. Theme: Housekeeping Excellence; Turning Cleaning Steps Into Flawless Guest Satisfaction

INDUSTRY ENGAGEMENT & ADVOCACY

- 14 February 2025: HRDCorp - Enhancing customer services in preparation for Visit Johor Year 2026 – New York Hotel.

JOHOR CHAPTER

• 18 March 2025: MATTA – Discussions on packaging hotel rooms, tours and transport in conjunction with Lady Gaga performance in Singapore
• 21 May 2025: Dialogue session with YAB Menteri Besar Johor – Kota Iskandar.
• 10 June 2025: JAINJ – Task Force discussion on Halal Development Plan 2030 – Kota Iskandar.
• 16 June 2025: 21st Meeting of the Malaysian-Indonesian socio-economic development committee 2025.
• 24 June 2025: HRDCorp – Proposed amendments to the PSMB Act.
• 21 August 2025: Johor State Government – Engaged in Focus Group for the Economic Transformation Programme (JETP) – Forest City Marina Hotel.
• 24 October 2025: Tourism Johor - Dialogue session on "Caj Kembara Johor" – Opero Hotel.
• 18 November 2025: JAINJ - 2nd Task Force Committee Meeting on development of Halal status in Johor state 2030 - Kota Iskandar.
• 26 November 2025: MyBHA & Tourism Johor - Dialogue session on "Caj Kembara Johor"

MOVING FORWARD / 2026 OUTLOOK

• Streamlining and restructuring Committee Member Portfolios & Responsibilities to head sub-groups – both existing and new:
~ Sales & Marketing & Communications
~ Data & Analytics
~ Sports & Recreational, Networking & Annual Activities
~ Safety & Security
~ Human Resources & Training Development
~ Rooms Division
~ F&B / Kitchen
~ Star-rating Standards & Compliance

• Establish CSR for 2026
• Restructuring of GM networking sessions to connect and engage with industry-related authorities, partners and governing bodies









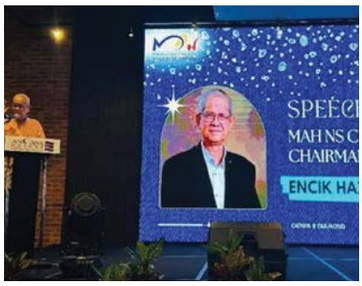


NEGERI SEMBILAN CHAPTER

MEMBERSHIP SNAPSHOT:

40
Total Members

4
New Members Joined








KEY HIGHLIGHTS OF THE YEAR

ACTIVITIES / PROJECT ORGANISED

6 February 2025 | MAH NEGERI SEMBILAN ANNUAL DINNER 2025

- Following the Chapter's Annual General Meeting and election, an annual dinner was held to bring together MAH Negeri Sembilan members alongside representatives from MAH National.

28 February 2025 | FOOD FESTIVAL

- A signature event that brings together hotels, resorts, and culinary talents to showcase local flavors, hospitality, and cultural heritage. It features special promotions, live cooking demonstrations, traditional performances, and other interactive activities.

TRAINING & KNOWLEDGE SHARING

15 July 2025 | KURSUS MESRA MALAYSIA

- Introduced as the successor to the We Are The Host (WATH) program in use since 2014, this program provides comprehensive training for frontline staff in the tourism industry. For hotel and tourism personnel, the course strengthens their ability to deliver warm, professional, and memorable experiences that reflect Malaysia's identity as a welcoming destination.

INDUSTRY ENGAGEMENT & ADVOCACY

30 August 2025 | KEMBARA MERDEKA

- An initiative combining sports, unity, culture, and community, specially organized in conjunction with Malaysia's 68th Independence Day. The program took place at Pantai Batu 1, Port Dickson, beginning in Jempol with a convoy of nearly 300 vehicles, including high-powered motorcycles and four-wheelers.





PAHANG CHAPTER

MEMBERSHIP SNAPSHOT:

69
Total Members

3
New Members Joined









KEY HIGHLIGHTS OF THE YEAR

ACTIVITIES / PROJECT ORGANISED

Shahzan Hotel Kuantan

• Participated in Perarakan Kereta Berhias organized by Tourism Pahang inconjunction with Merdeka Day

TRAINING & KNOWLEDGE SHARING

• Kursus Strategi Pembangunan Edutourism Menjelang Tahun Melawat Malaysia 2026 by Tourism Pahang at Adena Beach resort - Charles B Peter

• Taklimat Pentauliahan Panel Pemeriksa bagi Penggredan Premis Penginapan Pelancong (PPP), SPA dan Premis Kesejahteraan dan Urutan (PKU) at Colmar Tropical Bukit Tinggi - Badrul Hisham Ishak

• "Taklimat Industri Hospitality Pahang" at HRDC Office - HR Personnel

• Certificate on Hospitality Supervision Training, Sponsored by Pahang Chapter for 2 days training and 21 participants

INDUSTRY ENGAGEMENT & ADVOCACY

• 17 April 2025 - Joined and contributed to Tourism Pahang Hari Raya Open House

• Meeting with Majlis Bandaraya Kuantan & Pejabat SUK Pahang with regards to hotel licensing

• Sesi Rundingan Awam SPAN on water tariff at the Zenith Hotel Kuantan

• Mesyuarat Jawatankuasa Pelancongan Negeri Pahang with EXCO Pelancongan Pahang at Wisma Sri Pahang

• Sesi Walkabout Festival Kraf Pantai Timur at East Coast Mall by Perbadanan Kemajuan Kraftangan Malaysia

• Courtesy visit and meeting with HRDC officers at Shahzan Hotel Kuantan

• Sabah & Labuan Meet East Coast Roadshow organized by Tourism Malaysia East Coast Region at Grand Darulmakmur Hotel

• Meeting on Penyelarasan Majlis Pelancaran Visit Malaysia Year 2026 #Pahang First" by Tourism Pahang

• Majlis Pelancaran Visit Malaysia Year 2026 #Pahang First at Auditorium Darulmakmur RTM Pahang

TERENGGANU CHAPTER

MEMBERSHIP SNAPSHOT:

40
Total Members

3
New Members Joined









KEY HIGHLIGHTS OF THE YEAR

23 February 2025 | Program Pre-Ramadhan bersama Asnaf
• The Pre-Ramadhan Programme with Asnaf was organised by the Malaysian Association of Hotels (MAH) Terengganu Chapter in collaboration with DUN Kijal as a charitable initiative in conjunction with the upcoming holy month of Ramadhan.

14 April 2025 | Aidilfitri Celebration with Kampung Budaya Terengganu
• MAH Terengganu was delighted to take part in the Open House Kampung Budaya Terengganu in celebration of Hari Raya Aidilfitri. As a gesture of goodwill and support, MAH Terengganu contributed festive dishes through a special potluck sponsored by our hotel members.

16-18 May 2025 | Bazaar Jom Cuti-Cuti Malaysia
• MAH Terengganu Chapter participated in the Bazaar Jom Cuti-Cuti Malaysia at East Coast Mall, Kuantan, alongside leading hotels from Terengganu, namely Permai Hotel Kuala Terengganu, Paya Bunga Hotel Terengganu, Primula Beach Hotel, Duyong Marina & Resort, and The Grand Puteri Hotel. The event featured attractive room offers, special holiday packages, and travel destination information to promote tourism in Terengganu.

May - August 2025 | Hotel Lobby Decoration Contest – Terengganu Squid Jigging Season 2025
• MAH Terengganu Chapter presented prizes for the Hotel Lobby Decoration Contest held in conjunction with the Terengganu Squid Jigging Season 2025, themed "Pakat Maghi Candat Sutong" and organised by the Terengganu State Tourism Department. A total of 11 hotels participated in the contest, with the winners as follows:
- 1st Place: Grand Continental Hotel (RM500)
- 2nd Place: Tanjong Vista Hotel (RM300)
- 3rd Place: Primula Beach Hotel (RM200)

Cash prizes totalling RM1,000 were sponsored by the Terengganu State Tourism Department / Beautiful Terengganu to encourage creativity in enhancing the festive atmosphere during the tourism season. Prizes were presented on-location at each winning hotel lobby by the leadership of MAH Terengganu Chapter.

23 - 24 June 2025 | Payang Fest - East Cost Energy 2025
• MAH Terengganu Chapter participated in Payang Fest – East Coast Energy 2025, an event showcasing the art, culture, and heritage of Terengganu. The festival featured live stage performances, cultural showcases, local cuisine demonstrations, and various exhibition and sales booths, including wau crafting, batik, songket, brassware, keropok lekor preparation, cultural village activities, and traditional massage. Free shuttle bus services were provided from selected hotels and TTI Convention Centre to Pasar Payang in conjunction with the East Coast Energy Conference 2025.

10-12 July 2025 | MAH Terengganu at Karnival Candat Sotong x Program Madani Rakyat 2025 Terengganu
• The Malaysian Association of Hotels (MAH) Terengganu Chapter participated in the Karnival Candat Sotong x Program Madani Rakyat 2025 Terengganu to promote the state's tourism and hospitality offerings. Activities at the MAH booth included hotel promotions by member hotels, information on travel and accommodation in Terengganu, and exclusive packages and offers for visitors.

16 October 2025 | MAH Monsoon Beach Volleyball Tournament 2026
• The Monsoon Beach Volleyball Tournament 2025 was successfully held on 16 October 2025 at Pantai Primula, Kuala Terengganu. The event was organised with the objective of promoting teamwork, healthy competition and strengthening networking among members under the Malaysian Association of Hotels (MAH) Terengganu Chapter. A total of eight members/teams participated, demonstrating encouraging involvement and strong sportsmanship throughout the tournament.

Tik Tok Challenge 2025
• The MAH Terengganu TikTok Challenge 2025 has officially commenced as an initiative to encourage participating hotels to showcase their creativity, uniqueness, and brand identity through TikTok content.

Each hotel is required to produce a catchy, fun, and attractive promotional video with a duration of 30 to 60 seconds, aligning with the theme "Catchy & Attractive Hotel Promo."

TERENGGANU CHAPTER

ACHIEVEMENT & MILESTONE

Accreditation Program Inspection Panel for Tourism Accomodation Premises, Eastern Zone Year, 2025

• The Accreditation Program Inspection Panel Team for the Eastern Zone Year 2025, organised by the MOTAC Terengganu Office, held from 5 – 7 September 2025 at Raia Hotel & Convention Centre, Kuala Terengganu.

The programme includes briefing sessions, accreditation and inspection preparation modules, mock-up rating simulation, group report development, and final presentation, followed by certificate presentation on the last day.

TRAINING & KNOWLEDGE SHARING

• The Team Work, Induction and Mind Revolution Course held at Primula Beach Hotel, Kuala Terengganu (21–23 October 2025) brought together hotel professionals from various departments to enhance leadership, teamwork, and productivity.

Through interactive sessions, outdoor challenges, and experiential learning, participants explored key aspects of communication, synergy, and problem-solving — building a stronger, future-ready hospitality workforce.

INDUSTRY ENGAGEMENT & ADVOCACY

20 January 2025

• Sesi Libat Urus Kementerian Sumber Manusia Bersama Pemegang Taruh Dan Pemain Industri Berhubung Draf Rang Undang-Undang Pekerja Gig (Zon Timur – Terengganu, Pahang Dan Kelantan)

26 February 2025

• Mesyuarat Penyelarasan Teknikal Pelancaran Musim Candat Sotong Beautiful Terengganu organised by Tourism Terengganu

26 February 2025

• Mesyuarat Penyelarasan Cadangan Penyenaraian Kalendar Aktiviti / Program Sempena Bulan Ramadan 2025M/1446H organised by Tourism Terengganu

13 February 2025 | Courtesy Visit to YB Dr. Khalil Abdul Khalil

• The meeting introduced the new Exco lineup and discussed Syariah compliance in the hospitality industry. MAH Terengganu expressed its commitment to aligning hotel operations with Syariah principles through collaboration and guidance from the state authorities.

25 February 2025 | Halal Round Table Discussion

• The session served as a key platform to strengthen the halal ecosystem in the state and empower local entrepreneurs in complying with halal standards.

21 April 2025 | Tourism Industry Engagement Session 2025

• The Malaysian Association of Hotels (MAH) Terengganu Chapter participated in the Engagement Session with Terengganu Tourism Industry Players, organised by Tourism Malaysia and MOTAC in support of Visit Malaysia 2026.

3 November 2025 | Breakfast Date with Director of Tourism Terengganu

• The session served as a great platform to strengthen collaboration and exchange insights on upcoming tourism initiatives. Following the breakfast, the MAH Terengganu EXCO Meeting No. 3/2025 took place, highlighting key inputs on the Discovery Terengganu Strategic Partnership and other chapter activities.

23 January 2025

• Sesi Libat Urus Rancangan Malaysia Ketiga Belas (RM ke-13), Kementerian Ekonomi bersama Kerajaan Terengganu

26 January 2025

• Sesi 1: "MADANI Mendengar Bersama Rafizi Ramli' bersempena Libat Urus Rancangan Malaysia ke-13 (SLU RMK-13) Kementerian Ekonomi bersama Kerajaan Negeri Terengganu

26 February 2025

• Sesi Libat Urus bersama Penggiat Industri Pelancongan di Negeri Terengganu

12 March 2025

• Sesi Lawatan Tapak Pelancaran Musim Candat Sotong Beautiful Terengganu 2025 bersama Pengarah Jabatan Pelancongan Negeri Terengganu

26 March 2025

• Program Townhall Discussion PDRM bersama Pemain Industri Pelancongan Daerah Kuala Terengganu & Kuala Nerus

2 November 2025 | Coordination Meeting on the Enforcement of Gantry Barriers at the Kuala Terengganu Drawbridge

• The Coordination Meeting on the Enforcement of Gantry Barriers at the Kuala Terengganu Drawbridge was held on 2 November 2025 at Elysium Hall, Menara Utara, Drawbridge, Kuala Terengganu. The Malaysian Association of Hotels (MAH) Terengganu Chapter was represented by Puan Suaibah binti Harun (Chairman) and Puan Arizahamalia binti Ahmad (Secretary).

The meeting was also attended by representatives from Terengganu Inc, JKR Terengganu, ECER Development Council, TI Properties, as well as state enforcement agencies and other strategic partners. The session focused on coordination, enforcement planning, and operational matters related to the gantry barrier system at the Kuala Terengganu Drawbridge.

MAH Terengganu expressed full support for the state government's initiative to strengthen operational efficiency, ensure smooth implementation, and maximise benefits for the tourism sector and local community.





KELANTAN CHAPTER

MEMBERSHIP SNAPSHOT:

22
Total Members

3
New Members Joined








KEY HIGHLIGHTS OF THE YEAR

ACTIVITIES / PROJECT ORGANISED

• 3 January 2025: MAH Kelantan Chapter - Tanggungjawab Sosial Korporat (CSR) at Jewels Hotel melalui Program Sumbangan Barangan Keperluan Asas (MAH Cares Flood Relief Assistance) to affected members
• 11 March 2025: Grand Riverview Hotel – Buffet Ramadhan 2025 'Bersama YB Datuk Kamarudin Md Nor (EXCO Pelancongan, Kebudayaan, Kesenian dan Warisan Negeri Kelantan)'
• 17 March 2025: Program Amal Tahunan Iftar Ramadan Asnaf at Kampung Tanjung Chat Kota Bharu
• 22 April 2025: Collaboration and discussion with HRDC Kelantan at Grand Riverview Hotel
• 3 June 2025: Meeting with YDP MPKB-BRI at Pejabat YDP
• 15 June 2025: Courtesy visit to new MOTAC Kelantan's Director at Pejabat Motac Kelantan
• 15-17 August 2025: B2B with Thailand Travel Agent at Bangkok Thailand
• 18 November 2025: MAH Kelantan Sports Bowling Competition
• 9 December 2025: MAH Kelantan Chapter Inter Hotel Dart Competition
• 4 October 2025: Perarakan Beca Berhias sempana Ulang Tahun Hari Keputeraan kebawah Dulu Yang Maha Mulia Sultan Muhammad V Yang Ke 56 Tahun
• 5 September 2025: Program Citarasa Warisan Collaboration with MAH Kelantan Warisan Cooking Competition

ACHIEVEMENT & MILESTONE

• 18 February 2025: Members attending 'Majlis Makan Malam Meraikan Pemain Industri Pelancongan Dalam Kawasan Pentadbiran Majlis Perbandaran Kota Bharu Bandar Raya Islam (MPKB-BRI) Tahun 2025' at Perdana Kota Bharu
    1. Anugerah Khas Perhotelan Kategori "Ikon Perhotelan
    2. Pertandingan Restoran Hotel

• 6 April 2025: Attended 'Majlis Penyampaian sebagai "Largest Iftar Gathering in a Hotel", "Most Dishes Served at a Hotel Ramadhan Buffet" and "Longest Indoor Street Food Stalls in a Hotel"

TRAINING & KNOWLEDGE SHARING

• 14 January 2025: En Muhammad Azrin Zainal Abidin attended 'Sesi Perbincangan Antara PERKESO Dan MAH Kelantan Chapter at Jewels Hotel
• 27 January 2025: Members attending 'Majlis Kempen Keselamatan Kebakaran Musim Perayaan Tahun Baru Cina 2025' at AEON Mall Kota Bharu
• 3-7 November 2025: Attended Training for Train the Trainer Program in Sustainable Hospitality

KELANTAN CHAPTER

INDUSTRY ENGAGEMENT & ADVOCACY

• 14 August 2025: Participating Citarasa Warisan Cooking Competition
• 21 September 2025: B2B session organize by Sabah & Labuan Meet East Coast Roadshow 2025 at Renai Hotel
• 4 October 2025: Participated in Perarakan Pertandingan Beca Berhias at Stadium Sultan Muhammad IV
• 15 - 20 January 2025: Participated in Perarakan Pertandingan Beca Berhias at Stadium Sultan Muhammad IV
• 29 January - 1 February 2025: Members participated in 'Pameran Dan Jualan Produk Pakej Pelancongan Sempena MAKAR FEST 2025' at Mydin Mall Tunjong Kota Bharu
• 1 February 2025: Members attending 'Majlis Pelancaran Indahnya Kelantan 2025' at Mydin Mall Tunjong Kota Bharu
• 14 - 15 February 2025: Members participated in 'Kelantan Open Tug of War Championship 2025' at Stadium Mini Majlis Daerah Pasir Mas
• 21 - 24 February 2025: Members participated in 'Fam Trip Xplorasi Indahnya Kelantan 2025, Kelantan Malaysia & Riau Indonesia

MOVING FORWARD / 2026 OUTLOOK

Planned Activities
a. Strenghtening Cultural & Domestic Tourism
• Collaboration with Tourism Malaysia and Kelantan State Government to promote:
    o Hotel Product
    o Domestic & International Market
• Hotel participation in state-level festivals and cultural events to boost weekend and school-holiday occupancy

b. Peak Season & Event-Driven Coordination
• Joint planning among member hotels during:
    o School holidays
    o Festive seasons (Aidilfitri, Aidiladha)
    o Major state events and sports tournaments
• Information sharing on forecasted demand and manpower planning

c. Human Capital Development (Local Workforce)
• Training programs tailored to:
    o Local service culture and guest expectations
    o Front-line hospitality skills for local talents
• Engagement with local colleges and training institutions to develop Kelantan-based hospitality workforce

Focus Areas
a. Domestic Market & Short-Stay Travel
• Focus on Malaysian travellers, especially:
    o East Coast regional travel
    o Family and group travel segments
• Development of value-added packages (room + local experiences)

b. Islamic-Friendly & Cultural Hospitality
• Enhancing Islamic-friendly hotel offerings:
    o Halal assurance
    o Prayer facilities
    o Modest and family-oriented hospitality concepts
• Promoting Kelantan's identity as a culturally rich destination

c. Cost Efficiency & Operational Sustainability
• Managing rising costs (utilities, manpower, maintenance)
• Encouraging preventive maintenance and energy-saving initiatives
• Sharing cost-effective solutions among member hotels

d. Industry Advocacy at State Level
• Acting as a collective voice on:
    o Licensing, local authority requirements
    o Infrastructure and accessibility concerns
    o Operational challenges faced by hotels in Kelantan

How Members Can Participate or Support
a. Strong Chapter Participation
• Consistent attendance at MAH Kelantan meetings and dialogues
• Active involvement in committees and working groups

b. Support Local Tourism Ecosystem
• Collaborate with local tour operators, transport providers, media and bloggers
• Promote Kelantan-based attractions through hotel marketing channels

c. Share Resources & Best Practices
• Exchange manpower solutions during peak periods
• Share training resources and operational efficiencies

d. Host & Lead Initiatives
• Member hotels to host:
    o Meetings
    o Training sessions
    o Industry dialogues

Closing Direction 2026
"By strengthening collaboration, developing local talent and promoting Kelantan's unique cultural and Islamic tourism strengths, MAH Kelantan Chapter aims to support sustainable growth and resilience for member hotels in 2026 and beyond.

SABAH / LABUAN CHAPTER

MEMBERSHIP SNAPSHOT:

100
Total Members

3
New Members Joined









KEY HIGHLIGHTS OF THE YEAR

ACTIVITIES / PROJECT ORGANISED

- **Regulatory Milestone – Hotel Licensing Policy Deferment**

Structured engagement with DBKK in April 2025 resulted in the successful deferment of revised hotel licensing fee implementation. This provided transitional financial relief and reinforced the Chapter's role as the unified voice of Sabah's hospitality industry.

- **Crisis Coordination – Kota Kinabalu Water Supply Disruption**

Structured engagement with DBKK in April 2025 resulted in the successful deferment of revised hotel licensing fee implementation. This provided transitional financial relief and reinforced the Chapter's role as the unified voice of Sabah's hospitality industry.

- **Revenue Support Initiative – State-Level Festive Celebrations**

MAH Sabah & Labuan facilitated outside catering opportunities for member hotels during State-Level Chinese New Year (February 2025) and Hari Raya Aidilfitri (April 2025) celebrations, enabling additional revenue streams and demonstrating practical business value creation.

- **25th Anniversary – Sabah Hospitality Fiesta (SHF)**

The 25th Anniversary SHF and the introduction of SOHEX strengthened professional standards, supplier collaboration and industry unity.

- **Governance & Industry Visibility**

Regular EXCO Meetings and participation in Malaysia Cocoa International Exhibition and Big Sabah Sale reinforced structured governance and destination marketing collaboration.

TRAINING & KNOWLEDGE SHARING

In 2025, MAH Sabah & Labuan intensified its focus on structured talent development to elevate service excellence and operational competency across member hotels.

Key initiatives included Kursus Mesra Malaysia sessions, AI in Action Programme, Hospitality Service Professional Training, Hospitality Services Professional Course and HRDC Strategic Training Workshops.

These programmes addressed frontline service quality, digital adoption, guest experience enhancement and workforce upskilling, aligning members with national tourism quality benchmarks and transformation goals.

The Chapter's commitment to workforce development strengthens Sabah's readiness for increased visitation and international exposure under VMY2026 and beyond.

SABAH / LABUAN CHAPTER

INDUSTRY ENGAGEMENT & ADVOCACY

Government & Institutional Engagement

• The Chapter undertook structured dialogue with Dewan Bandaraya Kota Kinabalu (DBKK), including engagement sessions with the Mayor in April 2025 concerning hotel licensing policy and regulatory matters.
• During the Kota Kinabalu water supply disruption, MAH Sabah & Labuan coordinated joint engagement with Sabah Tourism Board to consolidate industry concerns and facilitate communication with relevant authorities.
• The Chapter also witnessed the Sabah Tourism Board–Royal Brunei Airlines Memorandum of Understanding signing on 30 June 2025, reinforcing support for airline collaboration and regional connectivity initiatives.
• Engagement discussions were further held in relation to AirAsia's collaboration with Sabah Tourism Board, reflecting the Chapter's continued interest in route sustainability and inbound market development.
• Engagement discussions were further held in relation to AirAsia's collaboration with Sabah Tourism Board, reflecting the Chapter's continued interest in route sustainability and inbound market development.

Policy Advisory & Regulatory Updates

In 2025, MAH Sabah & Labuan Chapter facilitated and supported MOTAC star rating assessment visits for the following member hotels:
• My Inn Hotel, Lahad Datu – 7 May 2025
• Hotel Aifa, LMM Wellness Centre & Dorsett Grand Labuan – 21 May 2025
• Ming Garden Hotel Kota Kinabalu – 3 September 2025
• Horizon Hotel Kota Kinabalu – 4 December 2025
• Borneo Beach & Mangrove Resort – 18 December 2025

The Chapter assisted in coordination, communication and compliance facilitation to ensure smooth assessment processes, reinforcing service benchmarking and national quality standards alignment.
• Shared PPM & RPM Licensing Master Agreement
• Advisory on Foreign Worker Quota extension
• Ensured members collected Visit Malaysia Year promotional materials

Big Sabah Sales Participation – 2025
The chapter encouraged member hotels to participate in the Big Sabah Sales Campaign, organized by the Sabah Tourism Board, through special accommodation and dining promotions. This initiative aimed to stimulate domestic travel, support local businesses, and enhance Sabah's tourism visibility in preparation for Visit Malaysia 2026.

Community Engagement & Member Solidarity

• In addition, the Chapter participated in Corporate Social Responsibility (CSR) initiatives in collaboration with Love Foundation, contributing to community outreach and social impact efforts. Through this engagement, MAH Sabah & Labuan demonstrated its commitment to responsible industry leadership and meaningful community contribution. These initiatives reflect the Chapter's holistic approach, balancing industry advancement with community care and member cohesion.

• Road to Give Charity Project 2025 – The Chapter participated in the annual Road to Give charity initiative organized by Marriott International and hosted by Le Méridien Kota Kinabalu. MAH Sabah & Labuan Chapter was invited to be part of the programme, reinforcing the hospitality industry's commitment to community engagement and charitable contributions.

MOVING FORWARD / 2026 OUTLOOK

As Sabah advances into Visit Malaysia Year 2026 and prepares strategically for Visit Sabah 2027, MAH Sabah & Labuan Chapter will adopt a disciplined, leadership-driven agenda anchored on policy alignment, service elevation, revenue sustainability and coordinated destination growth.

The Chapter will intensify structured regulatory engagement to ensure consultative, transparent and balanced policy implementation that safeguards industry competitiveness while upholding destination integrity. Advocacy efforts will remain focused on practical, outcome-driven solutions that support operational sustainability, fair regulatory treatment and long-term sector resilience.

Service excellence and workforce elevation will continue as strategic priorities. Structured training pathways, digital readiness initiatives and professional benchmarking will be expanded to strengthen frontline competency, supervisory capability and management leadership. Elevating service standards across member hotels is essential to sustaining Sabah's positioning as a quality-driven and globally competitive hospitality destination.

Recognising the strategic importance of Business Events (MICE) as a high-yield revenue segment, the Chapter will strengthen coordinated industry participation in Business Events development. Hotels form the operational backbone of the Business Events ecosystem through accommodation inventory, meeting facilities, banquet services and delegate experience delivery.

Structured alignment of Business Events initiatives under the MAH framework will promote unified representation, responsible rate discipline, inventory coordination and cohesive destination branding. This approach ensures that Business Events growth translates into sustainable commercial value for member hotels while strengthening Sabah's credibility as a competitive conference and incentive destination.

Strategic airline collaboration will also be intensified in partnership with tourism authorities and carriers to enhance connectivity, route sustainability and inbound growth. Strong air access remains fundamental to both leisure and Business Events expansion

Inclusive statewide engagement will be reinforced to ensure balanced representation across Kota Kinabalu, Labuan, Sandakan, Tawau and Semporna, promoting cohesive industry progress and equitable development.

Guided by its 2026 theme, "Sabah Hospitality – Setting the Standard. Leading the Future.", MAH Sabah & Labuan Chapter remains committed to disciplined governance, unified industry representation and forward-looking strategy to elevate Sabah's hospitality sector to greater national and regional prominence.

SARAWAK CHAPTER

MEMBERSHIP SNAPSHOT:

101
Total Members

6
New Members Joined













KEY HIGHLIGHTS OF THE YEAR

TRAINING & KNOWLEDGE SHARING

3-4 July 2025 | Mercure Hotel, Miri
• Fundamental Health & Safety in Hospitality
- Infinite Hospitality Group

8-10 July 2025 | Grand Margherita Hotel, Kuching
Certified Hospitality Manager (CHM)
- Aariana Hospitality and Mahtec

28-30 October 2025 | Pullman Hotel, Miri
Certified Hospitality Manager (CHM)
- Aariana Hospitality and Mahtec

Training Conducted by Infinite Hospitality Group
• 23-24 September 2025, Roxy Hotel Impiana Kuching
• 16 July 2025, RH Hotel Sibu
• 24-25 March 2025, Damai Beach Resort Kuching

INDUSTRY ENGAGEMENT & ADVOCACY

• 26 April 2025, Sharing Global Conflict impacting on Sarawak Economic & Hospitality Tourism Industry with 21 Sarawak District Officers & Curtin University Pro Drs
• 28 May 2025, Representing Sarawak Tourism Board attending ITB China togetrher with MOTAC Tourism Minister
• 18 October 2025, Representing "Invest in Sarawak" in Singapore under Tourism & Hospitality sector





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MALAYSIAN ASSOCIATION OF HOTELS:

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