

Hotel group opens its first retreat in Camerons

Tuesday, 11 Dec 2018



(From third from left) Samsudin, Saiful, Mazlan and Yulina with Avillion officials at the grand opening.

PICTURE waking up to cool mountain air, a picturesque view of a tea plantation enshrouded in morning mist, seen from an airy, cozy hotel room - that is the kind of comfort promised by Avillion Cameron Highlands.

Located in the administrative district of Tanah Rata, the new hotel is the fifth property by Avillion Hotel Group.

Perched atop Cameron Fair commercial centre, the five-storey hotel provides the amenities and conveniences of a highland retreat for both family leisure and business needs.

"We feel proud and privileged to offer the Avillion experience in a very popular holiday destination," said Avillion Bhd director Yulina Baharuddin.

Speaking during the grand opening, Yulina said the hotel business is a demanding industry that relies on customers' satisfaction to either "make it or break it".

"The opening of this hotel is another step forward for Avillion in paving our way to become the premier home-grown hotel management services company."

Apart from 100 stylish and modern rooms ranging from superior studio to two-bedroom suite, the hotel also offers facilities such as conference rooms, courtyard playground, in-house restaurant and gymnasium to cater for both business or leisure travellers.

The hotel's soft launch was in January, and it recorded a occupancy rate of over 80% in August.

"It is encouraging to note that we have gained the attention of travellers and fast becoming a favourite, especially among guests travelling with families," she said, adding that the property's wide space and indoor playground were conducive for families.



The exterior of Avillion Cameron Highlands.

"We hope to attract more corporate businesses in future, and we have amenities in place for their needs," she added.

Yulina noted that the hotel benefits the local community by providing work opportunities – as a majority of the staff are from Cameron Highlands.

Also present were Avillion Bhd chairman Tan Sri Samsudin Hitam, Cameron Highlands District Council secretary Mazlan Mohamed Isa and Cameron Highlands District and Land Office administrative officer Saiful Azli Mohamed Nor.

Anticipating an increase in the number of tourist arrivals in 2019, Mazlan welcomed the addition of a new hotel in Cameron Highlands.

With regard to traffic congestion during peak holiday period, Mazlan said the district council is working to mitigate the problem.

"Traffic congestion cannot be solved completely, but we can minimise it.

"We are working with the police and relevant agencies to ensure that we can tackle the main issue that causes congestion, which is roadside parking," he said, adding that the council plans to increase parking lots in Tanah Rata.

As part of ongoing promotion during the school holiday, Avillion Cameron Highlands is offering a 30% discount for the rooms.

For details, visit www.avillioncameronhighlands.com