

Avillion Poised to Expand Chain of Ops

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(File pix) The new Avi Pangkor Beach Resort By Avillion will open in the third quarter of this year.

By Sharen Kaur - May 9, 2019 @ 12:34pm

AVILLION Bhd, an integrated travel and hotel group listed on the local stock exchange, is unfazed by the current market condition and is looking to buy valuable assets in Malaysia in a bid to expand the brand.

Group managing director See Ah Sing said Avillion is eyeing several hotels and resorts in key tourism markets like Langkawi and Sabah.

"We are looking at many places, except in the east coast as we have to consider the monsoon season and close the resort for about three months. We do not want to operate in an environment where there is no business for three months and our staff do not have work.

"In Langkawi, Sabah and some places in Johor, Pahang and Perak, there's a growing tourism market. When opportunity presents itself, we will look at the price and the location, and if it fits into our branding and our business plan," he said.

See said the company aims to be a major local hotel management company and in the Asean region.

Future plans include the setting up of hotels and resorts and managing properties for third parties in the region.

See was speaking to NST Property after inking a hotel management agreement with R & R Sky Group to establish and manage Avi Pangkor Beach Resort, the latter's property in Perak.

The agreement was inked by Avillion's subsidiary, Avillion Hotel Group Sdn Bhd— one of Malaysia's home – grown hotel chains.

Avillion Hotel Group operates a chain of beach resorts, hotels and spa in Malaysia and Indonesia.

It consists of Avillion Port Dickson, Avillion Admiral Cove, Avillion Legacy Melaka, Avillion Cameron Highlands, Avillion Villa Cinta Bali and the 65-room Avi Pangkor Beach Resort.

The oldest is the 260-room Avillion Port Dickson which was established in 1998.

Avillion Port Dickson is also the most profitable asset under Avillion Hotel Group, said See.

"The average occupancy rate at the five-star resort is 60 per cent per year. Avillion Port Dickson is the first water chalet development in the Asean region, hence its popularity among foreign tourists.

"Avillion Admiral Cove is one of our top properties with an occupancy of about 75-80 per cent per year. The rest of the properties are doing between 60 and 65 per cent," he said.

According to See, another resort is being planned in Johor.

He said the 160-room hotel is under construction and is slated to operate in 2022.

See said prospects for Avi Pangkor Beach Resort looked bullish, which is located on Pantai Pasir Bogak, Pulau Pangkor.

He said the new addition to its stable of properties has the potential to attract both local and foreign travellers.

See said the beachfront hotel is strategically nestled in between the seaside and lush tropical fringe that envelopes Tortoise Hill. With its idyllic setting in the simplistic charm, the resort is bound to attract leisure travellers and meeting planners looking for an offbeat destination.

“The hotel is only a minute drive to South Pangkor Forest Reserve Dutch Fort, a historical site on the island. Besides, Pangkor Island has been accorded duty-free status from January 1 2020.

Avillion is excited and thrilled to introduce Avi Pangkor Beach Resort and is confident the island will develop to be the preferred island destination due to its duty-free status,” said See.