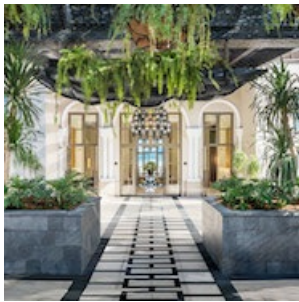


IN-STORE

St. Regis enters Malaysian market with all-suite resort

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Lobby entrance at the St. Regis Langkawi

By STAFF REPORTS

St. Regis Hotels & Resorts has opened its 37th property on Langkawi, an island selected for World Geopark status by UNESCO.

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The first St. Regis location in Malaysia, the resort is a joint venture between Rajawali Group and the Malaysian government's Ministry of Finance. The St. Regis Langkawi is part of the Starwood hotel chain's expansion push, which will see the opening of other locations in Asia and the Middle East.

Waterfront property

Located on the Langkawi archipelago, the St. Regis will give guests access to a white sand beach and a lagoon.

This is the first all-suite resort to open on Langkawi, with 85 suites total. Four villas are situated over the water, giving guests more privacy. The mansion house was designed by architects at Gensler, with interior concept by G.A Design.

"The St. Regis brand remains laser-focused on increasing its presence in destinations where travelers from around the globe are seeking bespoke guest experiences, and we are thrilled to expand our portfolio in Southeast Asia with an extraordinary brand debut in Malaysia one of the most dynamic countries in the world," said Jim Petrus, global brand leader, St. Regis Hotels & Resorts. "The St. Regis Langkawi is set to redefine luxury hospitality on the island, from the resort's lush, secluded location, to the iconic St. Regis Butler Service which provides guests with beyond expectation experiences."



Main pool at the St. Regis Langkawi

Amenities included within the hotel are an 8,000-square-foot Iridium Spa, a salon, infinity swimming pool and an athletic club.

Guests can also dine at six establishments within the resort. One of these eateries is Kayuputi, which is designed to resemble an art collector's over-water beach house.

"The St. Regis Langkawi will be the first luxury resort to open within the last decade in Langkawi and there is an opportunity to further strengthen a market of well-heeled travelers that will appreciate the renowned brand's tailor-made services and programs," said Erhard Hotter, senior vice president hotel operations at Rajawali Group, in a brand statement. "We look forward to a long-term collaboration with Starwood Hotels & Resorts."

After opening a property in Dubai, St. Regis is keeping a focus on Asian and Middle Eastern locales, with properties slated for Kuala Lumpur, Malaysia; the Maldives; Changsha, China and Cairo, Egypt.

Starwood Hotels & Resorts is expanding its presence in Asian markets to capitalize on emerging regions and expand its services.

In 2015, Starwood added nine hotels to its South Asian portfolio and has plans for 16 more, particularly in India. South Asian countries are developing rapidly, meaning both business and pleasure tourism from the West and within the region will likely increase with income and purchasing power ([see story](#)).

"The highly anticipated arrival of St. Regis into Malaysia marks another milestone for the luxury brand's expansion in South East Asia," highlighted Charlie Dang, regional vice president South East Asia, Starwood Hotels & Resorts. "With Langkawi rapidly emerging as a world-class destination, the opening of The St. Regis Langkawi will enhance the island's efforts to become an internationally renowned luxury destination for affluent global travelers."