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## BHP setting a new benchmark for luxury hospitality in Malaysia

The Star, Malaysia

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**PETALING JAYA:** Bangsar Heights Pavilion Sdn Bhd (BHP) is optimistic about the hospitality industry in the Malaysian property market space, in line with the rising global demand for high-quality hospitality experiences.

Chief executive officer Aaron Yap said the country's rising economic development has led to an increase of disposable income and in turn creating that strong demand.

"Malaysians are becoming more discerning travellers and residents, seeking not just luxury but also unique experiences and a sense of place.

"There is an undeniable demand for quality products here in Malaysia and people are now increasingly willing to pay for exceptional products and services," he told *StarBiz*.

According to him, the arrival of brands like *Conrad* and *Waldorf Astoria* has demonstrated a shift in the Malaysian market.

This signifies the country's readiness to embrace "super brands" within the hospitality industry.

Yap, 44, has been involved in the construction and property sector for the last 25 years, and is passionate about "pushing boundaries to create a new experience for consumers in the world of property and hospitality".

He has worked with some of the top 10 developers all around Hong Kong, China and Dubai for strata development.

He has had the opportunity to collabo-



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rate with some of the most prestigious hospitality operators who are yet to be present in Malaysia.

Coming back to BHP, Yap said it aims to become a key player in shaping the growth of the industry by being among the first to bring in such "super brands" and set a new benchmark for luxury hospitality in Malaysia.

"At BHP, we envision ourselves at the

forefront of this exciting transformation.

"By partnering with these renowned names, we will create unparalleled experiences that cater to the evolving needs and aspirations of a discerning clientele," he added.

In line with this goal, Yap said the group had designed its new freehold mixed development project, Quayside JBCC.

Located a stone throw's away from

Johor Straits, he said Quayside JBCC offers investors the opportunity to participate early in the city's growth and reap the benefits of its rising capital growth.

The soft launch of the Quayside JBCC project took place in September 2023 and as of end-March 2024, it was about 80% taken up.

When asked if there will be any new developments in the pipeline, Yap said the group believes in taking "one development at a time" as an effort to secure purchasers' confidence in long-term investment returns.

"Our landbanks are always ready for development and it will be announced in due time," he said.

He shared that the group's landbanks are situated in Bukit Ceylon, Bukit Bintang; Jalan Yap Kwan Seng, Kuala Lumpur City Centre; Jalan Raja Chulan, Kuala Lumpur City Centre; Wangsa Maju, Kuala Lumpur; Mont Kiara, Kuala Lumpur; and Bukit Chagar, JBCC.

Additionally, he said BHP also plans to demonstrate its commitment to building a better future for the communities it serves, as well as spreading awareness about its upcoming projects via multifaceted strategies.

"We will be unveiling a series of integrated marketing campaigns designed to elevate brand awareness, solidify our positioning and generate excitement for our upcoming developments," he said.

BHP is a subsidiary of the 30-year-old established Bangsar Heights Group.

To date, the group has completed over 50 projects with a gross development value of more than RM5bil.



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Page 2 of 2

### SUMMARIES

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