



Let Holiday Villa 'manja' you



WHEN Holiday Villa Hotels and Resorts say they are providing quality services to customers, they mean it.

The moment you step into any of the hotels and resorts under the Holiday Villa flagship in Malaysia or abroad, even if you are the most seasoned traveller, you will know you are in good hands.

All you need to do is to allow the staff there to *manja* (pamper) you.

Founded in 1987 by Alangka-Suka Hotels and Resorts Bhd, Holiday Villa first's property was a 54-room resort off the coast of Pahang.

Today, the hotel chain, managed by Antara Holiday Villas Sdn Bhd, a member of pub-

lic-listed Advance Synergy Berhad, manages and operates 16 hotels and resorts across the globe.

With a 20-year track record, Holiday Villa combines its charm and comfort of holiday destinations with an inventory of 3,400 rooms, superb Malaysian and international cuisine as well many facilities in its hotels and resorts.

Through the years, the company has kept the core elements of its character, personality and style since it believes that these distinguishes one company from another.

Its 1,300 workforce worldwide has a mix of Malaysians, Arabs and Europeans who are multilingual and have knowledge and experience in the



MAVIS: Hotelier

hospitality industry.

Emphasis is placed on staff development. In addition, Holiday Villa created a quality

management services programme, MANJA, in all hotel operations worldwide to achieve total customer satisfaction and employee motivation.

Holiday Villa began exporting its services abroad in 1997, with the opening of the 100-room Holiday Villa Hotel and Suites London and Baywater. Within nine years, the brand name appeared in Bali, Sydney, Phnom Penh, Sudan, Oman and China.

Recently, it acquired another property in China, its second in the country after the Shifeng Holiday Villa Hotel and Residence Changshu.

Led by two Malaysian hoteliers, Datuk Azman Shah Datuk Seri Harun and Datin Mavis Masri Azman, who was

twice nominated for the Malaysia's CEO of the Year Award, Holiday Villa International has built around it a team of professionals focused on talent management, enhancement of capital, use of technology and the provision of services to boost profitability.

Its international management team brings leadership to every aspect of hotel operations, resulting in guest satisfaction being on par with international chain hotels.

The total revenue that the group manages is in excess of RM120 million per annum and its gross operating profit is high.

Meanwhile, charitable and welfare organisations have benefited from Holiday Villa's

community programmes.

Holiday Villa recently completed upgrading rooms at Holiday Villa Beach Resort and Spa Langkawi, where the attraction is the Amoras Relaxation Spa and Gym.

The multi-purpose hall of the Holiday Villa Beach Resort Cherating has also been upgraded and renamed Pavilion Ballroom.

Since October, travellers can have instant confirmation at any Holiday Villa hotel and resort.

It won the National HR Excellence Award 2004. It also won the Special Award in the Quality Management Excellent Award 1997 and was nominated as a finalist in the Prime Minister's Quality Award 1996.