




HOLIDAY VILLA
HOTELS & RESORTS

CORPORATE PROFILE

HOLIDAY VILLA HOTELS & RESORTS SDN BHD
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P.O. Box 11369, 50744 Kuala Lumpur, Malaysia

www.holidayvillahotels.com



OUR COMPANY

Established in 1987, Holiday Villa Hotels & Resorts is a distinguished international hotel group with a registered trademark spanning Asia, Europe, the Middle East, and the United Kingdom.

Guided by foundational pillars of talent development, technological innovation, and a strong commitment to Environmental, Social, and Governance (E.S.G.) principles, these core values have consistently enabled the group to exceed guest expectations and maintain excellence across its diverse portfolio. Founded by esteemed hoteliers Tan Sri Azman Shah Haron and Puan Sri Mavis Masri Azman, Holiday Villa's journey began with the opening of its first resort in Cherating, Malaysia, on a scenic 2.3-acre beachfront property featuring 34 guestrooms and 20 family apartments. Over its 37-year history, today, the group's portfolio encompasses 26 hotels and resorts across five countries - Malaysia, Indonesia, Qatar, Saudi Arabia, and China - offering over 5,000 guest rooms and suites, from modern city hotels to beach resorts, pool villas, and serviced apartments.

A significant milestone in Holiday Villa's global expansion came in 2022 with its partnership with GreenTree Inns Hotel Management Group (GTI), the parent company of GreenTree Hospitality Group Ltd. (GHG), a subsidiary listed on the New York Stock Exchange (NYSE). With a portfolio of 5,200 hotels and 400,000 guest rooms worldwide, this partnership opens new growth opportunities for Holiday Villa, particularly in the United States, the People's Republic of China, and ASEAN.

More than just a business collaboration, this alliance reflects a shared vision to deliver distinctive, culturally enriched hospitality experiences while expanding market reach and operational synergies. By leveraging combined expertise in hotel management, franchise operations, and ownership, the partnership aims to introduce the GreenTree brand into Southeast Asia, beginning with the GreenTree Hotel Johor Bahru, anticipated to open by 2026. This collaboration expands the group's hospitality network and benefits business partners, owners, and communities while delivering

unique, locally inspired guest experiences.

In 2023, Nina Karina, a City University London Law graduate with 13 years of experience within the group, was appointed Managing Director and C.E.O. Under her leadership, Holiday Villa is charting a course for continued growth and global success while preserving its enduring legacy. The brand remains dedicated to delivering a seamless blend of comfort, quality, and locally inspired experiences, further solidifying its hospitality reputation for world-class hospitality.

As part of its ongoing expansion, Holiday Villa Hotels & Resorts has continued to grow its portfolio with the launch of several new properties. In August 2024, we proudly opened the eco-friendly Holiday Villa Hotel & Suites Weihai in Shandong, China. This was followed by the debut of Holiday Villa Resorts & Suites Zilin Mountain, Guizhou in October 2024. Looking ahead to early 2025, we will welcome guests to Holiday Villa Spring Hotel Hengyang in Hunan. In Malaysia, the eagerly awaited Holiday Villa Hotel in Kuala Lumpur City Centre is set to open in early 2025, and the 206-room Holiday Villa Terengganu is slated for completion in the fourth quarter of 2025.

Holiday Villa's success is attributed to experienced leadership and a dedicated management team committed to growth and profitability while balancing the priorities of guests, owners, and partners to maintain comfort and quality. The group's commitment to innovation is further demonstrated by incorporating advanced technology into the guest experience, such as 3D virtual tours on the website, providing potential guests with immersive previews of each property, as well as AI-driven messaging and chatbot services for seamless, real-time assistance. These initiatives reflect Holiday Villa's dedication to enhancing service standards while supporting a forward looking vision in the evolving hospitality landscape.

OUR HOTELS & RESORTS

Management Service Contracts

- Holiday Villa Resort & Beachclub Langkawi, Kedah
- Holiday Villa Beach Resort & Spa Cherating, Pahang
- ViVilla by Holiday Villa Cherating, Pahang
- Holiday Villa Hotel & Suites Kota Bharu, Kelantan
- Wina Holiday Villa Kuta Bali, Indonesia
- Holiday Villa Hotel & Residence City Centre Doha, Qatar
- Majestic Ballroom Icono View, Doha, Qatar
- D-Villa Residence Doha Qatar
- CitiVilla Services Residence Doha, Qatar
- ViVilla Resort Residence, Doha, Qatar
- Holiday Villa Hotel & Residence Shanghai Jiading, P.R.C.
- Holiday Villa Resort & Suites Zilin Mountain Guizhou, Shandong, P.R.C.
- Holiday Villa Hotel Terengganu, Kuala Terengganu (2025)
- Holiday Villa Hotel & Residence Kuala Lumpur City Centre (2025)

License Hotels:

- Holiday Villa Johor Bahru City Centre, Johor
- CitiVilla Hotel Penang, George Town, Penang
- Holiday Villa Bakkah, Mecca, Saudi Arabia
- Holiday Villa Hail, Saudi Arabia
- Holiday Villa Hotel & Suites Weihai, Shandong, P.R.C.
- Holiday Villa Spring Resort & Villas, Nanyue Hengyang, Hunan, P.R.C. (2025)
- Holiday Villa Hotel & Resort Shennongbay Yanling, Hunan P.R.C
- Shengyi Holiday Villa Hotel & Suites Sanya, Hainan P.R.C
- Shengyi Baofa Holiday Villa Haikou P.R.C.
- Shengyi Mingguang Holiday Villa, Haikou P.R.C
- Holiday Villa Hotel & Residence Pengerang, Johor (2026)
- GreenTree Hotel Johor Bahru (2026)



THE COMPANY VALUES

OUR VISION

Working Together To be A Successful Global Hotel Group

OUR MISSION

A Strong Commitment to Deliver Quality and Ethical Services to Our Customers and Partners at All Times

OUR GOALS

Holiday Villa International aims to manage all hotels and resorts under its management contracts profitably by maximizing Gross Operating Profit

OUR VALUES

To Our Customers

We ensure quality services and products at competitive prices.

To Our Employees

We foster a supportive work environment that nurtures our employees to reach their full potential while recognising their contributions.

To Our Shareholders

We strive for a fair return on investment by adhering to sound management ethics and principles.

To Our Community

We contribute to the economic, social, and environmental wellbeing of the communities we serve.

OUR SUPPORT

We are dedicated to providing the following support to owners and partners:

- Immediate association with the Holiday Villa brand on an international scale
- Visibility across all Holiday Villa International corporate materials and advertising
- Dedicated presence on our corporate website
- An online reservation system that provides instant room confirmation
- Comprehensive promotion at major international trade events through our Holiday Villa Central Sales Office
- Access to the services of our global sales network
- Operational audits and financial reports for all managed properties



OUR CORPORATE SOCIAL RESPONSIBILITY

Commitment to Sustainability and Green Initiatives

Holiday Villa is committed to sustainability by implementing green initiatives across our properties. These initiatives include energy-efficient systems, waste reduction programs, skip-housekeeping, eco-friendly room amenities, and sourcing sustainable materials. We aim to minimise environmental impact while ensuring guests a comfortable, eco-conscious experience.

The Environment

We actively contribute to the wellbeing of our communities and the environment. As a responsible hotel group, we collaborate with stakeholders to implement practices that protect and sustain our natural surroundings. We recognise the significance of resource conservation, biodiversity, and pollution control and integrate these principles into our business decisions.

Staff Members and the Community

Holiday Villa fosters a fair and dignified workplace where employees can achieve personal and professional goals. We uphold fair labour practices, complying with all national and local regulations. Additionally, we contribute to our communities through charitable, cultural, educational, and civic projects.

OUR BRAND



Holiday Villa Hotel & Resorts

Holiday Villa, our core brand, upholds international standards with exceptional service and accommodations for discerning 4- and 5-star guests in prime city locations and scenic beach resorts. Each property features comfortable guest rooms and suites with contemporary design and in-room conveniences for business and leisure travellers. Beyond accommodations, Holiday Villa properties offer diverse facilities, including restaurants with varied culinary options, leisure and sporting activities, a swimming pool, a wellness centre, spa services, and versatile event spaces ideal for corporate functions or social gatherings. Whether in vibrant city centres or tranquil beachfront locales, Holiday Villa ensures memorable stays with a harmonious blend of comfort, convenience, and distinctive hospitality.



ViVilla

ViVilla is Holiday Villa Hotels & Resorts exclusive collection brand, offering a selection of boutique properties and private pool villas designed for discerning travellers seeking a personalised and intimate escape. Each ViVilla property combines refined luxury with authentic local charm, incorporating furnishings and decor that celebrate the cultural essence of each destination while providing modern amenities for ultimate comfort. This unique blend of elegance and cultural immersion ensures that every stay at ViVilla is both enriching and memorable, inviting guests to experience the warmth of local hospitality within a sophisticated, tranquil setting.



CitiVilla

CitiVilla is crafted for the modern traveller, offering a trendy and vibrant atmosphere that appeals to Millennials seeking affordable yet stylish accommodations. Designed to meet the needs of today's digital-savvy guests, each room is equipped with high-speed internet, smart TVs, USB ports, and conveniently located power outlets. For health-conscious travellers, CitiVilla features a well-equipped fitness room, providing an energizing space to maintain wellness routines while on the go. CitiVilla combines contemporary style with practical amenities, delivering a seamless blend of comfort, connectivity, and value, perfectly suited for the new generation of travellers.



D-Villa

The D-Villa concept is designed specifically for guests seeking the comforts and flexibility of a serviced apartment for extended and long-term stays. Each unit features essential kitchen facilities, allowing guests to enjoy the convenience of preparing meals at their leisure. Complementing this, D-Villa offers Wi-Fi access, regular housekeeping services, and access to shared amenities such as a swimming pool and gym, ensuring a comfortable and well-rounded stay. With a focus on providing a homely atmosphere combined with practical conveniences, D-Villa creates an ideal environment for guests seeking both independence and the comforts of quality service.

BUSINESS MODEL

At Holiday Villa Hotels & Resorts, we operate through diverse business models in collaboration with our valued partners and associates.

Our portfolio encompasses hotel ownership and management and extends to strategic alliances that enhance the global reach and influence of the Holiday Villa brand



Management Service Contracts

A central element of our business strategy is management service contracts. Through these agreements, we offer our industry expertise to manage properties on behalf of owners, ensuring that each property aligns with the high standards synonymous with the Holiday Villa brand. This model allows us to create exceptional guest experiences and deliver profitability and sustainable growth for our partners.

Licensing Agreement

We extend our brand's reach through thoughtfully designed licensing agreements, allowing independent hotel owners to operate under the Holiday Villa brand. Our partners receive comprehensive support to align with our brand guidelines, operational standards, and quality assurance practices. By offering licensing rights, our partners benefit from our established reputation, marketing expertise, and robust support systems, including training, promotional resources, and operational guidance. This licensing model allows us to expand the Holiday Villa brand into new and emerging markets while maintaining a consistent and high-quality guest experience across all locations.

Joint Ventures Partnership

Our joint venture initiatives are based on shared ownership and investment between two or more parties to co-manage specific properties or a group of properties. This model works particularly well when entering new markets or developing large-scale projects, as it enables all parties to pool resources, share risks, and capitalise on their combined expertise. Joint Ventures with Holiday Villa often integrate licensing components, ensuring brand consistency and a commitment to quality standards. This collaborative approach fosters synergy and mutual growth while expanding the reach of Holiday Villa Hotels & Resorts.

Strategic Partnerships

Strategic partnerships are essential to our growth strategy, centred on building affiliations, joint ventures, and collaborations that align with shared objectives. These partnerships extend beyond traditional hotel ownership and management, encompassing diverse alliances to enhance in-house services and activities. By cultivating these strategic partnerships, we aim to elevate guest experiences, unlock new revenue streams, and maintain a competitive edge in key markets.

A Multifaceted Approach to Global Growth

By adopting this comprehensive and adaptable business model, Holiday Villa Hotels & Resorts not only expands its global presence but also nurtures long-term, mutually beneficial relationships with partners who share our vision of delivering exceptional hospitality experiences. This approach allows us to continuously innovate, adapt to evolving market trends, and reinforce the Holiday Villa brand as a leading choice in the global hospitality industry.



OUR EXECUTIVE OFFICE



TAN SRI AZMAN SHAH HARON
CHAIRMAN

Tan Sri Azman Shah Haron is the Chairman of Holiday Villa Hotels & Resorts Sdn Bhd and Holiday Villas Hotels and Resorts Limited which own and manage the Holiday Villa Hotels & Resorts brand globally. He was educated in Australia and Japan and received extensive training in general hotel management in the U.S.A.

Before founding Holiday Villa Hotels & Resorts, Tan Sri Azman held senior positions in several major international hotels and served as Managing Director and shareholder of Central Holdings Management Services Berhad, the management company for Holiday Inn on The Park Kuala Lumpur, Holiday Inn City Centre Kuala Lumpur, and Holiday Inn Shah Alam.

Under his leadership, these properties experienced substantial growth, earning recognition for their outstanding performance and establishing themselves as a reputable and sought-after destination.

Throughout his distinguished career, Tan Sri Azman has received numerous accolades, including the Holiday Inn International Torchbearer's Award (recognising the top 50 hotels globally), the Gold Award for Inter-Hotel Performance and Productivity, and the Tourism Gold Award from the Malaysian Ministry of Tourism for excellence in first class service.

He has also held prominent leadership roles within Malaysia's hospitality industry, serving as President of the Malaysian Association of Hotels for over a decade and as a member of the Malaysian Tourism Board. Regionally, he has made a significant impact as the past President of the ASEAN Tourism Association (ASEANTA) and the ASEAN Hotel and Restaurant Association (AHRA). In recognition of Tan Sri Dato'Azman's invaluable contribution and excellent service record, he was conferred a state honorary award by two Malaysian state rulers and the King.

Honorary Awards

- Darjah Kebesaran Setia Sultan Sharuffudin Idris Shah, Kelas II "Dato'" Sultan of Selangor Awards
- Darjah Kebesaran Panglima Setia Mahkota (P.S.M) Award "Tan Sri" by His Majesty, Yang Di Pertuan Agong XIV Tuanku Al-Haj Abdul Halim Mu'adzam
- Darjah "Datuk" Paduka Tuanku Jaafar (DPTJ) Award by the late Yang Di Pertuan Negeri Sembilan
- Darjah Kebesaran Setia Sultan Salahuddin Abdul Aziz Shah (SSA)
- Pingat Jasa Kebaktian (PJK) Award by His Royal Highness, The Sultan of Selangor
- Ahli Mahkota Selangor (A.M.S.) Award by His Royal Highness, The Sultan of Selangor

Notable Organisation

- Committee Member of the Polytechnic Industry Advisory Council, under the Ministry of Education
- Honorary Treasurer of Rumah Bakti Dato' Harun Idris (Orphanage)
- Past Chairman of Confederation of Asia Pacific Employers (CAPE)
- Past President of I.O.E. International Organisation of Employees at United Nations in Geneva
- Past President of the Malaysian Employers Federation (MEF)
- Former Board Member of Malaysia Productivity Corporation (MPC)
- Former Member of Asia Pacific Economic Corporation (APEC) / Business Advisory Council (ABAC) Malaysia
- Former Member of PEMUDAH (special task force to facilitate business)
- Former Member of the National Labour Advisor Council (NLAC)



ALEX XU

MANAGING PARTNER | Holiday Villas Hotels and Resorts Limited

Alex S. Xu is the Chairman and CEO of GreenTree Inns Hotel Management Group (GTI), the parent company of GreenTree Hospitality Group Ltd. (GHG), a company listed on the New York Stock Exchange (NYSE). GreenTree is a global hospitality leader recognised for its expansive presence and commitment to quality. Since founding the Company in 2004, Mr. Xu has transformed GreenTree into one of the world's largest hotel chains, with over 5,200 hotels and 400,000 guest rooms worldwide. Highly regarded for its strong presence in the mid-tier to luxury segments, GreenTree serves millions of customers annually, focusing on innovation, guest-centric service, and operational excellence.

With more than 30 years of experience in hospitality, real estate, and corporate management, Mr. Xu is a successful entrepreneur and seasoned executive. After earning Master's degrees in mathematics and computer engineering from the University of Southern California,

he worked his way up to senior management at two publicly traded companies from 1990 to 1997. He then founded American Pacific Homes, a prominent real estate development company on the West Coast of USA, in 1997. And then later transformed to the field of hospitality in the USA.

The partnership between GreenTree Inns Hotel Management Group and Holiday Villas Hotels and Resorts reflects shared values of operational excellence, sustainable growth, and a commitment to delivering culturally enriched guest experiences. This collaboration enables both brands to leverage regional insights and resources, enhancing value for guests and stakeholders alike. Together, they are positioned to capitalise on emerging opportunities and reinforce their leadership in the global hospitality landscape, while facilitating GreenTree's entry into ASEAN markets and Holiday Villa's expansion into East Asia, the Americas, and beyond.



NINA KARINA AZMAN

MANAGING DIRECTOR & CEO

In 2023, Nina Karina, a law graduate from City University London, assumed the role of Managing Director and C.E.O. of Holiday Villa Hotels & Resorts. Growing up immersed in the hospitality industry, Nina was introduced to the intricacies of hotel operations and travel from a young age, giving her a unique perspective on the guest experience and the demands of global hospitality. With 13 years of operational and management experience within the group, she brings a forward-looking vision for growth and international expansion, building on the

legacy of Holiday Villa while steering the group toward new horizons.

Embracing technology to enhance operations and guest experiences, Nina's leadership reflects a commitment to innovation and adaptability in the hospitality landscape. Her passion for golf and active participation in various sporting activities mirror her dynamic approach to leadership, while her involvement in charitable organisations demonstrates a dedication to giving back to the community.

Nina's diverse expertise and forward-thinking approach position her to lead Holiday Villa Hotels & Resorts into the future, characterised by continue growth, excellence, and global recognition.

OUR MANAGEMENT STRUCTURE

Director - Finance and Administration

The Director of Finance and Administration oversees the group's financial planning, internal control systems, cash and bank management, audit, tax operations, and overall corporate financial management. Additionally, the Director plays a key role in budget planning and the development process for the group of hotels.

Holiday Villa's advanced reporting systems include integrated financial reports for all portfolio brands and business intelligence tools that support strategic decision-making to improve profit margins. These systems give management essential insights into cash flow forecasting, financial summaries, and tracking of capital expenditure. The Director ensures that financial and managerial accounting systems deliver accurate information promptly, enabling informed decisions and effective responses to changes in business volume.

Director - Organisation Development

This division is responsible for all areas of the group's human resources development, management changes, processes, systems implementations, and training strategies. The Director is actively involved in establishing the competency framework for Holiday Villa's group of hotels, guiding hotel management in implementing the framework to enhance recruitment, selection, lateral job mobility, promotion, and overall development.

The Director advises on organisational restructuring and makes recommendations to senior management on the hotels' structure, systems, processes, and policies.

The Organisation Development Division plays a crucial role in developing programs that improve the productivity and quality of human resources through job redesigns, skill recognition, job enlargement, and on-the-job training. The division also offers executives and staff members advice on talent development, ensuring that employees can reach their full potential for the benefit of the hotels.

Director - Business Development

The Business Development Division fosters a proactive, results-driven, and collaborative culture. Led by the Director of Business Development and supported by a team of skilled professionals across regional sales offices, hotel properties, and the corporate office, this division drives growth in alignment with the company's strategic goals. The team includes Directors of Sales & Marketing, Sales Managers, and Sales Coordinators, all working together to enhance sales performance and brand visibility.

The division is responsible for executing group-wide sales and marketing initiatives, representing Holiday Villa Hotels & Resorts at international and regional travel trade shows, and expanding market reach through strategic wholesale marketing. Domestically, the team builds partnerships with government bodies, multinational corporations, and relevant agencies to secure support for key events and promotions. Leveraging a data-driven approach, the division continuously refines its strategies to align with market trends and guest expectations, ensuring each property achieves its growth objectives while maintaining a strong focus on profitability and sustainable expansion.

Regional Manager – Operations & Development

The Regional Manager of Operations & Development is vital in advancing operational excellence and strategic growth within the brand. This role involves evaluating property operations to uncover opportunities for continuous enhancement across service delivery, guest satisfaction, and operational efficiency. The General Manager works to elevate service standards and boost overall profitability by implementing targeted upgrades and improvements.

In addition to operational oversight, the General Manager is instrumental in the brand's expansion efforts, managing pre-opening activities for new properties. This includes collaborating with cross-functional teams to ensure that each new property aligns with the brand's standards and delivers a cohesive guest experience from the outset.

The role also encompasses scouting and assessing potential sites for future development, where the General Manager identifies promising locations and evaluates market demand, contributing to the brand's growth strategy. This position requires a blend of operational insight, service excellence, and strategic foresight, ensuring that the brand meets and exceeds guest expectations while strategically positioning itself for long-term success in the dynamic hospitality market.

Head - Corporate Affairs & Digital Strategy

The Head of Corporate Affairs leads a division that strengthens media communications, builds brand awareness, and drives growth through strategic marketing and digital platforms. This division oversees digital and traditional media activities, including social media, website management, digital communications, and data-driven marketing. One of the primary tasks is managing digital platform engagement and analytics to evaluate each hotel's performance, providing insights that guide improvement solutions, enhance guest engagement, and drive innovation.

Emphasising advanced intelligent technology, the Group Manager leads initiatives to elevate guest experiences and optimise operational efficiency. The division also oversees the Villa Gold Card (V.G.C.) loyalty program, a fully digital platform offering exclusive rewards and benefits to foster brand loyalty and strengthen customer relationships.

The division fosters strong relationships with media outlets and manages collaborative marketing efforts with travel and tourism bureaus, international business chambers, expatriate and diplomatic communities, financial institutions, and event promoters to expand reach and increase revenue. These efforts position Holiday Villa as a leading brand across all channels, enhancing engagement and supporting strategic growth.



Group Manager – Property & Facility

The Property & Facilities division, led by the Group Manager, oversees the maintenance and upkeep of all hotel assets—including buildings, MEP equipment, and infrastructure to ensure consistent quality and adherence to brand standards. One of the primary responsibilities is developing and continually updating a comprehensive operations manual, which integrates the “Villa Care” programme. This proactive initiative establishes standardised procedures for preventive maintenance, regular facility inspections, and cost-effective, long-term asset planning. The division supports all assets’ durability, reliability, and optimal functionality while minimising unexpected costs by providing each hotel’s engineering and maintenance teams with a structured framework aligned with best practices.

Beyond ongoing maintenance, the Property & Facilities division also plays an essential role in new property development. It oversees pre-opening activities, ensuring each hotel meets operational readiness and complies with operation standards.

The division closely monitors construction projects and promptly addresses deviations to maintain consistency. This comprehensive approach to asset management reinforces the brand’s commitment to excellence, enhancing both the quality of guest experiences and the long-term value of each property in the portfolio.

Manager – Management Information System (M.I.S.) & Technology

The M.I.S. Manager oversees the technology infrastructure and information systems vital to the hotel group’s operations and strategic objectives. This role ensures the seamless integration, management, and security of all digital systems, including the maintenance of guest data and the protection of website operations.

Key responsibilities include managing software, handling day-to-day IT operations, and implementing timely upgrades to meet the group’s evolving business needs. The M.I.S. Manager is also accountable for establishing robust data security protocols to protect guest information, ensure compliance with industry standards, monitor IT-related risks, and promptly address any incidents to safeguard digital assets.

Additionally, the M.I.S. Manager provides technical support across all properties, resolving IT issues and conducting staff training to boost digital proficiency. This role involves planning and executing server, network, and hardware maintenance to ensure reliable service delivery and optimal website performance, enhancing the overall guest experience.



OUR RESERVATION NETWORK

Holiday Villa operates a streamlined online reservation system designed for a seamless booking experience. The platform offers real-time availability, instant confirmations, and personalised booking options. Integrated across the group’s website, mobile apps, third-party booking platforms, and secure payment gateways with digital wallet options, it ensures convenience and efficiency for guests. By leveraging predictive analytics, it optimises revenue through insights from guest reviews, rankings, and demand forecasts while adhering to international data protection standards.

To sustain growth and competitiveness, Holiday Villa supports and guides all properties’ sales and promotional efforts through a dynamic sales and marketing network. Guided by real-time market intelligence and data analytics, the team employs strategic market segmentation and yield management to tailor approaches to specific customer segments, enabling precise sales projections and informed decision-making.

With international sales offices in Kuala Lumpur, Shanghai, Bali, and Doha, the network cultivates relationships with key partners to expand the brand’s reach and maximise revenue. Collaborative efforts with travel bodies and industry stakeholders further enhance Holiday Villa’s market presence, establishing a consistent presence across digital and traditional channels and driving brand growth while elevating guest experiences.

INTERNATIONAL MARKETING & SALES OFFICE

Kuala Lumpur
B-16-8 Megan Avenue II, 12 Jalan Yap Kwan Seng, P.O. Box 11369, 50474 Kuala Lumpur
50474 Kuala Lumpur, Malaysia.

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REGIONAL SALES OFFICE

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Doha: +974 4408 4888
Shanghai: +86-21-60132999
GreenTree Hospitality Group:
+86-21-3617-4886

www.holidayvillahotels.com

'MANJA'

SERVICE QUALITY PROGRAMME

The MANJA quality service programme, established in 1990, is central to Holiday Villa's mission to deliver bespoke experiences tailored to the unique needs of each guest, whether they are business travellers, families, or corporate groups.

Initially introduced by former Managing Director/C.E.O. Puan Sri Datin Mavis Masri Azman and her pioneering team under the motto "Let Us Manja U," MANJA has since evolved into an integral part of Holiday Villa's Total Quality Management System. This enduring commitment to service excellence has garnered significant recognition, including the Human Resource Excellence Award 2005 from the Malaysia Institute of Human Resources (MIHRM), AsPAC, and MacKenzie.

With properties spanning Malaysia, Asia, the Middle East, and beyond, Holiday Villa brings the MANJA philosophy to life by blending global hospitality standards with a deep appreciation for local traditions and culture. The programme is designed to combine luxury, comfort, and the rich cultural character of each location, creating immersive and indulgent guest experiences that leave a lasting impression.

The MANJA programme encompasses all areas of hotel operations, ensuring total guest satisfaction and fostering a culture of continuous improvement among employees. This holistic approach has earned Holiday Villa prestigious awards, such as the Prime Minister's Quality Award in 1996 and the Special Award for Quality Management Excellence from the Ministry of International Trade and Industry in 1997. Over the years, the MANJA programme has become synonymous with the Holiday Villa brand, solidifying its reputation in Malaysia and internationally

Let Us Manja U*
manja : to pamper



MANJA stands for:

- M**ust smile and be courteous
- A**nticipate our customer's needs
- N**ever forget our customer is No. 1
- J**ust ensure there is a detailed follow-up
- A**lways give our personal attention

Holiday Villa's commitment to excellence extends beyond service quality to embrace Environmental, Social, and Governance (E.S.G.) principles, with a strong focus on the wellbeing of both guests and staff. Through thoughtfully curated services, enhanced amenities, and personal touches, every stay is crafted to be memorable and distinctive. By integrating sustainable practices and celebrating local culture, Holiday Villa remains responsive to modern guest expectations while honouring its promise of personalised care.

The MANJA programme ensures that every guest leaves with enduring memories of an exceptional experience, combining heartfelt hospitality with a mindful approach to social responsibility.





HOLIDAY VILLA BEACH RESORT & SPA CHERATING
 Lot 1303, Mukim Sungai Karang, 26080 Cherating, Pahang Darul Makmur, Malaysia
 Tel : (60-9) 581 9500 Fax : (60-9) 581 9178
 E-mail : rsvnchv@holidayvilla.com.my

Located on Cherating Beach, Pahang • Beachfront resort • 120 guest rooms and suites comprising of traditional Malay chalets, deluxe hotel rooms and family suite • Ensuite with shower or bath • All rooms with balcony • WIFI • Smart TV • IDD telephone • In-room safe • Mini-Fridge • Coffee/Tea making facilities • Room service • Beach restaurant • Sunk-in Pool Bar • Conference and event for 400 persons • Halal only restaurant • Outdoor event space with stage • Banquet facilities • Wedding • Swimming pool • Infinity pool • Kids Fun pool • Jacuzzi • Gymnasium • KidzClub • Amoaras Spa • In-house parking • 20 minutes drive to shops and restaurants • 3 hours drives from Kuala Lumpur • 45 minutes drive from Kuantan Airport



HOLIDAY VILLA RESORT & BEACHCLUB LANGKAWI
 Lot 1698, Pantai Tengah, Mukim Kedawang, Daerah Langkawi, 07000 Kedah Darul Aman, Malaysia
 Tel : (60-4) 952 9999 Fax : (60-4) 955 2211 / 955 1504
 E-mail : reservation@lghkvl.com

Located on Pantai Tengah, Langkawi • 258 guest rooms and suites • Beachfront resort • Ensuite with shower or bath • all rooms with balcony • WIFI • Smart TV • IDD telephone • In room safe • Mini-Fridge • Coffee/Tea making facilities • Room service • 24 hours Kafe Ole • Legenda Restaurant • Tropical Beach Bar • Poolside bar • Suri Poolclub Restaurant • Conference & event facilities for 200 persons • Spacious garden for outdoor event • Banquet facilities • Wedding • Swimming pool • Infinity pool • kids pool • Jacuzzi • Tennis court • Gymnasium • KidzClub • Amoaras Spa • Sauna • Water sports • In-house parking • 15 mins from Langkawi International Airport • 15 mins to Cenang entertainment and shopping • 2 minutes walk to convenient shops



HOLIDAY VILLA JOHOR BAHRU CITY CENTRE
 No. 260 Jalan Datuk Sulaiman, Taman Abad, 80250 Johor Bahru, Johor Malaysia
 Tel : (60-7) 290 3388 Fax : (6-07) 290 3399
 E-mail : resm@holidayvillajb.com.my

Located in city centre • 345 guest rooms comprise superior, deluxe and premium suite • WIFI • IDD Telephone • In-room safe • Television • Mini-fridge • Coffee/Tea making facilities • Ensuite bathroom • Fern Pine Café • Business lounge • Sky lounge • Cigar bar • Poolside terrace • Infinity swimming pool • Gymnasium • Spa • Massage • Jacuzzi • 10 Meeting rooms • Event halls • Auditorium • Grand Ballroom • State-of-the-art audiovisual system • In-house parking • Valet service • 30 mins from Senai International Airport & Premium Outlet • Adjoining to shops & international cuisine restaurants • 100 meters to KSL City Shopping Mall • 8km to JB-Singapore Woodland Causeway



VILLA BY HOLIDAY VILLA CHERATING (private pool villa)
 Lot 1303, Mukim Sungai Karang, 26080 Cherating, Pahang Darul Makmur, Malaysia
 Tel : (60-9) 581 9500 Fax : (60-9) 581 9178
 E-mail : rsvnchv@holidayvilla.com.my

Located on Cherating Beach, Pahang • 13 units private pool villas with One, Two and 4 bedrooms with separate living area • Individual pool with private pool deck • Styled in hardwood furnishings • Surrounded by lush garden landscapes • WIFI • Smart TV • IDD telephone • In-room safe • Mini-Fridge • Coffee/Tea making facilities • Room-service • Beach restaurant • Sunk-in Pool Bar • Conference and event for 400 persons • Halal only restaurant • Outdoor event space with stage • Banquet facilities • Wedding • Swimming pool • Infinity pool • Kids Fun pool • Jacuzzi • Gymnasium • KidzClub • Amoaras Spa • In-house parking • 20 minutes drive to shops and restaurants • 3 hours drives from Kuala Lumpur • 45 minutes drive from Kuantan Airport



HOLIDAY VILLA HOTEL & SUITES KOTA BHARU
 No. 968 Jalan Kuala Krai, Wakaf Che Yeh, 15150 Kota Bharu, Kelantan, Malaysia
 Tel : (60-9) 747 4000 Fax : (60-9) 747 3003
 E-mail : rsvn@holidayvillakb.com

Located in Wakaf Che Yeh within city centre • 108 guest rooms and suites • Air-conditioning • WIFI • Television • IDD-telephone • In-room safe • Mini-Fridge • Coffee/Tea making facilities • Legenda restaurant • Poolside terrace • Conference and event for 300 persons • Meeting room • Swimming pool • Wading pool • Gymnasium • Sauna • Business centre • Room service • Laundry • In-house parking • 4 km away from Kota Bharu • 15 mins Sultan Ismail Petra Airport



CITIVILLA HOTEL PENANG, MALAYSIA
 Jalan Argyll, Seksyen 14, Bandar GeorgeTown, Daerah Timur Laut, Pulau Pinang, Malaysia
 Tel : (60-4) 2170559
 Email : reservation@citivillapenang.com

Located at Jalan Argyll Georgetown, Penang • 54 rooms with air conditioning • WIFI • Television • IDD-telephone • In-room safe • Mini Fridge • Coffee/Tea making facilities • Walking proximity to restaurants and shopping • 20 mins from Penang International Airport



OPENING 2025

HOLIDAY VILLA HOTEL TERENGGANU
 Tel : (60-3) 21622922
 E-mail : centralresv@holidayvilla.com.my



OPENING 2025

HOLIDAY VILLA HOTEL & RESIDENCE KUALA LUMPUR CITY CENTRE
 Tel : (60-3) 21622922
 E-mail : centralresv@holidayvilla.com.my



OPENING 2026

GREENTREE HOTEL JOHOR BAHRU
 Tel : (60-3) 21622922
 E-mail : centralresv@holidayvilla.com.my



WINA HOLIDAY VILLA KUTA BALI

Jl. Pantai Kuta - Kuta Bali 80361, Indonesia
Tel : (62-361) 373 7000 Fax : (62-361) 751 569
E-mail : winahvsales@holidayvilla.com.my

Located in Kuta town • 184 guest rooms and suites
• Private terrace/ balcony • Ensuite with shower
• aircondition rooms • WIFI • Television • IDD
telephone • In-room safe • Mini-Fridge • Coffee/
Tea making facilities • Room service • Legenda
Restaurant (Halal) • Beji bar • Pool bar • Business
centre • WIFI • Meeting rooms • Conference and
event facilities for 200 persons • 2 Swimming pools
• Children's pool • Gymnasium • Bali Spa • Mini
library • Pool table • Leisure Activities • Currency
exchange • Laundry • Free shuttle services to
Legian street and Kuta square • 15 mins drive from
Bali Airport • Walking distance to Kuta Beach &
Beach Walk Mall • Walking distance to Legian • 30
mins drive to Seminyak • 40 mins drive to Nusa Dua



HOLIDAY VILLA HOTEL & RESIDENCE CITY CENTRE DOHA

P.O. Box 47601, Al Muntazah, Doha, Qatar
Tel : (974) 4408 4888 Fax : (974) 4408 4008
E-mail : resv@holidayvilladoha.com

Located in Doha city centre • 358 guest rooms, suites, executive
rooms and 396 serviced apartments with 2 & 3 bedrooms •
Conceige • IDD telephone • In-room safe • IPTV • Television •
Refrigerator • Hair dryer • WIFI • Lagenda international restaurant
• D'Chopstix Chinese and Japanese Restaurant • Icono Rooftop
restaurant • Kafe Ole • Lobby lounge • Majestic Ballroom with
LED screen • Multiple meeting rooms • Conference 700 guests •
Dining 420 guests • Banquet services • Wedding • AV equipment
• Swimming pool • Fitness club • Gymnasium • Qball-Billiard and
Snooker Centre • Spa • Suana & steam room (female & male) •
Snips Hair Salon (female & male) • Secretarial services • Flippers
children play room • Convenient store • Valet parking • 24 hours
in-room dining • Laundry and dry cleaning services • Located 20
minutes drive from Hamad International Airport • 7 mins to Souk
Waqif & Shopping • 11 mins to Al Comiche • 15 mins to Katara
Cultural Village • 15 mins to Aspire Zone • 15 mins to Doha
Exhibition & Convention centre



HOLIDAY VILLA HOTEL & SUITE HAIL, SAUDI ARABIA

King Saud Road, Al Matar District, 55421,
Hail Saudi Arabia

Located in Hail, northwestern province, Saudi
Arabia • 228 guest rooms and suites • Arabian
theme room • Family room • Ensuite with shower
• Air conditioning & heating • Sound-proof rooms
• parking • WIFI • Cable/Satellite television • IDD
telephone • Mini Fridge • Room service • laundry
service • Restaurants • Terrace restaurant • Coffee
shop • Business centre • Conference & meetings
• Banquet • Kids playroom • Terrace restaurant
• Fitness centre • Suana • Turkish steam room
• Jacuzzi • Indoor swimming pool • Roof-top
swimming pool • Spa & wellness centre • Parking •
Shuttle service • 10 mins from Hail Airport • 5 mins
from Hail Stadium • 5 mins from Barzan Palace • 10
mins from Al Samraa Amusement park • 4 hours to
Al-Ulla historical & geological site



HOLIDAY VILLA BAKKAH, MECCA, SAUDI ARABIA

7450 Al Masjid Al Haram Road, Al Maabdhah
24236 Makkah, Saudi Arabia.
Tel : (966-14) 818 5999

Located in Makkah (Mecca) • 140 guest rooms with
single, double, triple & quad rooms • Ensuite rooms
with shower • Air conditioning & heating • WIFI •
Television • IDD-telephone • Mini-Fridge • Coffee/
Tea making facilities • Hotel restaurant • 1.8 km from
Masjid Al Haram Abraj Al Bait • 18km to Safwah Tower
• 50 mins from King Abdulaziz International Airport
• 45 mins to Ta'if Regional Airport • Nearby shops
and restaurant • Shuttle service • Within 2 miles of
religious sites & places of interest landmarks



D - VILLA RESIDENCE DOHA, QATAR

P.O. Box 47601, Al Muntazah, Doha, Qatar
Tel : (974) 4408 4888 Fax : (974) 4408 4008
E-mail : ahmedsamy@holidayvilladoha.com

Located in the city centre minutes from Holiday
Villa Doha • 58 fully furnished 1,2 & 3-bedroom
apartment • Living room, kitchen & laundry •
Modern contemporary furnishing • D'Cafe • Long-
stay guests • IDD Telephone • In-room safe deposit
box • IPTV • Television • Refrigerator • Hair dryer •
WIFI • 30 mins from Hamad International Airport •
Proximity to shopping and famous landmarks
• Mins from Holiday Villa Doha



CITIVILLA SERVICE RESIDENCE, QATAR

Rawdat Al Khail, Doha, Qatar
Tel: (+974) 4408 4888 Fax: (+974) 4408 4008
Email: info@holidayvilladoha.com

Located on Rawdat Al Khail Doha • 42 fully furnished
1, 2 & 3-bedroom • modern contemporary fully
furnished apartments • Living room, kitchen & laundry
• IDD Telephone • In-room safe • Television •
Refrigerator • Hair dryer • WIFI • rooftop swimming
pool overlooking the City Cafe • Long-stay guests
• Juice Cafe • Long-stay guests • Gymnasium Loft
Nearby Rawdat Al Khail Park • 30 mins from Hamad
International Airport • Proximity to shopping and
famous landmarks



MAJESTIC BALLROOM, ICONO VIEW ROOFTOP RESTAURANT, DOHA

P.O. Box 47601, Al Muntazah,
Doha, Qatar
Tel : (974) 4408 4888
Fax : (974) 4408 4008
E-mail : ahmedsamy@
holidayvilladoha.com

Located in Holiday Villa Doha
• 1029.15 sqm • 750 guests
seating • Garden landscape •
Icono view rooftop restaurant



VIVILLA RESORT & RESIDENCE DOHA

Umm Al Amad, Qatar
Tel : (974) 4408-4347
E-mail : info@holidayvilladoha.com

Located near Lusail Stadium • 89 luxury
gated and guarded villas • Access to Club
House • Gym & steam, sauna and salt
room • Air conditioning • WIFI • Television •
IDD-telephone • Terrace restaurant • private
swimming pool • Air-conditioning • WIFI •
Television • IDD telephone • In-room safe •
Mini-Fridge • Coffee/Tea making facilities



HOLIDAY VILLA HOTEL & SUITES WEIHAI, SHANDONG
 21 Jiangsu East Road, Lingang District, Weihai City
 Tel : (86-1801) 7355 5028
 E-mail : hvshandong@holidayvilla.com.my

Located in Weihai City, Shandong • 236 modern air- conditioned guest rooms and suites • Ensuite bathroom • WIFI • Smart TV • IDD telephone • Front-desk safety box • Mini-Fridge • Coffee/ Tea making facilities • In-house parking • Multiple restaurants • Lobby bar • Executive lounge • Concierge service • Multi-functional meeting rooms • Grand Ballroom • Banquet facilities • 24hrs room service • Business centre • Service robots • Wellness centre • Gymnasium • In-house parking • Parks, lakes & gardens • Near public transportation • 30 mins to beachside • 12km to Weihai Railway Station • 32km from Dashuibo Airport • 5 mins to Dizhonghai Adventure Park • 20 mins to Weihai Marine Park and beachside



HOLIDAY VILLA HOTEL & RESORT SHENNONGBAY
 Holiday Villa Shennongbay Yanling, Zhuzhou, Hunan, P.R.C
 Tel : (86-0731) 2623 1888 Fax: (86-731) 2622 9666
 Email : centralresv@holidayvilla.com.my

Located in Zhuzhou, Shennongbay • 23 hectares in Shennong Valley National Forest Park Shennongbay • 97 guest rooms & suites • Air conditioning • WIFI • IDD Telephone • Safety box • Television • Satellite & cable channels • Mini-fridge • Coffee/Tea making facilities • Ensuite bathroom • Wellness Spa • Meeting Rooms • All-day dining • Chinese & Western cuisines • Gymnasium • Music Bar



HOLIDAY VILLA HOTEL & RESIDENCE SHANGHAI JIADING
 No. 108, Xu Hang Zheng, Chengliu Highway, Jiading District Shanghai, P.R.C
 Tel: (86-21) 6013 2999 Fax: (86-21) 6029 7668
 Email : resv@holidayvillashanghai.com

Located in the north-western part of Shanghai • 141 modern guest rooms and suites • Air-conditioning • WIFI • IDD Telephone • Safety box • Television • Satellite & cable channels • Mini-fridge • Coffee/Tea making facilities • Ensuite bathroom • Near Nanxiang Ancient Town • Adjacent to shopping mall & restaurant • 1 hour to Shanghai city hour • 8km from Jiading bus station • 20 mins from domestic airport



SHENGYI MINGGUANG HOLIDAY VILLA, HAIKOU HAINAN
 9 Nanhai Avenue, Haikou, Hainan, P.R.C.
 Tel : (86-898) 3216 6666
 E-mail : centralresv@holidayvilla.com.my

Located in Haikou City • 48 story landmark building with city view • 600 modern rooms & suites • WIFI • IDD Telephone • Television • Mini fridge • Coffee/ Tea making facilities • Ensuite bathroom • Safety box • Room service • Concierge service • Ballroom • Meeting rooms • Ballroom • 2 restaurants • Lobby bar • Yoga room • Gym • Swimming pool • Chess and card room • Child care service • Commercial Center • Karaoke room • Business centre • Near transportation



BAOFA SHENGYI HOLIDAY VILLA HAIKOU, HAINAN P.R.C
 No. 28, Yu Sha Road Long Hua, Haikou, Hainan, P.R.C.
 Tel: (86-898) 3196 6666 Fax: (860-89) 8 3190 1133
 Email : centralresv@holidayvilla.com.my

Located in Long Hua • 272 Guest rooms • WIFI • IDD Telephone • Safety box • Television • Satellite & cable channels • Mini-fridge • Coffee/Tea making facilities • Ensuite bathroom • Restaurant • 40 mins from airport



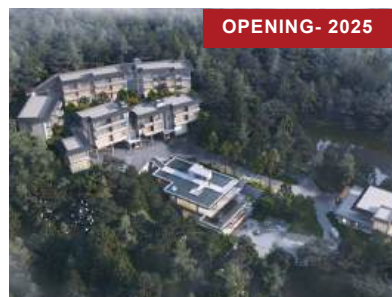
SHENGYI HOLIDAY VILLA HOTEL & SUITES, SANYA
 Tel: (86-898) 8889 8333 Fax: (86-898) 8889 8555
 E-mail : reservation@stiveshotel.cc

Located alongside golden coast of Sanya Bay • 352 Guest rooms • Beachfront hotel • WIFI • IDD Telephone • Television • Mini-fridge • Coffee/Tea making facilities • Ensuite bathroom • Outdoor heated pool • Kid's pool • Spa • Hot Tub • In-house parking • 300m from the city centre • 20 minutes to Luhuitou park (Deer Park) • 15 minutes from Sanya International Airport



HOLIDAY VILLA RESORT & SUITES ZILIN MOUNTAIN GUIZHOU, SHANDONG
 Yingshan Town, Dushan, Guizhou, P.R.C.
 Tel : (86-854) 7001 8888
 E-mail : hvguizhou@holidayvilla.com.my

Located in Dushan County, Guizhou • 365 modern rooms & suites • WIFI • IDD Telephone • Television • Mini-fridge • Coffee/ Tea making facilities • Ensuite bathroom • Safety box • Room service • Concierge service • Meeting rooms • Multirestaurants • Lobby Bar • Spa & Wellness • Gym • Indoor Heated Pool • Parking



OPENING- 2025

HOLIDAY VILLA SPRING RESORT & VILLAS NANYUE
 Hengyang, Hunan
 Tel : (60-3) 21622922
 E-mail : centralresv@ holidayvilla.com.my

Located in Nanyue, Hengyang, Hunan • Near Mount Heng • 46 Villa & Suites • Luxury • Wellness spa retreat

OUR LOYALTY PROGRAMME

The Villa Gold Card, Holiday Villa’s loyalty program, was established in 1997 to reward our loyal guests with exclusive privileges and benefits. Transitioning to a fully digital platform in 2019, the Villa Gold Loyalty Programme offers a seamless, user-friendly experience designed to enhance convenience and accessibility for members worldwide.

Members enjoy exclusive rates, referral rewards, and prepaid vouchers that can be redeemed for accommodation and dining across participating Holiday Villa hotels. Guests can easily access and manage their rewards through the digital platform, making every stay more rewarding. With Villa Gold, members can access a world of privileges tailored to elevate their experience, whether staying at our beach resorts, city hotels, or boutique properties.



Members Benefits:

- 10-20% discount on room rates at participating hotels with direct hotel booking
- Room selection with advance notice
- Express Check-in and Check-out
- Priority Early Check-in and Late Check-out, subject to availability
- Complimentary room upgrade, subject to availability
- 10-20% Food & Beverage discount at participating hotels
- 10% discount on spa services at participating hotels with Spa facilities
- Access to Executive Floor Lounge & Business Centre, where available at participating hotels
- Accumulate points through direct bookings, referrals, and in-hotel spending on food & beverages
- Access to Members-Only Promotion “Buy Now, Stay Later” offers
- Members-Only Food & Beverages Deals
- Flexible options for gifting the Holiday Villa experience

...and many more



VILLA GOLD membership card



Doha



Bali



Langkawi



Cherating



Hail, S. Arabia



Kota Bharu



Johor

participating hotels

OUR ACHIEVEMENTS & AWARDS



Holiday Villa's dedication to excellence has been consistently recognised with numerous awards, reflecting its achievements at both corporate and hotel property levels. The company's journey of recognition began in the 1990s when, in 1996, Holiday Villa was selected as a finalist in Malaysia's prestigious Prime Minister's Quality Award, competing against more than 30 companies nationwide. In 1997, Holiday Villa earned the Special Award in the Quality Management Excellence Award organised by the Malaysian Ministry of International Trade and Industry (MITI), celebrating the brand's success in delivering service excellence through its signature MANJA programme.

In 2004, the company received the National H.R. Excellence Award in Malaysia, followed by the Industry Excellence Award for Export Excellence (Services) in 2005. These achievements reinforced Holiday Villa's leadership position in the Malaysian hospitality sector.

By 2010, Holiday Villa's reputation had grown internationally. In a Special Report by HOTELS magazine (October 2010), the brand was ranked 284th among the world's top 300 hotel chains.

The international recognition continued in 2014, when Holiday Villa was awarded the ASEAN Outstanding

Business Award for 2013, receiving the Master Class Award for Best Hotel Franchise.

Most recently, in 2024, Holiday Villa's progress was highlighted once again as it ranked 144th among the world's top 220 hotel chains, according to TheList in HOTELS magazine's July/August 2024 issue. This ranking, based on data as of 31 December 2023, reflects the brand's continuous growth and commitment to excellence in the global hospitality industry.

Holiday Villa's commitment to quality, service, and excellence has been affirmed through these accolades, with each award marking an important milestone in its journey

List of Awards / Recognitions and Quality Certifications:

- Special Award - Quality Management Excellence 1997 by Ministry of International Trade & Industry Malaysia (MITI)
- Merit Certificate - Prime Minister's Quality Award 1996 by Ministry of International Trade & Industry Malaysia (MITI)
- Superbrand in "Malaysian Business": Magazine 2001 by SuperbrandMedia Sdn Bhd, Kuala Lumpur
- National H.R. Excellence Award 2004 by ASPAC Executive Search Sdn Bhd & Malaysian Institute of Human Resources Management
- Industry Excellence Award 2005 - Export Excellence Award (Services by Ministry of International Trade & Industry Malaysia)
- Master Class Awards for Best Hotel Franchise - ASEAN Outstanding Business Award 2013
- The World Brands Foundation - the Business Icon The Brandlaureate Brand Icon of The Decade Awards 2019 - Puan Sri Mavis Masri Azman
- Most Successful Local Brand Globally 2024 – Malaysia Association of Hotel Owners (MAHO)
- Recognition Award for Most Excellent Potential Hotel Brand 2024 by China Hospitality Brand Value Awards (CHBA) 2024





Other awards are as follows:

Holiday Villa Beach Resort & Spa Cherating, Pahang

- 1st Prize in Beautiful Landscape Competition Award 2001 - Pahang State Government, Malaysia
- Distinction Award 1995 - R.C.I. Resort International
- Environmentally Best Kept Award 1995 - Pahang State Government, Malaysia

ViVilla by Holiday Villa Cherating, Pahang

(formerly known as LaVilla by Holiday Villa Cherating)

- 1st Prize in Beautiful Landscape Competition Award 2004 - Pahang State Government, Malaysia
- Outstanding Service Award from Gohotels.com for 2017
- Booking.com Traveller Review Awards 2023

Holiday Villa Beach Resort & Spa Langkawi, Kedah

- 2nd Runner Up in Beautiful Landscape Competition 1995 - Kedah State Government, Malaysia.
- Site Crystal Award 1995 - Best Quality for Fire Prevention, Kedah, Malaysia.
- Reflection of Malaysian Identity Award 2000 - Tourism Malaysia..Outstanding Environment Green
- Compliance 2009 Award by Langkawi Development Authority (LADA) 2010
- 2nd Runner Up in Best Landscape 2017 - Langkawi Municipal Council
- Ctrip Best Supporting Hotel - 2017 Award
- Best Dining Experience - Asia Pacific Tourism & Travel Federation 2019
- Best Family Retreat Destination in Malaysia - Asia Pacific Tourism & Travel Federation 2019
- Clean & Safe Malaysia, Hygiene & Safety Label - Bureau Veritas Certification (M) Sdn Bhd
- Certificate of Compliance COVID-19 SOP & Travel Quality Best Practices - LADA

Holiday Villa Hotel & Suites Kota Bharu, Kelantan

- Special Merit Award 2017/2018 by Holiday Villa International.
- 1st Runner-up award at Inter-Hotel Sports Meet 2018, organised by M.A.H. Kelantan Chapter
- Flora Award 2016 by Ministry of Tourism, Art & Culture Kelantan

Holiday Villa Johor Bahru, Johor

- China Ctrip Recognition Award 2017, Booking.com 8.5 Excellence Award
- Best Dining Experience - Asia Pacific Tourism & Travel Federation 2019
- Best City Hotel - Asia Pacific Tourism & Travel Federation 2019
- Best General Manager - Asia Pacific Tourism & Travel Federation 2019

Holiday Villa Hotels & Residence City Centre Doha, Qatar

- 2016 Certificate of Environmental Accomplishment
- 2016 & 2017 Destination of the World Outstanding Partnership Award
- 2017 Hazard Analysis and Critical Control Points (HACCP) Global Certification
- Booking.com Traveller Review Awards 2020
- Bureau Veritas Certification 2023 - Production and Service of Food & Beverages
- Qatar Cup IWF Grand Prix II, 2023 - Certificate of Participation
- Kayak Travel Awards 2024 - Top Rated Stay

HIGHLIGHTS

LATEST HOTEL



Holiday Villa Hotel & Suites Weihai, Shandong, P.R.C.

Opened in August 2024, Holiday Villa Hotel Weihai Shandong is crafted as a premier destination for events and business gatherings.

Strategically located in the city centre of Weihai, around lush gardens and lakes, Holiday Villa Hotel & Suites Weihai offers a perfect balance of convenience, tranquillity, and sustainability. Situated just 30 minutes from Dashuibo Airport, the hotel ensures easy access to local attractions and is only 5 minutes from an amusement park and 20 minutes from the picturesque Weihai Marine Park, with its scenic 3km long beach. Additionally, guests benefit from straightforward transportation options that provide easy access to shopping centres and vibrant local markets.

Embracing a green concept, the hotel features modern rooms and suites with all the necessary in-room facilities and amenities to ensure a comfortable stay. Multiple dining options are available, including speciality restaurants serving curated meals showcasing local and international flavours.

Holiday Villa Hotel & Suites Weihai is an ideal venue for various events and conferences, offering versatile meeting spaces, conference facilities, library lounges, and a grand ballroom equipped with state-of-the-art audio-visual technology. Whether it's hosting MICE events, trade expositions, educational gatherings, weddings, or celebrations, Holiday Villa Weihai promises comprehensive services and a memorable experience. Guests can unwind and rejuvenate with our wellness programs after a busy day.

REFURBISHED & RENOVATED

Holiday Villa Hotels & Resorts is pleased to announce the recent completion of extensive refurbishments at both Holiday Villa Doha and Holiday Villa Bali, bringing a fresh, contemporary ambience to each property.

At **Holiday Villa Doha**, the Deluxe and Executive rooms have been transformed with vibrant, modern designs that seamlessly blend style with functionality, ensuring a more comfortable and sophisticated guest experience. These newly upgraded spaces feature contemporary furnishings, enhanced lighting, and thoughtfully curated amenities, offering guests a perfect balance of comfort and elegance.



Doha - Prima Deluxe Room



Doha - Prima Executive Room

Meanwhile, **Holiday Villa Bali** has undergone a full renovation and refurbishment, infusing the hotel with renewed charm and upgraded facilities. These enhancements reflect Holiday Villa's commitment to providing exceptional hospitality, ensuring that each stay is memorable and aligned with the latest standards of comfort and style.



Bali - Pandawa Meeting Room



Bali - New Deluxe Studio



HIGHLIGHTS

LATEST HOTEL



Holiday Villa Resort & Suites Zilin Mountain, Guizhou, P.R.C.

Soft-opening in October 2024, Holiday Villa Resort & Suites Zilin Mountain, Guizhou stands out as a one-of-a-kind destination.

Located in Yingshan, Dushan County, Guizhou Province of People's Republic of China, a picturesque county celebrated for its karst landscapes, lush green mountains, and its traditional and ancient cultural heritage. Nestled within the stunning Zilin Mountain range, the area is part of the Qiannan Buyi and Miao Autonomous Prefecture, showcasing the diverse traditions of the Buyi, Miao, and Shui ethnic communities.

Originally envisioned in 2016 as the world's largest pure wooden structure

in honour of its ethnic group's culture, this architectural gem has been transformed into a one-of-a-kind hotel. Seamlessly blending modern hospitality with cultural heritage, offering guests timeless luxurious accommodations set against the breathtaking backdrop of Zilin Mountain and all its splendour. Holiday Villa Resort & Suites Zilin Mountain provides a gateway to explore nature, ancient local traditions, and the serene charm of Guizhou, all while preserving the spirit of the ethnic culture.

OPENING SOON

2025



Holiday Villa Spring Resort & Villas Nanyue, Hengyang, Hunan, P.R.C



Holiday Villa Hotels & Residence Kuala Lumpur City Centre



Holiday Villa Hotel Kuala Terengganu



GreenTree Hotel

2026

GreenTree Hotel Johor Bahru

1st Green Tree Hotel in South East Asia, the GreenTree Hotel Johor Bahru, is slated to open in 2026. Strategically positioned in Pemas Jaya, a rapidly growing next generation township designed for modern living and seamless connectivity.

The hotel features 206 contemporary rooms and suites, complemented by a grand ballroom, versatile meeting spaces, and various dining options to cater to diverse guest preferences. Embracing its commitment to being a green hotel, it incorporates eco-friendly practices and sustainable design while offering modern amenities and comprehensive business facilities.



Catering to weekend travellers from Singapore and business visitors, the hotel is just 18 minutes from the C.I.Q. entry point. By 2026, the Rapid Transit System (R.T.S.) link will be fully operational, providing effortless connectivity between Singapore and Johor and making cross-border travel quick and convenient. Additionally, guests can explore nearby attractions such as Pemas Night Market, Aeon Mall, Senibong Cove, Pemas Golf Club, and the popular Mid Valley Southkey.

With its strategic location, eco-friendly approach, and thoughtful amenities, Green Tree Hotel Johor Bahru seamlessly blends sustainability, accessibility, and contemporary comfort, making it the perfect choice for business and leisure travellers looking for a memorable and convenient stay.

ACCOMMODATION



Holiday Villa Kuta, Bali



Holiday Villa Doha



Holiday Villa Spring Resort Nanyue Hengyang



Holiday Villa Langkawi



Holiday Villa Johor Bahru



Holiday Villa Zilin Mountain, Guizhou



ViVilla Pool Villa, Cherating



Holiday Villa Hail, Saudi Arabia

RELAXING, FUN &
REJUVENATE





OUR PARTNER

GreenTree Inns Hotel Management Group (commonly referred to as GreenTree or GTI) is the parent company of GreenTree Hospitality Group Ltd. (GHG), a company listed on the New York Stock Exchange (NYSE). GreenTree is one of the world's fastest-growing hotel companies, ranking 11th in the HOTELS Magazine Top Hotel Companies List 2023 and recognised as the fourth-largest hospitality company in China by the China Hospitality Association in the same year.

Under the GreenTree brand, the group operates a diverse portfolio of hotel brands and trademarks, including GreenTree Inns, GreenTree Eastern, Gme, Gya, VX, and GreenTree Alliance.

Its portfolio spans budget, mid-scale, and premium hotels, catering to business and leisure travellers. With a strong presence in the U.S., the People's Republic of China, and other international markets, GreenTree continues its global expansion, operating over 5,200 hotels with more than 400,000 guest rooms worldwide. The group is committed to providing high-quality, affordable, and technology-driven hospitality experiences.

Beyond hospitality, GreenTree expanded into the restaurant industry in 2023 with the acquisition of Da Niang Dumplings and Bellagio, two prominent restaurant chains in China.

As of February 2025, GreenTree's loyalty program has attracted over 107 million members, contributing 35% of total room nights sold. Staying true to its name, GreenTree remains committed to comfort, style, value, and sustainability.



HOLIDAY VILLA HOTELS & RESORTS SDN BHD

HOLIDAY VILLAS HOTELS AND RESORTS LIMITED

KUALA LUMPUR, MALAYISA

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P.O. Box 11369, 50474 Kuala Lumpur, Malaysia.
Tel: (+603) 2162 2922
Fax: (+603) 2162 2937
Email: centralresv@holidayvilla.com.my

SHANGHAI, P.R.C.

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No.108 Chengliu Road, Xu Hang Zheng,
Jiading District, Shanghai 201800 P.R.C
Tel: (+86-21) 6013 2999
Fax: (+86-21) 6029 7668
Email: resv@holidayvillashanghai.com

BALI, INDONESIA

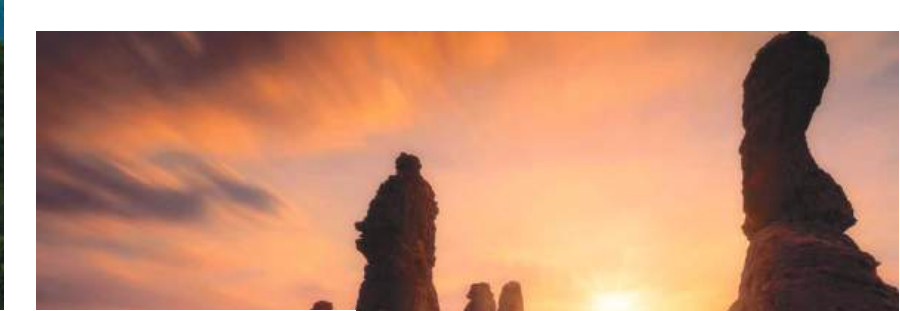
Wina Holiday Villa Kuta Bali
Jl. Pantai Kuta, Kuta, Bali 80361, Indonesia
Tel: (+62) 361 751 500 / (+62) 361 753 063
Fax: (+62-361) 751 569
Email: winahvrsv@holidayvilla.com.my

DOHA, QATAR

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