

Avillion Hotel Group Opens Its Fifth Hotel In Cameron Highlands



Datuk Lim Seng Kok and Amirul cutting the ceremonial red ribbon.

KUALA LUMPUR (Jan 17): Avillion Hotel Group Sdn Bhd's first hotel in Pahang and the fifth in its chain of Avillion-managed hotels, the Avillion Cameron Highlands, made its debut today after a soft opening.

The five-storey new hotel sits on top of Cameron Fair – a new commercial and lifestyle development in Tanah Rata that is developed by Ascendvest Sdn Bhd, according to Avillion in a statement today.

The hotel offers one hundred bespoke, spacious studios and suites, with facilities like a shared courtyard playground, an in-house F&B outlet that will be fully operational later this year, and a gymnasium.

The location of the hotel is only a few hundred metres from Cameron Highlands' main public transportation hub, said Avillion.

Avillion's acting group chief executive officer Amirul Baharom said the soft opening of the hotel is another step forward for Avillion to reaching its dream of becoming the premier home-grown hotel management services company.

"We believe we have something genuine that we could offer, and we are always looking for opportunities to manage more hotels in the country and abroad," Baharom added.