



INTEGRATED WELLNESS
conscious living
(A SUBSIDIARY OF LANDMARKS BERHAD GROUP)

12 April 2019

LANDMARKS BHD LEADS THE WAY FOR VISIT MALAYSIA YEAR 2020 IN THE LUXURY EXPERIENCE SEGMENT



Running successfully for the 3rd Edition, the Asia Pacific Travel and Tourism Federation (APTTF) this year was held at the Palace of the Golden Horses, Kuala Lumpur. Presented by VISA and Ministry of Tourism Malaysia, this year's theme was focussed very much on Empowering The Malaysian Tourism Perspectives heading towards Visit Malaysia Year 2020.

Group Chief Operations Officer of Landmarks Bhd Mr C.K Fong said that Landmarks Bhd was certainly forward thinking since 2007, when The Group embarked on a restructuring. "The Group is focussed on leveraging on unique geographical and archaeological attributes of destinations, turning it into purpose driven holiday experiences. In Andaman we have leveraged on Rainforest, Coral (Sea) and Wellness to create a sustainable luxury market, incorporating CSR as part of the business model where our guests are involved in coral replanting. Above all, partnering with the government to market Langkawi as a wellness destination with world class products and services.

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“That way we sell experiences, not rooms, value adding to the total guest experience when they stay with us” he added that according to Global Wellness Economy Monitor 2018, the average Wellness Traveler spends 58% higher than a regular tourist. He said The Group will continue selling unique memorable experience such as local indigenous culture, food, and traditional practices in V Integrated Wellness -The Group’s Wellness unit that won the “Best Experience” category.

“This is a Malaysian home-grown brand that has been acknowledged with International awards and even voted NO 1 in the world within the Marriott Luxury (MILUX) Brand Survey in 2018. V Integrated Wellness promotes local healing treatments with scientific technology to deliver results. In doing so we have also drawn attention to local practices such as Mak Andman, Bindan (wedding and postnatal care), local herbs benefits and other mystical healing sacred sites in Langkawi as part of our offers” he said.

The brand is well received in Langkawi with Europeans, Australian and Singaporeans returning every year for a retreat. With much demand, we are now expanding with two more Spas to Bintan, Indonesia opening 1 May 2019 in our hotel The Canopi, a Tribute Portfolio Resort in Bintan, and another independent spa in Treasure Bay Bintan – The Groups flagship project.

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ABOUT V INTEGRATED WELLNESS

Launched in March 2011 by Landmarks Berhad (www.landmarks.com.my), V Integrated Wellness is a dedicated provider of therapies, classes, workshops and cuisine aimed at nurturing mind, body and soul. Through innovative and integrative tools, its mission is to help guests cultivate their life force (chi) and attain peak levels of physical, intellectual, emotional, environmental, social and spiritual wellness. Its inaugural center is located at The Andaman, a Luxury Collection Resort, in Langkawi, Malaysia.

About Landmarks Bhd

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Landmarks Berhad is an investment holding company listed on the Main Market of the Kuala Lumpur Stock Exchange. Incorporated in 1989, The Company has over 20 years of experience in Destination Development, owning and operating Hospitality and Wellness businesses. The Group's vision is to become a leading player in the Southeast Asian lifestyle sector.

The Group differentiates itself as a "Resort and Destination Developer" that leverages on the unique geographical and archaeological attributes of a location in which it operates in, transforming places into unique destinations with iconic landscapes and offers.

The Group is focussed on 9 key pillars which is: Luxury Living, Wellness, Yachting Community, Active Lifestyle, Community Living, Sports, Wide-ranging Attractions, Organic Farming, Natural Restoration and Preservation.

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