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## THE ANDAMAN LANGKAWI REOPENS ON 1 JULY 2020 OFFERING THE ULTIMATE LUXURY EXPERIENCE

*“LUXURIOUSLY LANGKAWI PACKAGE PRICED FROM RM11,888 PER PERSON”*



10 June 2020, Langkawi, Kedah. V Integrated Wellness at The Andaman, A luxury Collection Resort will reopen its doors 1 July 2020, following the announcement made by The Prime Minister on 7 June when the Conditional Movement Control Order (CMCO) was replaced with the Recovery Movement Control Order (RMCO). The move allows for more lenient restrictions with interstate travel permitted and the industry's revival is now focused on domestic market as International borders are still closed.

The Hotel's opening and operating practices in the new normal will be benchmarked against the Health Ministry's requirements, WHO (World Health Organisation, AMSPA (Association of Malaysian Spas), Malaysian National Spa Council] and Marriott International health and safety guidelines.

The hotel was closed since April following government announcement. During the three month closure, staff and management had worked diligently to upgrade the hotel's already rigorous sanitation and hygiene standards, implementing new policies and procedures to safely welcome its guests and staff back.

Since the reopening of interstate borders, the island has been on the right track and remains as the preferred choice for the domestic tourism. Group Chief Operations Officer of Landmarks Bhd Mr C.K Fong said "The duty-free island of Langkawi has a lingering legend woven into its history with intriguing tales of mythology. Additionally, in 2007, Langkawi was awarded UNESCO Global Geopark status - a geographical area recognized by UNESCO to have rich archaeological and biological heritage managed according to a global concept of protection, education and sustainable development.

"Our priority now is to offer meaningful services with packages that are focused on immune building, synergizing mind and body through the integration of wellness to help our guests recover from built up anxieties from the lock downs and isolations" says Fong. The Paradise Day Dream Package priced at MYR 1,888 is a value for money package that includes our core offering with the ultimate spirit of an island vacation. Already receiving a good pick-up since launched, this package includes Room with Breakfast, Yoga, Holistic Wellness Assessments, Bio Impedance Analysis (BIA) with Fitness Training and Healthy Cuisine.

However, stepping out of the box and moving completely away from the norm, The Andaman has an exclusive offer – "Luxuriously Langkawi" available from RM11,888 per person. The curated six -night stay includes an epicurean adventure from Kuala Lumpur to Penang chauffeured in a luxury limousine, with stops along the way at some of the best local street food heaven such as Ipoh and Penang. Upon reaching Penang, a two- hour yacht will arrive directly to the Andaman where a collection memories are waiting to be discovered. From a picnic after jungle trekking at the Crystal Creek, Ziplining, Jet Skiing, Sunset Dinner on a cruise to calming pampering and rejuvenating services coupled with morning yoga sessions are all planned out.

"The Group has always been focussed purpose driven holiday experiences by leveraging on unique attributes of the destination. In Andaman we have a 550-million-year-old Rainforest and beautiful sea fronting views – all of which make for a perfect destination for wellness and a sustainable luxury market – which makes our offer unique says Fong. "That way we sell experiences, not rooms, and maintain a higher ADR (Average Daily Rate). We do not have to engage in price wars he added.

As for the pick-up for International Markets, specifically Europe, which has always been our segment in Andaman, we remain optimistic of the return as soon as borders open says Fong adding that "The United Nations World Tourism Organisation (UNWTO) is doing a good job in leading the restart of tourism. Secretary-General of the United Nations, Antonio Guterres, sent a powerful message urging the world to help rebuild the tourism sector. As a company involved in this sector, we must explore how we can recover better and build resilience as the livelihoods of many depend on it including conservation efforts we do".

The Andaman has supported coral conservation since 2010 after discovering an 8,000-year-old coral reef in its shores that was badly damaged by the 2004 tsunami. The resort then elevated its efforts to the next stage of coral rescue and rehabilitation by building a coral nursery in 2012 to facilitate these objectives.

Believed to be the first of its kind in SEA, it is here that guests can participate in the unique and inspiring activity of growing new coral which, after 4 - 12 months of nurturing, will be returned to the sea where they will bloom and blossom as part of a healthy new coral garden.

The coral nursery is not only a rehabilitation centre for rescued damaged coral, it also offers guests the unique opportunity to participate in inspiring activities to grow new coral and to learn the process of nurturing these new polyps. The nursery also provides a great snorkelling area for guests of all ages where our passionate coral and marine curator educate them on the fascinating life under the sea.

## Media contact

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## ABOUT V INTEGRATED WELLNESS

Launched in March 2011 by Landmarks Berhad ([www.landmarks.com.my](http://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 centre is located at The Andaman, a Luxury Collection Resort, in Langkawi, Malaysia.

## About Landmarks Bhd

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 30 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.