

Tropicana launches journey hospitality platform in Langkawi, partners AirAsia Rewards

LANGKAWI: Tropicana Corporation Bhd (Tropicana) has launched T Journey, its integrated hospitality management and services platform, marking the commencement of hospitality operations at its newly completed Tropicana Cenang beachfront development here.

Tropicana managing director of marketing and sales and

business development, Ixora Ang, said the launch follows the successful completion and 100 per cent take-up rate of the Assana and Merissa Serviced Suites, which collectively comprise 891 fully furnished units.

"Purchasers have been progressively receiving vacant possession of their properties

since April.

"To further strengthen Langkawi's tourism ecosystem, Tropicana also announced its inaugural partnership with AirAsia Rewards as its official launch partner," she said at the official launch ceremony of the hospitality application T Journey at Assana Serviced Suites, Tropicana Cenang, on Tuesday.

Also present at the launch was AirAsia Rewards head of loyalty Shannon Liew.

According to Ang, the T Journey initiative is supported by 10 other strategic collaborators, including the Ministry of Tourism, Arts and Culture, the Langkawi Development Authority, Dream Forest Langkawi, and Underwater World Langkawi.

"The platform aims to transform completed beachfront developments into vibrant destinations where people aspire to stay, explore, and return to.

"More than simply developing quality properties, we are creating professionally managed hospitality assets that generate greater long-term value while

supporting Langkawi's tourism growth and local economy," she said.

Through T Journey, homeowners and travellers will have access to a suite of services, including professional short-stay management, concierge services, housekeeping, airport transfers, and curated local experiences. — Bernama