NEWSLETTER

YONG TAI
永大集团

Melaka's Booming Tourism
& Yong Tai Berhad's Steady Growth & Market Confidence

Encore Melaka's
New MR Experience

A Modern Haven Surrounded by Greenery
Impression U-Thant Kuala Lumpur

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Melaka's Booming Tourism & Yong Tai Berhad's Steady Growth & Market Confidence

Melaka has always been a favorite travel destination, but the past few years have seen exceptional growth, solidifying its role as a key player in Malaysia's tourism industry. Tourist arrivals jumped from **2.66 million in 2021 to 8.62 million in 2023**—an impressive **226% increase in just two years.**

With Melaka officially selected to host **World Tourism Day 2025,** the city's tourism industry is set to grow even further, attracting more visitors and boosting business opportunities.

As one of Melaka's leading tourism and hospitality players, **Yong Tai Berhad** continues to expand its presence, delivering strong results across its core businesses:



Courtyard by Marriott Melaka: Higher Occupancy, Stronger Demand

- In 2023, the hotel maintained an average occupancy rate of 52%.
- In 2024, this has increased to 70%, showing stronger demand and greater confidence in the market.



Encore Melaka: A Rising Star in Entertainment Tourism

Encore Melaka has grown into a **leading venue for entertainment and events.** Beyond its well-known performances, it has become a **top choice for corporate and government functions and an international stage for performers.**

The introduction of **Malaysia's first Mixed Reality (MR) Experience Hall** has further enhanced its appeal, making it a **must-visit destination in Melaka.**

With Melaka's tourism on a steady rise and major international events like **World Tourism Day 2025** approaching, **Yong Tai Berhad is set for continued growth.**

As the owner of **Courtyard by Marriott Melaka and Encore Melaka, Yong Tai Berhad remains a key player in the industry**, committed to offering **top-tier hospitality, entertainment, and tourism experiences.**

Encore Melaka's New MR Experience

If You Haven't Seen It, You're Missing Out!

Melaka isn't just about **Jonker Street and Nyonya food** anymore! If you're in town and haven't checked out the latest **Mixed Reality (MR) Experience at Encore Melaka**, you're officially **outdated**. This is the **first-ever MR attraction in Malaysia**, and trust us—you don't want to miss it!

What is Mixed Reality (MR)?

Think **virtual meets reality**—but better. Unlike VR (where you're stuck in a digital world), **MR lets you see, touch, and interact with virtual objects while still being in the real world.** It's like stepping into a sci-fi movie, except it's happening right in front of you!

What's the Hype About?

Malaysia's First-Ever MR Attraction – A fully immersive, interactive experience for all ages!
Touch, Play & Interact – Step into a world where reality and virtual magic blend seamlessly.
30 Minutes of Pure Excitement – A thrilling adventure you won't find anywhere else in Melaka!

Location: Encore Melaka Ballroom (by the Beach!)

Time: 1:30 PM – 9:00 PM

Tickets: Adults: RM 30 | Kids & Seniors: RM 20

Skip the Ordinary, Experience the Extraordinary!
Book Now: https://encore-melaka.com/
Walk-in: Encore Melaka Box Office
When in Melaka, don't just eat—EXPERIENCE!
Stay tuned for more updates in our next issue! Follow us for the latest news on Yong Tai Berhad's exciting developments and offerings.



A Modern Haven Surrounded by Greenery

Impression U-Thant Kuala Lumpur

Impression U-Thant is an exclusive low-density residential development offering a refined urban lifestyle in a prime location. Designed for those who appreciate privacy, flexibility, and quality living, this project is set to be a standout addition to Kuala Lumpur's residential landscape.

Key Highlights of Impression U-Thant

- **Low-Density Development** – With only **108 units spread across six floors**, residents can enjoy a peaceful and private living environment, away from the congestion of high-rise buildings.
- **Dual-Key Concept** – Designed to accommodate **multi-generational living** or provide **investment opportunities** through rental income, offering versatility to homeowners.
- **Exceptional Facilities & Green Surroundings** – Featuring **over 20 thoughtfully designed facilities** with an unobstructed skyline view, complemented by lush greenery for a refreshing and breathable city living experience.
- Premium Finishes & Smart Features – Each unit boasts a practical square layout with high-quality finishes, including laminated flooring, air conditioning, and digital locks, ensuring modern comfort and functionality.
- Completion in 2025 – Limited Units Available
- With completion targeted for 2025, Impression U-Thant presents a unique opportunity for discerning homeowners and investors.

Contact us today to schedule a private viewing of the actual unit. Call 014-966 8756 while limited units remain.



What happening

Encore Melaka: The Must-Know Destination!

If you haven't heard about Encore Melaka yet, it's time to catch up! The venue is rapidly becoming a top destination for international events, celebrity visits, and cultural milestones. This February alone, Encore Melaka made headlines with these remarkable events:



Huawei Malaysia brought two renowned KOLs, Curtis Fu and Xia Dongxu 夏东旭, to experience the breathtaking Encore Melaka performance



A historic grand praying event at Encore Melaka, marking a significant moment in the Malaysia Book of Records for housing the largest Kuan Ti (Guan Yu) statue in Melaka.



The International Academy & Boarding School of Denmark DK, along with Universiti Tun Hussein Onn Malaysia (UTHM) and two esteemed Japanese universities—Okayama Prefectural University and Tokushima University—visited Encore Melaka for an unforgettable cultural experience.

Grand wedding celebrations are now a highlight at Encore Melaka, offering both indoor and outdoor event spaces for unforgettable moments.

With such incredible moments taking place, Encore Melaka is no longer just a venue—it's a landmark you don't want to miss!

Break away from the ordinary and host your event in a space as unique as your occasion. Contact us today to start planning!
Call us: +606 270 7777 / 017 902 6010



Healthy Fasting Tips for Ramadan

Stay energized and refreshed during Ramadan with these simple health tips!





Suhoor (Pre-Dawn Meal) – Eat Smart, Stay Full!

- **Go for slow-digesting carbs** (oats, brown rice, whole wheat bread) for long-lasting energy.
- **Include proteins** (eggs, yogurt, nuts) to keep you full longer.
- **Hydrating foods** (cucumber, watermelon, dates) help retain moisture.
- **Avoid salty & fried foods** – They cause thirst and dehydration.

Iftar (Breaking Fast) – Recharge the Right Way!

- **Start with dates & water** to restore energy quickly.
- **Eat lean proteins & fiber-rich foods** (chicken, fish, vegetables) for digestion support.
- **Limit fried & heavy meals** to avoid sluggishness.
- **Hydration Tips – Drink Up!**
- **8+ glasses of water** between iftar and suhoor.
- **Herbal teas & fresh juices** keep you hydrated.
- **Avoid too much caffeine** (coffee, tea) as it dehydrates.



Light Exercise – Keep Moving!

- **Gentle activities** like stretching, yoga, or short walks.
- **Best time to exercise: After iftar** when you're refueled.
- **Stay balanced, stay hydrated, and have a blessed Ramadan!**