



STRA

SHORT TERM RENTAL ACCOMMODATION
FORUM & EXPO 26
MALAYSIA

MALAYSIA'S LEADING SHORT STAY BUSINESS EVENT

NETWORK. ENGAGE. COLLABORATE

16-17 APRIL 2026

Hextar World Exhibition Hall
Empire City

POST SHOW REPORT

A Dedicated Event for:

- STRA Operators, Hosts, & Professionals
- Real Estate Agents and Real Estate Developers
- Property Owners and Investors
- Stakeholders in the STRA Ecosystem

Organised by:



Supported By:



MALAYSIA SHORT STAY
HOSPITALITY ASSOCIATION

Supporting Media:



straforumandexpo

www.stra.asia

OPENING CEREMONY

The Opening Ceremony and Ribbon Cutting of STRA 26 was officiated by CP Saw, Co-Founder of Deltus; Mr. Ivan Choong, President of the Malaysian Vacation Rental Services Management (MVR); Mr. Jayden Lee, representing the Malaysia Short-Term Rental Association (MYSTRA); and Miss Michelle Siew from the Malaysia Short Stay Hospitality Association (MYSS).

The ceremony was attended by an esteemed group of invited guests, including leading STRA operators, hosts, and industry professionals. Also present were real estate agents, developers, property owners, investors, and key stakeholders from across the short-term rental ecosystem.



This milestone event marks a significant step forward in shaping the future of Malaysia's short-term rental industry, fostering stronger collaboration, innovation, and growth within the sector.

POWERING STRA FORUM & EXPO 2026 SPONSORS

Sponsors showcased the latest technologies, products, and services, delivering powerful business solutions that drive innovation, enhance guest experiences, and improve STRA operational efficiency and profitability.

Platinum Sponsors

EXSIM
 HOSPITALITY

MANA
MANA
 Hospitality

Diamond Sponsors

ADA
 COSMETICS

airbnb

EZEEM
 Technosys

KLIQ

Silver Sponsors

AMEY HOSPITALITY

ATHOS

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F&B
CONNECTS
 A S I A

H HOST
 PLATFORM

Kakato **MILUX**

MR PROBLEM
 SMART
 EMS | ESG | AI | SMART LIVING SOLUTIONS

OCTORATE
 AI-POWERED ALL IN ONE

PriceLabs

STREAMHOST **B**

The EXPO

Covering the entire STRA ecosystem, the expo brought together operators, hosts, property owners, developers, technology providers, and service partners—creating a comprehensive platform for STRA industry.



The EXPO

The dynamic environment fostered meaningful networking opportunities, enabling attendees to exchange insights, discuss emerging trends, and establish valuable connections that will support long-term growth within the industry.



The FORUM

The forum served as the core highlight of the event, delivering two days of expert-led, open-dialogue sessions designed to foster meaningful knowledge exchange.



From Guidelines To Ground Reality



Expanding Smart



How To Win More Owners & Units



Creating Memorable Stays



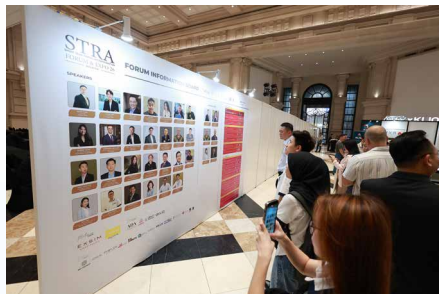
Turning Difficult Situations Around



Tech Power STRA



Making STRA Work In STRATA



The FORUM

Industry leaders and industry experts shared real-world strategies, case studies, and practical insights, providing attendees with actionable takeaways.



Collaborate To Accelerate



Smarter Pricing, Better Profits



People's Power Hiring



Greener, Smarter Sustainable Practices



Design That Converts



Developers x Operators



Money Matters



Building Management - Operator Alignments



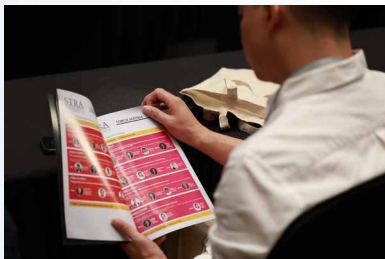
Rental Scam In STRA



The FORUM

Participants also gained valuable perspectives on regulatory developments, evolving market trends, and emerging technologies that are shaping the future of the short-term rental industry in Malaysia.

The forum created a dynamic platform for discussion, collaboration, and forward-thinking ideas within the STRA community



PANEL OF SPEAKERS



ALEX FONG
Founder,
Perfect Host



ALVIN WEE
Founder,
Veedu Haux



ANDY TEN
Founder,
Horizon Homes



LOI KEAN
Business Development
Associate Manager,
Maplehome



DATIN SRI JASMINE CHAN
Founder & CEO,
IKAN & Co



DAVID LOH
Founder & CEO,
Stayrene Management



DAVID LOW
Founder,
Guestonic



DEBBIE LEOW
Managing Director,
Mana Mana Hospitality



DEEPANSHU NIHALANI
Senior Solutions Consultant,
PriceLabs



GARY TAN WEN CHONG
Chairman,
Rentradise



GYN VOONG
Co-Founder,
Bridgmen Group



IVAN CHONG
President,
Malaysian Vacation Rental
Services Management
Association (MVR)



JING CHO YANG
Founder,
Bukit Vista Bali



KEN TEO
Founder
Gather Building Management



KHAI HOW TAN
Managing Director,
ASDEH Group



MARY CHANG
Founder,
Feel Home Malaysia



MAVIS YAP
CEO
BYON Group Formerly
known as The Flash Group



NAI CHUN LEI
Founder & CEO,
Nalbnb



RUI ONG
Founder & Managing Director
Sleepy Bear Group



SEAN CHIAH
Head of Business Development,
Five Senses



STEVEN CHUAH
Founder,
Top Key Management



SUKI TAN
Co-Founder,
KLIQ Lifestyle Platform



YAP ZER KEN
Co-Founder & CEO,
Plush Services



YEN HONG TAN
Co-Founder,
ALV Group



MARK CHAN
Managing Director,
Asia Travel Technology
Industry Association (ATTIA)



**MUHAMMAD
ANWAR RAMLI**
Head of Physical and
Lenduse Unit, RSD,
PLANMalaysia



**MUHAMMAD HILMY
BIN MOHD YAZID**
Associate,
Zaid Ibrahim & Co.

PANEL OF MODERATORS



ALEX FONG
Founder,
Perfect Host



JAYDEN LEE
President,
Malaysia Short Term
Rental Association



JING CHO YANG
Founder,
Bukit Vista Bali



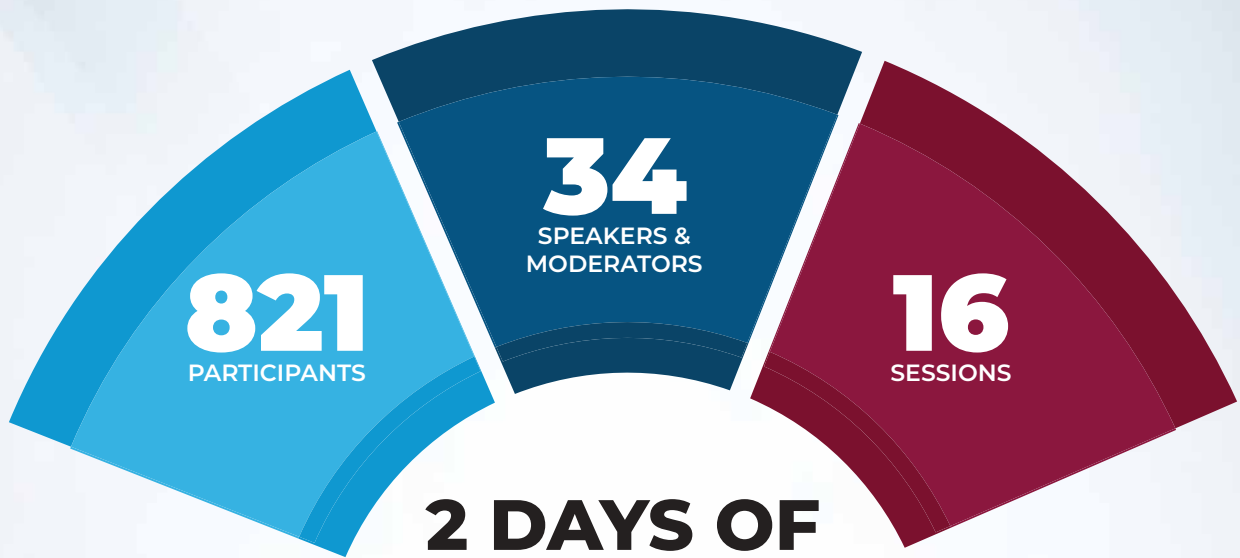
MOHAMAD IZAHAR
MOHAMAD IZHAM
Partner,
Zaid Ibrahim & Co.



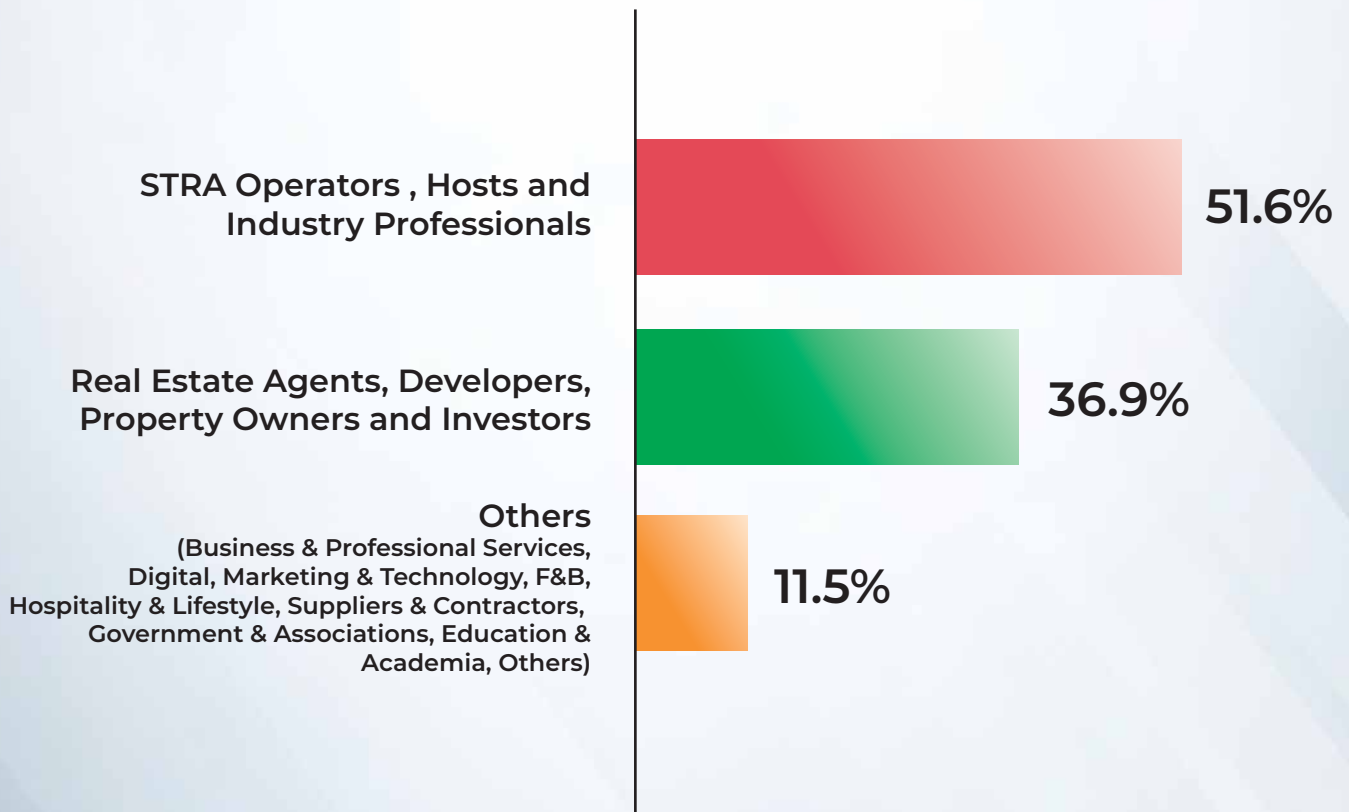
RUI ONG
Founder & Managing Director
Sleepy Bear Group



STEVEN CHUAH
Founder,
Top Key Management



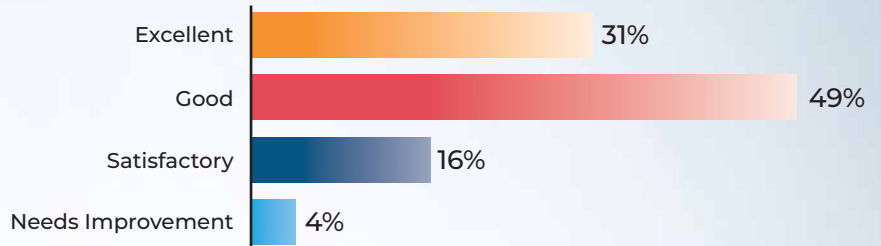
**2 DAYS OF
CURATED
PROGRAM**



POST SHOW EVALUATION BY ATTENDEES

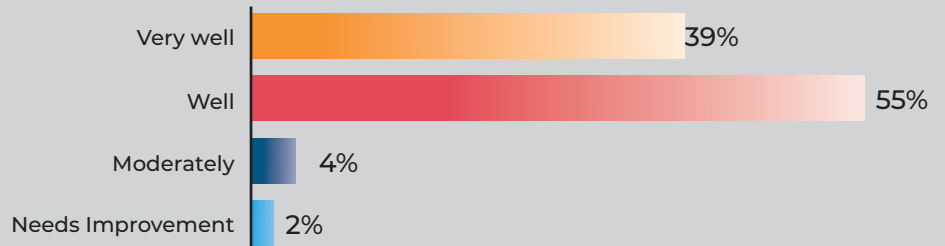
Attendees feedback:

How would you rate the overall experience at STRA Forum & Expo 2026?



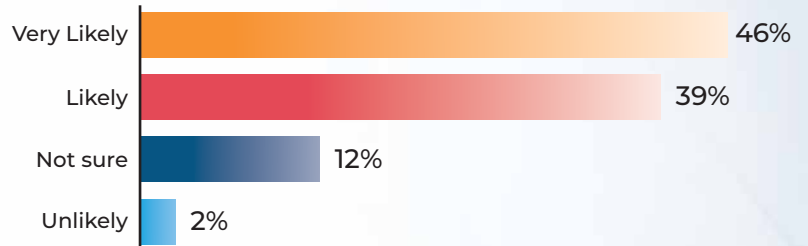
Attendees feedback:

How well did the forum session topics address the current trends and challenges in the STRA industry?



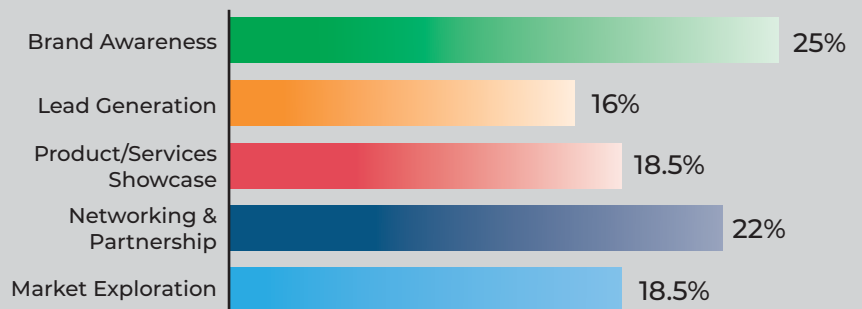
Attendees feedback:

STRA Forum & Expo is returning next year- how likely are you to attend?



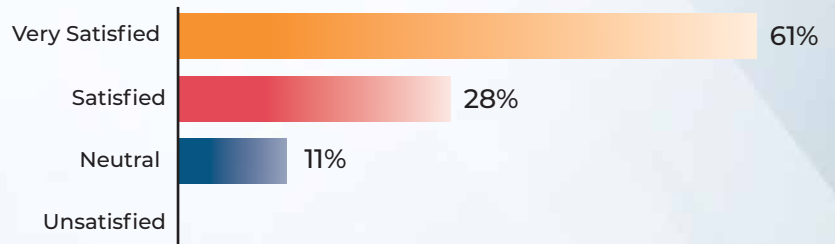
Sponsors Feedback:

What were the primary objectives for participating in STRA Forum & Expo 2026



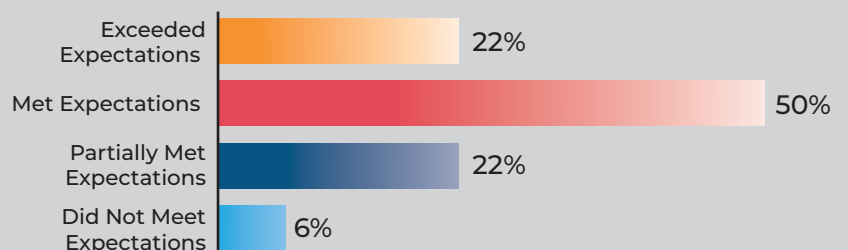
Sponsors Feedback:

How satisfied are you with your overall exhibiting experience?



Sponsors Feedback:

How well did the STRA Forum & Expo 2026 meet your expectations?



SPEAKERS & MODERATORS NETWORKING COCKTAIL

The Speakers & Moderators Networking Cocktail Reception served as the official closing event, bringing together speakers, moderators, and distinguished guests in a relaxed and celebratory setting.

The evening marked a meaningful wrap-up of the STRA Forum & Expo 2026, offering an opportunity to reflect on the success of the event, exchange final thoughts, and strengthen professional connections formed throughout the two days.

It was a celebration of collaboration, knowledge-sharing, and industry progress—creating a truly memorable experience for all participants and leaving a lasting impression as the event came to a close.



MEDIA COVERAGE

The STRA Forum & Expo 2026 received media coverage across various digital platforms, including online media and social media channels, with Shanghai Business Media as the official media partner. The exposure included detailed event highlights, on-ground coverage, social media postings by media partners and attendees, as well as interviews and engagement at exhibitor booths, providing brand and product visibility throughout the event.

星洲日报

短租民宿論壇與展覽開幕
逾600業者參與探討趨勢

【吉隆坡16日專電】由Deltus私人有限公司主辦的「2026年短租民宿論壇與展覽」(STRA Forum & Expo 2026)日前在雪蘭莪州亞羅士打市Empire City的Hexstar World展覽中心舉行。逾600名業者及專業人士參加，現場設有約25家參展商，與會者包括業者、投資者、政策制定者及專業人士。與會者探討了短租民宿行業的未來趨勢，並就如何提升競爭力、提高服務質量及應對法規挑戰等進行了交流。主辦單位表示，此次活動不僅是業者交流的平台，更是推動行業向规范化與專業化發展的重要契機。

中國報

短租民宿論壇與展覽開幕
打造行業交流新平台

【吉隆坡16日專電】由Deltus私人有限公司主辦的「2026年短租民宿論壇與展覽」(STRA Forum & Expo 2026)日前在雪蘭莪州亞羅士打市Empire City的Hexstar World展覽中心舉行。逾600名業者及專業人士參加，現場設有約25家參展商，與會者包括業者、投資者、政策制定者及專業人士。與會者探討了短租民宿行業的未來趨勢，並就如何提升競爭力、提高服務質量及應對法規挑戰等進行了交流。主辦單位表示，此次活動不僅是業者交流的平台，更是推動行業向规范化與專業化發展的重要契機。

Shanghai 商海

各位招聘行业的老板们，STRA Forum & Expo 2026 马来西亚短租行业峰会来了！正在寻找新的业务增长点？马来西亚短租行业正在快速崛起，这里就是你不能错过的地方。

2026年4月16日 - 17日 | 上午10点 - 下午6点
Empire City · Hexstar World

行业领袖 资源连接 高价值人脉 一次聚齐，助你推动业务更进一步

点击下方按钮，领取特别报名优惠！

完整媒体报道：
<https://shanghai.com.my/媒体发布/马来西亚STRA短租-民宿行业峰会准备迎接下一阶段/>

STRA短租會議與展覽4月登場
推動行業專業化

备受期待的“2026年STRA短租会议与展览”(STRA Forum & Expo 2026)将于4月16日至17日(上午10时至下午6时)，在雪兰莪州亚罗士打市Empire City的Hexstar World展览厅举行。

这是国内唯一聚焦在短期租赁生态系统的专业平台，汇聚行业核心力量，包括短期租赁住宿(STRA)业务与房东、房地产发展与专业人士，以及科技解决方案提供商与行业相关者。

主办方Deltus私人有限公司活动总监苏碧雅表示：“从行业增长、专业标准、到政策合规与创新，我们的目标不仅是扩大市场，更是帮助每一位从业者具备持续增长的能力。此次活动不仅是交流平台，更是推动行业迈向规范化与专业化的重要契机。”

论坛将邀请来自大马及亚太地区的

domestic | National Comprehensive

The short-term rental and homestay forum and exhibition opened with over 600 operators participating to discuss trends.

The “2026 Short-Term Rental Homestay Forum and Exhibition” brings together industry professionals to discuss industry trends and development directions.

(Petaling Jaya, 16th) The two-day “STRA Forum & Expo 2026” opened at the Hexstar World exhibition hall in Empire City, Damansara, bringing together industry leaders, policymakers and related parties to discuss the trends and development direction of the short-term rental and homestay industry in Malaysia.

Deltus Sdn Bhd co-founder Su Zhiping pointed out that as the first large-scale forum and exhibition in Malaysia focusing on the short-term rental and homestay industry, this event brought together about 600 industry professionals, with about 25

媒体发布

“马来西亚STRA短租/民宿行业是否准备好迎接下一阶段的成长？”

短租/民宿 会议与展览26
STRA FORUM & EXPO 26
4月16日 & 17日
Hexstar World Exhibition Hall, Empire City
10am to 6pm

Shanghai 商海

STRA Forum & Expo 2026 圆满落幕

作为本次活动的银牌赞助商及媒体支持单位，我们非常荣幸能参与并见证这一行业盛会。

这两天的交流高效而精彩，也很开心在现场与各品牌面对面沟通，为大家提供更清晰的方向与解答。

未来，我们将持续为企业打造更具价值的宣传方案与品牌策略，助力品牌在市场中获得更大的曝光与长远的成长。

想了解更多品牌推广方案，欢迎与我们联系~

#straforumandexpo26 #shorttermental #品牌策略 #ShanghaiMY #商海 #商海数码媒体

大马风味健康食品 | Salad Atelier 创办人李德峰

STRA FORUM & EXPO 26
MALAYSIA'S LEADING SHORT STAY BUSINESS EVENT
NETWORK, ENGAGE, COLLABORATE
16-17 APRIL 2026
Hexstar World Exhibition Hall, Empire City

STRA EXPO 2026
III Villatic - Excellence
MALAYSIA'S LEADING SHORT STAY BUSINESS EVENT
NETWORK, ENGAGE, COLLABORATE

Countdown Begins
3 DAYS TO GO!

16-17 APRIL
Hexstar World Exhibition Hall, Empire City
10am - 6pm

SEE YOU THERE!

STRA FORUM & EXPO 26

THANK YOU FOR ATTENDING

SEE YOU NEXT YEAR!
15 & 16 April 2027

3天倒计时!
马来西亚短租行业顶尖盛会即将开启!

4月16-17日
Hexstar World Exhibition Hall
Empire City

尊享RM350特别优惠价
优惠码: SHANGHAIM26

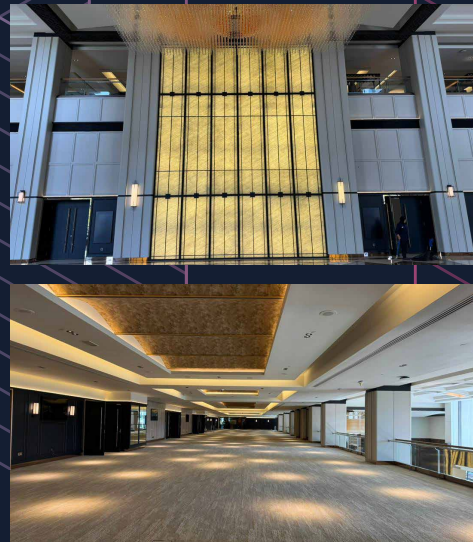
STRA

MALAYSIA 2027
2nd Edition of Short Term Rental Accommodation
Conference and Exhibition

MALAYSIA'S LEADING EVENT FOR SHORT STAY BUSINESS

15 & 16 APRIL 2027

NEW VENUE:
KLGCC Convention Center



Organised by:



Supported By:



MALAYSIA SHORT STAY
HOSPITALITY ASSOCIATION