

HOTELS

There's always room for unconventional and independent hotel brands, showcased by TA Global CEO Joo Kim Tiah through Paradox Hotels and Resorts.

The curious Paradox of a new hotel brand

By Xinyi Liang-Pholsena   | Dec 11, 2023



Joo Kim Tiah, CEO of TA Global Berhad, envisions Paradox hotels as local champions and community hubs for foreign and local guests alike.

During the Covid-19 pandemic, Joo Kim Tiah, CEO of TA Global (TAG) Berhad, found himself at a crossroads.

Despite over two decades in property development and hotel management, the Malaysia-based company witnessed significant losses due to third-party operators during the global downturn.

Simultaneously, evolving technology and social media transformed travel and human interaction. Amid pandemic disruptions, a revived interest in personal connections and tailored hospitality emerged.

Responding to this shift, Tiah, a second-gen property magnate dividing time between Malaysia and Canada, seized the opportunity to realign TAG's approach. The result? Paradox Hotels and Resorts, a Canadian boutique brand redefining hospitality with unconventional, culturally rich experiences.



Paradox Singapore Merchant Court at Clarke Quay launched in April 2022 by the riverside.

A curious Paradox is born

Conceptualising Paradox Hotels, Tiah envisioned a tribute to individuality and distinctive local traits, prioritising genuine connections and tailored experiences. The brand aims to celebrate diverse aspects of individuals, highlighting commonalities over differences across locations.

“Paradox Hotels is here to give you the experience that truly gets to know you, unveiling sides of you which may go unrecognised or unappreciated. It goes beyond a place for out-of-town guests; we want Paradox to be a local champion and a communal hub where locals recognise and frequent,” stated Tiah.

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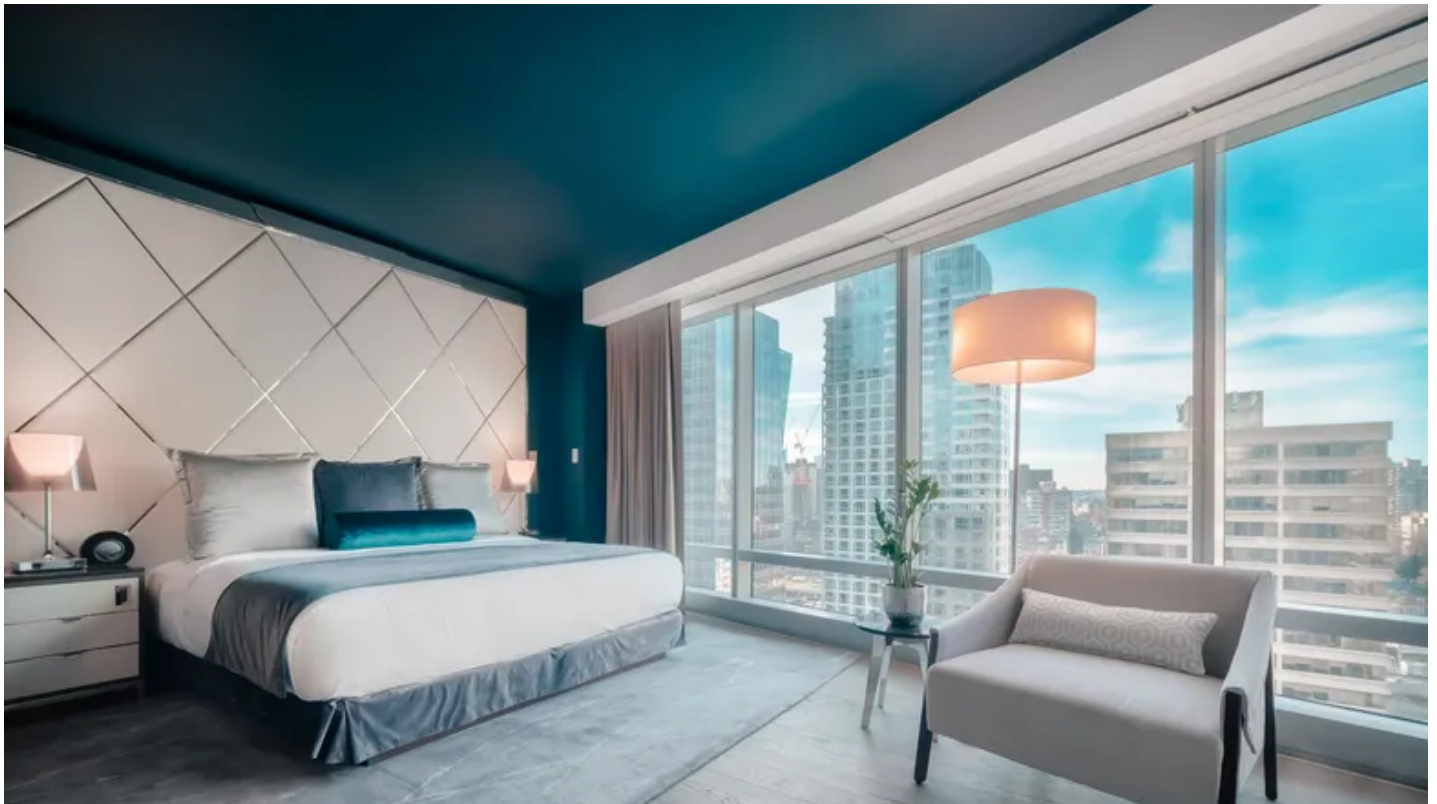
– Joo Kim Tiah, CEO, TA Global Berhad ↗

Tiah believes that F&B plays a crucial role in attracting locals to Paradox properties, exemplified by the flagship Paradox Hotel Vancouver, featuring signature dining outlets like Mott 32 Chinese fine dining and Mansion Club nightclub, which have established a strong following.

Highlighting the April 2022 debut of Paradox Singapore Merchant Court, Tiah lauds its prime Clarke Quay location and robust infrastructure, featuring expansive spaces, various room types, and Ellenborough Market Café's renowned Peranakan cuisine. "The location is great, and the bones are really good. This property has a lot of potential."

TAG's hotel portfolio spans five countries across three continents: Canada, Singapore, Thailand, China, and Australia. Independently branded properties like Summit Lodge Boutique Hotel and Aava Hotel in Whistler, Canada, also complement the Paradox portfolio.

Growth and expansion



Paradox Hotel Vancouver is located in the heart of the city's financial district.

In the next five to 10 years, Tiah envisions steady growth and evolution of the boutique lifestyle Paradox brand, with the possibility of introducing new mid-scale or select-service brands or expanding existing ones based on property specifics.

“Our focus is to get our hotels really a true representation of what we want them to be,” he asserted. “There’s ample room for smaller, independent hotels – there will always be a demand for unique and unconventional properties.”

Tiah, who has assumed the chief executive role of TA Global since 2016, draws parallels between the hotel management and property development. “In development, it’s my job to create that the environment for people to create lasting memories. Similarly, in hospitality, if a hotel becomes a community hub to bring people together to connect and understand each other, then I believe I’ve contributed to society in a meaningful way.”

In essence, the Paradox Hotels experience is not just about accommodations; it’s about creating spaces where people could connect, share experiences, and build lasting memories – a reflection of Tiah’s broader vision of hospitality as a bridge fostering understanding, tolerance, and empathy among diverse cultures and individuals.

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