

Aseana Properties hopes to recoup Aloft investment within 10 years

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KUALA LUMPUR: Aseana Properties Ltd, a 23 per cent associate company of Ireka Corp Bhd, hopes to recoup its RM300 million investment in building the Aloft Kuala Lumpur Sentral in Brickfields within 10 years.

The 31-storey hotel, which opened yesterday, features 482 rooms.

According to Starwood Hotels & Resorts regional vice-president for Southeast Asia, Chuck Abbott, the average room rate will start at RM380 a night.

The rates will be raised after one year of operation to exceed RM400 per night.

Starwood Hotels & Resorts will be managing the property for 20 years.

Abbott said Aloft KL Sentral, which is located next to the upcoming NU Sentral Mall, will not be competing with Le Meridien, St Regis and KL Hilton, which are also located within the KL Sentral development.

"The Aloft will be different from the rest of the hotels at KL Sentral. It is hippy and trendy, and will be the coolest place to be," he said after the launch yesterday.