

# Aloft KL Sentral eyes 65% occupancy

THE Aloft Kuala Lumpur Sentral, which opened its doors last Friday, expects occupancy rate of some 65% in the first full year of operations.

Its general manager Paolo Campillo said the 482-room hotel will be different from other hotels within the KL Sentral, Malaysia's largest transport and transit hub.

"At the Aloft, we don't wear ties, we don't have name tags, and we don't have uniforms. You need to introduce yourself to the customers in order to engage with them," he told a media briefing after the launch of the hotel in Kuala Lumpur last Friday. Campillo said Aloft's casual theme could also be seen at the Nook café, where the waiters are dressed casually in green shirts and white pants.

President/chief executive officer of Ireka Development Management Sdn Bhd Lai Voon Hon said the hotel took three years to build and was "within the budget". The hotel project is developed by Aseana Properties Ltd and managed by Ireka Development.

Lai said the hotel cost RM300 million and he hopes the return on investment will be "as quick as possible" due to its prime location. "For this hotel, we are looking at below 10 years. Judging from the response that we received before we open, I think the convention hall and ballroom will do very well." — *Bernama*