

# The Aloft KL Sentral to debut early 2013

THE bustling transportation hub of Kuala Lumpur Sentral will see the addition of a new hotel brand, The Aloft Kuala Lumpur Sentral, come early 2013. The 31-storey tower hotel will feature 482 rooms, several function rooms and a ballroom which can accommodate up to 850 people.

The hotel will be located next to the upcoming NU Sentral Mall, which is part of Lot G that forms a mixed commercial project comprising two other Grade A Office Towers in KL Sentral.

Both the hotel and office towers are developed by Excellent Bonanza Sdn Bhd, which is a 60:40 joint-venture company between Malaysian Resources Corp Bhd and Ireka Corp Bhd's associate company, Aseana Properties Ltd.

A hotel management agreement was recently signed between the hotel owner, Iringan Flora Sdn Bhd, a subsidiary of Aseana Properties, and Starwood Asia Pacific Hotels & Resorts Pte Ltd.

The development manager for the hotel is Ireka Development Management Sdn Bhd (IDM), a wholly-owned subsidiary of Ireka Corp.

Commenting on the partnership, Lai Voon Hon, president and chief executive officer of IDM said, "We are very excited to bring in the 'Aloft' brand to Malaysia. Aloft is a lifestyle brand which epitomises a unique, personalised experience that urbanites long for as they travel, be it for business or leisure. We are confident that Aloft Kuala Lumpur Sentral will serve the niche market, given its strategic location, strong branding and unique product offering."

Senior vice president of acquisitions and development of Starwood Asia, Matthew Fry added the hotel will bring a dynamic mix of urban style and social interplay to the KL Sentral area.

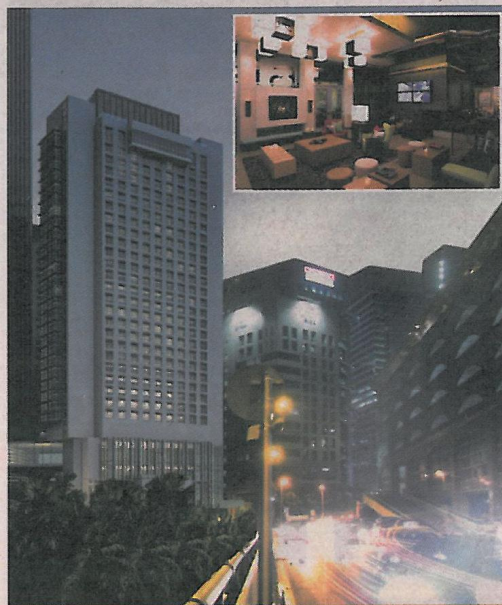
"The Aloft brand's bold design and social at-

mosphere is a big draw for the next generation of travellers, who expect their lodging to reflect their constantly evolving lifestyle."

Created to shake up the staid, traditional select service segment of the hotel industry, the brand delivers "style at a steal" with urban-influenced, modern, open and vibrant design, and a social guest experience at affordable prices.

The Aloft is shaking up the industry for the next generation of travellers. Its hotels are geared toward savvy, design-conscious consumers. The brand recently pioneered the industry's first "keyless entry" automatic check-in programme at Aloft Lexington in Massachusetts, US.

Since its debut 2008, Aloft has opened over 50 properties worldwide, making it the most successful brand launch in the hospitality industry history and can be found everywhere from Abu Dhabi to Beijing and Dallas.



An artist's impression of The Aloft Kuala Lumpur Sentral