

10 DEC 1996

Sabbaruddin-Hotel

HOTEL SERI MALAYSIA'S 16TH HOTEL TO BEGIN OPERATION NEXT YEAR

KUALA LUMPUR, Dec 10 (Bernama) -- The Hotel Seri Malaysia chain, which is known for its competitive rates, will take over a hotel in Genting Highlands early next year to be its 16th hotel.

Culture, Arts and Tourism Minister Datuk Sabbaruddin Chik said tonight that this would be the first hotel to be bought by Hotel Seri Malaysia as the present 15 in its stable were developed by the government.

The government felt that it would be a good buy but was still negotiating the price with the local company owning the hotel, he told reporters after launching the "Best Hotel Seri Malaysia Minister's Award" here.

He said the room rate was expected to be between RM140 and RM150 per night, which is slightly higher than the RM90-RM120 charged for the other Hotel Seri Malaysia hotels.

This was because the government had to pay for the land whereas the sites for the other hotels were provided by the state governments which then took equity participation in the managing company, he said.

Earlier, Encik Mukhriz Mahathir, chairman of Gateway Inn Management Sdn Bhd, the company managing the Hotel Seri Malaysia chain, said the award was a form of recognition for hotels in its network which provide excellent service.

He said 14 of the 15 hotels would be evaluated based on the five 5Cs -- cleanliness, convenience, comfort, courtesy and conformity.

"Hotel Seri Malaysia Kuala Terengganu is not eligible to take part because it is operated by Gateway together with Reliance Pacific Bhd," he said.

The first three prizes are worth RM10,000, RM5,000 and RM2,000 respectively and a certificate of appreciation each.

The year-long assessment would begin in January next year while the prizes would be presented in March 1998, he added. -- BERNAMA

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