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SHERATON PERDANA PROJECTS HIGHER REVENUE NEXT YEAR

KUALA LUMPUR, Sept 12 (Bernama) -- Sheraton Perdana Resort Langkawi which chalked up RM1.6 million revenue in the first month of operations in August, is projecting a 30 to 40 percent increase in annual income next year.

General Manager John O'Shea anticipated higher occupancy rates for the 204-room hotel following completion of extension of the Langkawi International Airport runway, scheduled next year.

"The new runway would be able to cater for more international direct flights and would provide easy access to Langkawi," he said.

The resort, located just minutes from the city centre of Kuah and a short drive from the airport, was officially opened by Prime Minister Datuk Seri Dr Mahathir Mohamad in July.

It was accorded five-star rating by the Ministry of Culture, Arts and Tourism last month.

O'Shea said August revenue, with 57 percent occupancy, was 45 percent better than the projected RM1.1 million for the month.

The resort captured 90 percent of market share among six hotels with a combined total of 1,406 rooms in Langkawi, he added.

Owned by the Faber Group Bhd, the hotel was renovated and refurbished at a cost of more than RM100 million.

It is managed by Boston-based ITT Sheraton Corporation which manages 420 hotels and resorts in 62 countries. It recorded revenue of US\$4 billion (RM10 billion) last year. -- BERNAMA

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