

23 JUL 1997

PROMENADE KOTA KINABALU REPORTING 60-70 PCT OCCUPANCY RATE

By: Michael Raj

KUALA LUMPUR, July 23 (Bernama) -- The RM80 million Promenade Hotel in Kota Kinabalu is receiving encouraging response from business and leisure travellers, chalking up an occupancy rate averaging between 60 and 70 percent.

Its Assistant Sales Manager, Norzimah Jaafar, said the 451-room sea front hotel was an addition to the Sabah's growing population of international class hotels and was a boost to tourism in the state's capital.

Located about 10 minutes from the Kota Kinabalu international airport, it also has a ballroom with a capacity for 380 guests.

Norzimah said due to increased bookings for seminars, conventions or meetings from the corporate and government sectors "occupancy at times reaches 100 percent" for the hotel which had its soft opening in February this year.

Besides local guests and those from Peninsular Malaysia, Sarawak and Singapore, she said the hotel, located on reclaimed land next to the Api-Api Centre in the central business district, was also wooing the Taiwanese, South Korean, Japanese, Hong Kong and European markets.

Norzimah told Bernama here today that Toyojaya Sdn Bhd, the local company which owns the 451-room hotel, would be officially opened by Prime Minister Datuk Seri Dr. Mahathir Mohamad on Augt 17.

She also said that Toyojaya, after its maiden venture in the Promenade Hotel, was undertaking the development of the Grand Promenade, a 375-room conventional hotel scheduled to be completed by the end of 1998. -- BERNAMA

MR SHY