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Sabbaruddin-Hotel

SERI MALAYSIA TO EXPAND HOTEL NETWORK IN NEXT FIVE YEARS

KUALA LUMPUR, Aug 27 (Bernama) -- The government plans to expand the Seri Malaysia hotel chain to all large and medium towns over the next five years, said Minister of Culture, the Arts and Tourism Datuk Sabbaruddin Chik.

A working paper on the proposal would be presented to the Cabinet soon, he said at the best Seri Malaysia award presentation ceremony here tonight.

He said the running of the hotel chain through the franchise method would help to create a new group of Bumiputera entrepreneurs in the medium class hotel business.

There are currently 16 Seri Malaysia hotels with a total of 1,574 rooms, and the latest is in Genting Highlands.

The hotels are managed by Gateway Inn Management Sdn Bhd, a subsidiary of Reliance Pacific Bhd.

Its chairman Mukhriz Mahathir said the average occupancy rate for the chain rose to 60 per cent last year, compared to 54 per cent in 1996 and 53 per cent in 1995, the first year of operation.

The gross operating revenue also rose to RM33.6 million from RM32.6 million in 1996 and RM13.2 million in 1995.

At the ceremony, the Seri Malaysia hotel in Kuantan was declared as the best in the chain, followed by the one in Pulau Pinang and in Johor Baharu.

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