

Hard Rock International and HPL Hotels & Resorts Announce Development of Hard Rock Hotel
Penang
2007-10-30

Innovators in Hotel Property Development to Deliver Unprecedented Four-Star, Luxury to Exotic Malaysian Resort Setting

Hard Rock International and Hotel Properties Limited (HPL) announced today their plans to develop a Hard Rock Hotel in Penang, Malaysia. Hard Rock Hotel Penang will be a luxury resort situated along the famous beaches of Batu Ferringhi, hailed as the Pearl of the Orient. The property, which aims to infuse new excitement and energy into the market, underscores resurgence in tourism and reflects Hard Rock's strategy to accelerate expansion of the brand worldwide.

The resort is situated on nearly five acres of land with approximately two miles of magnificent beachfront on one of Asia's most popular island destinations. Coupled with Hard Rock's tradition of providing luxury, quality service and amenities with a unique rock 'n' roll edge, this destination resort will bring a unique entertainment element the island has yet to offer.

"We plan to continue our Asian expansion of the Hard Rock brand with unique, new properties -- including urban hotel and destination resorts and cafes," commented Hamish Dodds, President and CEO, Hard Rock International. "We have a long standing and successful partnership with HPL Hotels & Resorts through the Hard Rock Hotel properties in Bali and Pattaya."

Through a major renovation of the existing property, HPL Hotels & Resorts will completely revamp the existing five-story main building, add additional rooms and maintain one of the two current beachfront bungalows, converting it into a full service luxury spa. The renovation and expansion will increase guestroom keys from 180 to 255, configured as mostly deluxe rooms with hill, sea, garden or lagoon views. There will also be nine studio suites and one Kings' suite. Four food and beverage outlets are planned for the resort, which will include a Hard Rock Cafe, an all-day dining restaurant and a bar/lounge. The resort's main ballroom and three function rooms offer a total of 5,700 square feet for private events and the meetings, incentives, corporate and exhibitions clientele. Additionally, there will be a fully equipped gym and a specialized kids' club.

A main trademark of the Hard Rock Hotel experience, Hard Rock Hotel Penang will feature an incredible oversized free-form pool, totaling 25,833 square feet, replete with sand islands and luxurious poolside cabanas.

"Penang has eagerly anticipated the entry of an energetic and adventurous hotel brand such as Hard Rock," says Stephen Lau, Chairman of HPL Hotels & Resorts. "Our company's projected growth strategy is to continue to open more resorts and hotels in key Asia-Pacific cities that, in partnership with like-minded associates, will assure our guests a satisfying level of comfort backed by personalized service. Hard Rock Hotel Penang could not be more perfect."

"The Seminole Tribe of Florida is thrilled about further Hard Rock development in Southeast Asia," notes Max Osceola Jr., Member of the Seminole Tribal Council, "It's a testament to the brand that we have such incredible strategic partners and ample opportunity for global growth in such interesting locations. We are looking forward to this groundbreaking new property."

Declared as "Visit Malaysia Year" by the Deputy Prime Minister Datuk Seri Najib Tun Razak, Malaysia is expecting an increase in the number of tourist arrivals to reach approximately 20 million in 2007, up from 17.5 million in 2006. With the "Visit Malaysia Year" 2007 campaign and the State's efforts to bring back the glory days of tourism to Penang, the island is expected to see a major resurgence in leisure, transient and business travel with robust gains in overall occupancy and average rates.

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article29881.html>

© 1998 - 2007 Nevistas and the author.

Brought to you by Hotel News Resource

Distribute your news on our Network

See what all the buzz is about at:

http://www.hotelnewsresource.com/Info-news_account_info.html