



MEDIA INFORMATION

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For Immediate Release

NAZA TALYYA JOHOR BAHRU HOTEL – A ‘COMFORT WITHIN REACH’ *Hotel group aims to increase occupancy by 20%*

Johor Bahru, December 22, 2009 – Naza Hotels Management launched the Naza Talyya Johor Bahru today - introducing its latest concept of providing ‘Comfort within Reach’. Following its recent rebranding exercise, the hotel group has set itself new business targets and plans to increase occupancy rates by 20 per cent next year.

Embracing and converting its motto of “Comfort within Reach” into a reality will be the key to Naza Hotels Management’s five year expansion plan.

Priced at an average RM 125 per night, the three-star hotel aims to provide quality service at an affordable price.

As part of an RM 18 million refurbishment project, the 140-room Naza Talyya Johor Bahru has been given a new look that exudes elegance. While staff at Naza Talyya Johor Bahru ensures that needs of each guest are met, the hotel’s sought after view of the Straits of Johor and Singaporean coastline and strategic location in the heart of town holds strong appeal to its guests.

Naza Talyya Johor Bahru is a gateway to neighbouring countries and the city is a hub for both business and travellers alike. A short distance from the Malaysian-Singaporean border and the ferry terminal to Indonesia, the hotel is also within

walking distance to the Stulang Laut Duty Free Zone. Furthermore, Naza Talyya Johor Bahru provides daily shuttles services to the popular shopping paradise.

“We opened our doors in May 2003 and have since played host to many local and international travellers. Our largest market is Singapore which makes up 12 percent of our international guests. With our proximity to several notable locations, the hotel is an ideal place for guests intending to make Johor Bahru as a base for travelling. It is a gateway to Singapore and neighbouring Indonesian islands” said Ms. Nur Nadia SM Nasimuddin, Director of Naza Hotel Management (NHM) and F&B Group.

To date, the hotel has consistently maintained a 80:20 ratio of local to international guests. Naza Talyya Johor Bahru will be relying on peak periods of regional school holidays in April to May and November to December to boost its occupancy rates.

Ms. Nur Nadia also said, “Having identified a growth period for our hotel chain next year, we aim to boost current occupancy from 45 per cent to 65 percent. We look towards 2010 with optimism as we continue to implement our expansion plan.”

The launch of Naza Talyya Johor Bahru follows closely after the official launching of the Naza Hotels Management in Kuala Lumpur and other hotels in Peninsula Malaysia.

For more information on Naza Talyya Hotels, please visit <http://www.nazahotels.com/>

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