

## Kempinski gets tourism ministry's recognition

KUALA LUMPUR — The tourism and Culture Ministry has recognised Kempinski Hotel Kuala Lumpur as one of the Entry Point Projects under the Tourism National Key Economic Areas (NKEA), in Malaysia's Economic Transformation Programme. The hotel is being developed by KSK Land Sdn Bhd, property arm of KSK Group Bhd, is part of the 8 Conlay project. Kempinski, slated to open its doors on New Year's Day 2020, will provide more than 700 new jobs while committed investment value excluding land cost is about RM360 million. "We believe the hotel component of 8 Conlay will help to support the nation's goal of targeting

more discerning travellers to spur growth for the nation's tourism sector," KSK Group chief executive officer Joanne Kua said in a statement yesterday.

KSK Land is teaming up with Kempinski Hotels, Europe's oldest luxury hotel group, and expected to provide 260 five-star rooms and 300 serviced suites in a 68 story tower that will woo international tourists and investors. The Tourism NKEA aims to attract high-yield tourists through the development of an optimal mix and quality of hotels, with a high level of service delivery. It was forecasted that by 2020, Malaysia requires 37,000 new 4-star and 5-star hotel rooms.

