'Share-A-Tonne' of memories at the Sheraton Hotel Penang.

Uniquely set in the historical and multi-ethnic enclave of good old Georgetown, the Sheraton Hotel Penang is an oasis of calm within the bustling trading centre of the Pearl of the Orient.

Regular visitors to Penang regard the Sheraton as their second home. Basking in quaint local hospitality, guests are charmed and pampered by the excellent facilities - qualities that hold the Sheraton Hotel Penang dear in the hearts of all her guests.

ALLURING PENANG
Ideally situated with panoramic views of the city and the ocean, the Sheraton Hotel Penang is also conveniently located within the commercial district adjacent to the Penang Plaza shopping complex. The ferry terminal that connects Penang Island to the mainland is just a five minute drive from the hotel. In addition, historic pre-war buildings that are part of Penang's rich heritage encircle the hotel allowing guests a glimpse of an age past.

By Vikneswaran Nair

Penang, located on the west coast of peninsular Malaysia, is an island of many cultures with a heritage that spans the breadth of time. Once a British trading outpost, Penang has romantically evolved into an exotic international holiday destination and one of Asia's premier locations for conventions and expositions.

With its blend of races and cultures, alluring beaches, food choices that range from hawker stalls to fine dining establishments, value-for-money shopping,
timeless unique sights and attractions, coupled with the traditional hospitality and warmth of Malaysia, it has become the most diverse destination of the East. Penang provides an escape that is easily accessible by air from regional cities, or just a short ferry ride from the mainland.

Check out the May 2006 issue of Business Today for Penang’s rich cultural heritage.

THE HOTEL
The Sheraton Hotel Penang, opened on Labour Day in 1995, has 237 spacious and tastefully decorated and well appointed guest rooms and luxurious suites that offer the finest in accommodations. In addition, the executive floors are specially designed for the frequent business traveller with high-speed broadband Internet access made available in all guest rooms, meeting rooms and outlets.

These amenities are complimented by interesting dining and entertainment venues, and multi-purpose meeting rooms. Indeed, the Sheraton Hotel Penang is the preferred choice for discerning visitors.

Guests at the Sheraton can earn points towards free travel with Starwood’s Frequent Guest Program as a Starwood Preferred Guest. (See box below for details about Sheraton and Starwood Hotels & Resorts Worldwide Inc.)

Dining outlets at the Sheraton Hotel Penang include the Grove Brasserie, which features a blend of local and international buffets as well as a-la-carte selections; while the Lappin
ABOUT SHERATON
Starwood Hotels & Resorts Worldwide Inc. is one of the leading hotel and leisure companies in the world with more than 740 properties in over 80 countries and 105,000 employees at its owned and managed properties. With internationally renowned brands, Starwood is a fully integrated owner, operator and franchisor of hotels and resorts including: the St. Regis, the Luxury Collection, Sheraton, Westin, Four Points by Sheraton, W brands, Le Meridien as well as Starwood Vacation Ownership, Inc., one of the premier developers and operators of high quality vacation interval ownership resorts.

All Sheraton guests may take advantage of the Starwood Preferred Guest (SPG) program, the industry’s leading frequent guest program built around a big IDEA:

- Instant rewards and no blackout dates
- Destinations wherever you go
- Everything you need for an enjoyable stay
- Always consistent service and value.

offers patrons a relaxing yet lively evening with live entertainment and a variety of snacks and beverages. The Bee Won or “Secret Garden” Korean restaurant is a food haven for those craving authentic Korean delicacies. Sheraton’s monthly gastronomic feasts feature fascinating menus from near and far. Be it spicy or sweet, salty or sour, you are bound to get a tingle from the delicious food and drink specially prepared for you.

Eugene Hendriks, the Director of Sales and Marketing, is pleased that the average occupancy of the Sheraton Penang, a city hotel, has risen to over 60%, with more and more leisure travellers coming from Taiwan and China.

CHARITABLE HEART
On another note, Mr. Hendriks highlighted the Sheraton’s commitment to charity. The Sheraton put its full support behind the “Walk of the Caring Hearts,” a charity event organised by the School of Communications, Universiti Sains Malaysia for five charitable organisations, namely the Ramakrishna Orphanage, the Eden Handicapped Service Centre, Asia Community Service, the Adventist Hospital Heart Patients’ Fund and MERCY Malaysia.

The walk was held on 5 March 2006 at the Youth Park In Penang. The Sheraton also supports UNICEF’s (United Nations Children’s Fund) immunisation programme for children of the developing world.

Indeed, Sheraton’s combination of convenient, versatile facilities, superb service, and exciting guest reward programmes will help create an affair to remember. The hotel with a heart for charity is an example for other similar establishments to do their part for society.

For further information on the dining outlets, listed promotions or to simply make reservations, please call:

Sheraton Penang Hotel
Add: 3 Jalan Larut, 10050 Penang, Malaysia.
Tel: 604-226 7888
Fax: 604-226 3140
The Sheraton Penang is owned by Faber Kompleks Sdn Bhd (12314-I) (A member of Faber Group Berhad) and managed by Sheraton Overseas Management Corporation as its agent.
URL:http://www.sheraton.com/penang

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