

PARK HOTEL GROUP EYES GLOBAL MARKETS TO EXPAND REACH**Global Sales Offices to Spearhead Efforts in Enhancing International Exposure**

Singapore, 17 October 2012 – Park Hotel Group, recently named as the Best Regional Hotel Chain, is reaffirming its vision to become a world-renowned hospitality chain. Spearheading the growth from a regional hotel chain to an international name, the Group’s network of Regional Sales Offices has been rebranded as Global Sales Offices (GSOs). Unveiled following the official opening of a new sales office in Sydney on 1 October 2012, this development is the Group’s latest initiative to enhance sales exposure in international markets.

The Sydney office is the 8th GSO outfit under Park Hotel Group, and marks the GSO’s first foray into the Australasia region. The Sydney GSO specifically reaches out to the source markets in Australia and New Zealand and aims to drive increased business to the Group’s hotels. It also strengthens Park Hotel Group’s sales network, which comprises offices in major gateway cities around the world, namely London, Tokyo, Beijing, Shanghai, Guangzhou, Hong Kong and Singapore.

Mr Mohd K Rafin, Senior Vice President of Park Hotel Group, said, “Australasia has always been one of our key source markets. With a dedicated sales office in Sydney, we are able to attend to the requests of the partners and customers more efficiently, and better tap on the existing and potential distribution channels in this region. This is in line with our strategy to build brand preference through effective communications and our commitment to provide exceptional service delivered with love and passion.”

Industry Recognition to Spur Continuous Endeavours

Park Hotel Group’s expansion goals are backed by several recent award wins, notably the Best Regional Hotel Chain and the Best Hotel Owner of the Year awards presented at the TTG Travel Awards 2012 and the Asia Hotel Forum (AHF) Asia Hotel Awards 2012 respectively. Mr Allen Law, CEO of Park Hotel Group, was also commended for his outstanding achievements in the hospitality industry and was presented with the Best Hotel Investor of the Year award at the AHF Asia Hotel Awards.

The TTG Travel Awards is Asia Pacific’s most prestigious awards ceremony for the travel trade industry, and serves as an indicator for exemplary standards, and consequently, shifts in trends and developments in the travel industry. According top honours to exceptional performance in the hotel investment sector, the AHF Asia Hotel Awards rewards personalities and organisations following rounds of meticulous judging and selection by a panel of professionals.

“We are proud of our accomplishments, which were attained as a result of the hard work from our team members, as well as the tremendous support by our partners and customers. The awards will spur us on in our endeavours as we pursue international acclaim as a hotel brand synonymous with loving hospitality and personalised service,” Mr Rafin added.

Enhanced Service Offerings to Strengthen Brand Footprint

2012 has been an eventful year for Park Hotel Group, which successfully ventured into hotel management services following its first management deal in August. The agreement pertains to a new-build hotel under the Group’s upscale ‘Park Hotel’ brand. Located in Singapore’s Alexandra district, the 450-room property is set to benefit from its proximity and accessibility to nearby business and commercial hubs, as well as major tourist attractions such as Sentosa and Mount Faber. Unobstructed views of Singapore’s Southern Ridges and bustling city from the guestrooms will also be a major draw when the hotel expects its first guests in 2015.

At the same time, the existing Park-branded hotels are enhancing their service offerings to strengthen the Group's brand footprint. To continually create unique and memorable experiences for guests, Grand Park City Hall in Singapore, Grand Park Wuxi and Grand Park Kunming in China have undertaken refurbishment works progressively since 2011. Following the facelifts, the three hotels will feature refreshed guestrooms and new F&B concepts.

"Hotel management services are an important strategy for the Group to expand presence in existing markets. We are also on the lookout for acquisition opportunities in the right locations," Mr Rafin concluded. "While hotel management services and direct investments are key drivers in Park Hotel Group's next phase of growth, we continue to refine our products and services to constantly exceed guests' expectations. We believe that our ability to deliver service excellence while maintaining superior returns will equip us well as we develop from a regional to global hospitality group."

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About Park Hotel Group

Park Hotel Group is one of Asia Pacific's best hospitality groups. The Group manages, owns and develops Park branded hotels around the Asia Pacific.

Established since 1961, Park Hotel Group celebrated its 50th Anniversary in 2011 and continues to focus on its footprint expansion through acquisitions and partnerships, as it seeks to establish itself as one of the world's top hospitality brands.

The Group's regional portfolio consists of nine properties across three countries and six cities, with access to over 3,000 rooms.

Park branded hotels include the luxury Grand Park and the upscale Park Hotel.

Grand Park is a luxury hotel brand located in major urban centres and gateway cities. The brand offers premium accommodation designed for the discerning business and leisure travellers. Comprehensive business and meeting facilities, gourmet dining options and spa make Grand Park an ideal place for work and play. Grand Park hotels can be found in Singapore, China and Japan.

Park Hotel is an upscale hotel brand located in prime city-centre locations and offer convenience, personalised services and high standards of amenities to the business or leisure traveller. Park Hotels can be found in Singapore and Hong Kong.

Park Hotel Group's portfolio of properties include

Singapore

- Grand Park Orchard
- Grand Park City Hall
- Park Hotel Clarke Quay
- Park Hotel Alexandra (2015)

China

- Grand Park Kunming
- Grand Park Wuxi
- Grand Park Xian

Media Release



PARK HOTEL GROUP

Hong Kong

- Park Hotel Hong Kong

Japan

- Grand Park Otaru

For more information on Park Hotel Group, please log on to parkhotelgroup.com

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