PARK HOTEL GROUP GEARS UP FOR EXPANSION TO STRENGTHEN ITS BRAND FOOTPRINT

Singapore, 19 October 2011 – Park Hotel Group, one of Asia Pacific's fastest growing hospitality groups, is gearing up for expansion to strengthen its brand footprint in the region.

Strengthening Brand Recognition with 50 Years of Loving Hospitality

Amidst the intense competition in the hospitality industry, Park Hotel Group recognises the need for strong brand recognition. In commemoration of Park Hotel Group's 50th Anniversary in 2011, the Group embarked on a S$2 million branding exercise with a series of advertising campaigns and myriad of activities and promotions on the **50 Years of Loving Hospitality** theme.

One important highlight of the celebrations is the recently-concluded **Unlimited Discoveries** campaign. 50 winners were selected from 4,500 participants worldwide, all in hope of winning an all expense-paid three-day two-night vacation for two at choice destinations of Singapore, Hong Kong, Kunming, Xi'an and Wuxi in China and Otaru in Japan.

The 50 winners, hailing from Singapore, China, Hong Kong, Japan, Southeast Asia and the Pacific region, were chosen based on written entries of their most memorable travel moments. One winner was also rewarded with S$5,000 cash for submitting her most unforgettable holiday photo.

Park Hotel Group further celebrates 50 Years of Loving Hospitality with **magnificent deals** as follows:

Accommodation: Traveller's savings of **50%** off second night with every Suite booking and third night with every Superior, Deluxe, Premier and Crystal Club booking at six destinations in Singapore, China, Hong Kong and Japan. Upgrade stays to the executive Crystal Club Floor for a nominal fee of **S$50** for the Group's Singapore hotels or from **RMB150** for China hotels. Book and stay by 31 December 2011. Promotion is available only at www.parkhotelgroup.com.

Food & Beverage: S$5 voucher for every S$50 spent at any F&B outlets in Grand Park Orchard, Grand Park City Hall and Park Hotel Clarke Quay located in Singapore. RMB20 voucher for every RMB200 spent at any F&B outlets in Grand Park Kunming and Grand Park Wuxi. RMB30 voucher for every RMB300 spent at any F&B outlets in Grand Park Xian. HK$50 voucher for every HK$500 spent at any F&B outlets in Park Hotel Hong Kong. JPY500 voucher for every JPY5000 spent at any F&B outlets in Grand Park Otaru. Vouchers can be used on the next visit. Promotion is valid till 31 December 2011.

Spa Park Asia: Enjoy 50% off a la carte treatments during your next visit. Offer valid till 31 December 2011. Applicable for Spa Park Asia located in Singapore only.

Terms and conditions apply to all promotions listed above.

In addition, Park Hotel Group will be launching a newly-revamped website which promises to deliver an **enhanced customer experience**. Decked in the Group's corporate colours Regal Black and Grand Gold, the website's user-friendly features allow potential guests and customers to search and read about Park Hotel Group's eight hotels located in Singapore, China, Hong Kong and Japan, as well as to make desired accommodation reservations online with ease.

As part of its continued commitment to return to the community, Park Hotel Group has adopted **World Vision International** as its official supported charity, and strives to make positive contributions to the less privileged as well as sound long term investments for the next generation.

Participating in this **Loving the Community** campaign, the Group's hotels in Singapore, China, Japan and Hong Kong have committed to raise up to S$500,000 to support World Vision's initiatives. In particular, room guests are provided with a platform to showcase their generosity with a nominal donation of S$2 / RMB10 / JPY100/ HK$10 for every room booking.

All the funds raised will support the forgotten and less privileged in communities under the care of World Vision International. Specifically, over S$100,000 of the funds will go towards the construction of a three-storey Girl's Dormitory in the impoverished precinct of Yong Sheng in Yunnan, China.

"Park Hotel Group's 50th Anniversary is not only a symbolic milestone in terms of our corporate development, it is an excellent platform for us to enhance brand recognition amongst our customers. Most importantly, it is also an opportune moment for Park Hotel Group to make a difference in society with our love and passion, which is key to our success in the hospitality industry," said Mr Mohd K Rafin, Senior Vice President of Park Hotel Group.

Increasing Service Standards with Enhanced Processes

In terms of operations, Park Hotel Group believes that **staff efficiency is fundamental** to delivering a **Loving Hospitality** experience to its guests. To boost the productivity levels of its service staff, Park Hotel Group has launched several initiatives, including the introduction of passport scanning devices to facilitate guest check-in process at its flagship hotel Grand Park Orchard. This initiative has also won the hotel group recognition at PATA Singapore Chapter's Inaugural Productivity Competition in 2010.

In 2011, Park Hotel Group has piloted a job-redesign scheme, and formed the Hotel Operational Specialist Team (H.O.S.T.). Multi-trained in Housekeeping, Food & Beverage (F&B) and Front Office duties, staff members of H.O.S.T. are better equipped to assist hotel guests with their enhanced knowledge. They are also an

additional resource at the respective operational peak hours of the three divisions, in turn reducing waiting time for guests and increasing satisfaction levels.

Building Staff Capabilities with Focused Training

As a people and service organisation, Park Hotel Group believes in staff training and development to deliver the highest standards of service to guests and customers. An Approved Training Organisation (ATO) certified by the Singapore Workforce Development Agency (WDA), the Group's in-house training and development faculty **Park Hotel Academy** carries out training for its staff force across five Workforce Skills Qualification (WSQ) programme modules under the Tourism and Service Excellence framework, namely:
1) Interact with Guests
2) Provide Safety and Security for Guests
3) Work Safety
4) Deliver Service Excellence
5) Offer Customised and Personalised Services.

16 employees went through professional training at the Institute of Adult Learning (IAL) to be certified with Advanced Certificate in Training and Assessment (ACTA), accredited by WDA. This makes Park Hotel Group one of the organisations with the largest pool of in-house certified professional trainers within the hotel and food and beverage sectors in Singapore. In recognition of its outstanding efforts, Park Hotel Group was awarded the WSQ Most Supportive Employer (Hotel Category) Award in 2011.

"Staff training and development go a long way in ensuring that our workforce is constantly rejuvenated and advancing in their skill sets. Coupled with initiatives to increase productivity levels, we believe that each and every staff member of Park Hotel Group is capable of providing excellent services and exceeding guest expectations," commented Mr Rafin.

Widening Brand Outreach with Targeted Sales Offices

Established in 1961, Park Hotel Group has grown from the initial one hotel to the current eight hotels located in six destinations in Singapore, China, Hong Kong and Japan. Leveraging the **momentum of growth**, Park Hotel Group intends to open regional sales offices in Australia and Middle East within the next two years.

Since 2009, the Group has set up seven regional sales offices, extending its network reach around the world. The regional sales offices located in Hong Kong, Guangzhou, Beijing and Shanghai target the domestic and outbound tourist markets in Greater China, which in aggregate occupies a spot in Park Hotel Group's top five source markets. The Group's Tokyo sales office has dedicated staff overseeing Western and Eastern Japan, while the sales office in Singapore covers India and Southeast Asia. The United Kingdom focuses on the entire Europe.

The responsibilities of the regional sales offices include enhancing awareness of the Group's brand name, building customer relationships and expanding business networks.

"Regardless of intra-region or inbound travel from European markets, the tourism sector in Asia Pacific is experiencing strong growth and outlook. Tapping on the bright prospects, our expanding sales network will serve to drive an increase in customer base and drive revenue growth at our eight hotels located in the gateway cities in the region," said Mr Rafin.

Gearing Up for Expansion

"At Park Hotel Group, we believe that growth and success is not only measured by the number of hotels we have, but also by the all-rounded service standards we deliver. Only by possessing all the right building blocks will we then be able to achieve greater heights."

"With a strong brand, service, people and sales focus, we believe that these elements will serve to heighten our profile in the hospitality industry, which will in turn boost our standing as we look to portfolio expansion through acquisitions and management contracts," Mr Rafin concluded.

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About Park Hotel Group

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

Established in Hong Kong since 1961, the Group moved its headquarters to Singapore in 2005 and has since embarked on a path of unprecedented growth, acquiring seven other properties within four years.

In 2011, Park Hotel Group celebrated its 50th Anniversary as it continues to focus on its footprint expansion through acquisitions and partnerships, as it seeks to establish itself as one of Asia Pacific's top hospitality brands.

The Group's regional portfolio consists of eight properties across three countries and six cities, with access to over 2,500 rooms.

Park Hotel Group's portfolio of properties include

Singapore
- Grand Park Orchard
- Grand Park City Hall
- Park Hotel Clarke Quay

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

Hong Kong
- Park Hotel Hong Kong

Japan

- Grand Park Otaru

Park branded hotels include the luxury Grand Park and 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.

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

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