
PARK HOTEL GROUP DEBUTS IN MALAYSIA WITH PARK HOTEL MELAKA

Singapore, 20 May 2016 – [Park Hotel Group](#), named Best Regional Hotel Chain for four consecutive years, is expanding into a new destination with its first hotel in Malaysia. In a hotel management contract with a subsidiary of Jaya Mapan Sdn. Bhd., the Group will manage Park Hotel Melaka, slated to open in the first half of 2019.

At a signing ceremony held today, the hotel management contract marks the debut of the Park Hotel brand in Malaysia. This is the Group's sixth country and ninth city in its development roadmap to grow its brand footprint across Asia Pacific.

"Global outbound travel is strongly driven by Asia Pacific and with Park Hotel Melaka, this partnership allows us to strengthen our presence in important markets such as Malaysia. Listed as a UNESCO world heritage site, Melaka is a beautiful city with a wealth of history and unique blend of cultures and experiences to offer. Upcoming developments such as the Melaka Gateway and Impression Melaka are also set to transform the city, ushering significant investors and travellers to this part of Malaysia," said Mr Allen Law, Chief Executive Officer of Park Hotel Group.

Based in Melaka, Jaya Mapan Sdn. Bhd. focuses on property development in residential, commercial and retail sectors. The company specialises in mixed-use developments and is committed to creating sustainable urban spaces.

"We are very excited to collaborate with Park Hotel Group on our first hotel project in the portfolio. Over the years, the Park Hotel Group has built strong brand recognition and distribution network in Asia Pacific, which in turn garnered a loyal following of customers. We are confident that Park Hotel Melaka will continue to win the hearts of many guests, locally and from abroad, with its upscale accommodation and impeccable service." said Mr Teo Chai Hock, Managing Director of Jaya Mapan Sdn. Bhd.

Located in the heart of Kota Laksamana's entertainment and business district, the 245-key new build Park Hotel Melaka is 90 minutes from Kuala Lumpur International Airport and a 10 minutes' drive from the Melaka Sentral bus and taxi terminal. The hotel will be part of The Green, a mixed-use development that also comprises retail outlets, shop offices and serviced apartments. BW Lim International is behind the design of the development that seeks to create a new lifestyle urban living environment by incorporating contemporary landscape features into open, green spaces.



In addition to 245 guest rooms, the 16-storey hotel will feature a bistro and rooftop bar, as well as a complete range of facilities including an infinity pool, a sauna, gymnasium, business centre and meetings rooms. A plethora of dining and shopping choices are within close proximity, with the vibrant Jonker Walk and famous attractions such as the historical A'Famosa fortress, St. Paul's Church and Baba and Nyonya Museum less than 10 minutes away. For business travellers, the commercial area in Melaka Raya is easily accessible in 5 minutes.

"As the Group continues to grow, we recognise that our brands, products and services need to serve the needs of different markets. Leveraging on our extensive market knowledge, we look forward to building many meaningful relationships with a bigger customer base in Malaysia through genuine and thoughtful service delivered from the heart." Mr Law added.

Park Hotel Group owns and manages 13 hotels in Singapore, Malaysia, Indonesia, Hong Kong, China, Japan and Australia. The Group extended its portfolio to resort properties with Park Hotel Nusa Dua, Bali last year. Park Hotel Farrer Park, the Group's 5th hotel in Singapore is scheduled to open end of this year. Its first hotel in Australasia - Park Hotel Adelaide is slated to launch in 2018.

- End -



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 grew rapidly from its first hotel in Hong Kong to the current portfolio of 13 properties across 6 countries and 9 cities in the region, with access to over 4,000 rooms.

Committed to delivering exceptional service with love and passion, the acclaimed Park Hotel Group has established a track record of operating successful hotels. As it strives to be a world-renowned brand in hospitality, Park Hotel Group continues to focus on its footprint expansion through acquisitions and hotel management services.

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

Grand Park is a luxury hotel and resort brand synonymous with premium accommodation, facilities, service and comfort designed for discerning business and leisure travellers. Grand Park hotels can be found in Singapore, China and Japan.

Park Hotel is an upscale hotel and resort brand symbolising utmost convenience, personalised services and high standards of amenities carefully crafted to please business and leisure travellers. Park Hotels can be found in Singapore, Malaysia, Indonesia, Hong Kong and Australia.

Park Hotel Group's portfolio of properties comprises

Singapore

- Grand Park Orchard
- Grand Park City Hall
- Park Hotel Clarke Quay
- Park Hotel Alexandra
- Park Hotel Farrer Park (2017)

Malaysia

- Park Hotel Melaka (2019)

Indonesia

- Park Hotel Nusa Dua, Bali

Hong Kong

- Park Hotel Hong Kong

China

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

Japan

- Grand Park Otaru

Australia

- Park Hotel Adelaide (2018)



Media Release

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

For media enquiries or images, please contact:

Elaine Heng

Assistant Director of Marketing Communications

Park Hotel Group

Tel: +65 6593 6963

Mobile: +65 9452 3699

E-mail: elaine.heng@parkhotelgroup.com