



PARK HOTEL GROUP ESTABLISHES ITS GLOBAL SALES OFFICES BASED IN INDIA AND INDONESIA

Global Sales Offices to Spearhead Efforts in Enhancing International Sales Exposure

Singapore, 25 November 2013 – Park Hotel Group, one of Asia Pacific's best hospitality groups, is pleased to announce the opening of its ninth Global Sales Office (GSO) in New Delhi, India on **1 November 2013**. The Group is also establishing its tenth Global Sales office in Jakarta, Indonesia which is scheduled to open by **end of 2013**.

The establishment of the Global Sales Offices are part of the Group's strategy to expand and strengthen the Group's sales network and global customers reach across key source markets. Travellers from India and Indonesia constitute part of the Group's top 10 source markets for its portfolio of hotels.

Mr Mohd K Rafin, Chief Corporate Officer of Park Hotel Group, said "The Group is actively expanding across Asia Pacific and with the two new Global Sales Offices in India and Indonesia, it is an opportunity for us to capitalize on these major markets"

"India and Indonesia have always been our key source markets. With a dedicated sales office in New Delhi and Jakarta, we are able to provide better support to global customers and partners at a local level and to attend to their requests more efficiently. This would also provide us the opportunity to better tap on the existing and potential distribution channels in these countries. Extending our network reach is in line with our strategy to build brand preference through effective communications and our commitment to deliver exceptional service with love and passion." He added.

The Global Sales Office in India will be headed by the newly appointed Ms Sheema Vohra, Director of Sales for GSO India, New Delhi. With over two decades in the tourism and hospitality industry, Sheema will manage the development and execution of a strategic sales plan across India to promote Park Hotel Group's portfolio of hotels. She will also oversee the management of global corporate accounts in India and the expansion of corporate, leisure and MICE (Meetings, Incentives, Conference and Exhibition) segments while building long-standing relationship with key business partners.

Contact information on Global Sales Office in Jakarta will be provided at a later date.

Park Hotel Group's sales network also comprises offices in major gateway cities around the world, namely Singapore, Hong Kong, Beijing, Shanghai, Guangzhou, Tokyo, London and Australia.

Contact Information:

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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 grew rapidly from its first hotel in Hong Kong to the current portfolio of ten properties across three countries and six cities in the region, with access to over 3,300 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 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 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 and Hong Kong.

Park Hotel Group's portfolio of properties comprises

Singapore

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

China

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

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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