

***PARK HOTEL GROUP APPOINTS DISCOVER THE WORLD, THE LEADING
GLOBAL TRAVEL DISTRIBUTION COMPANY, AS ITS GLOBAL SALES AGENTS
IN USA AND INDIA***

Singapore, 30 April 2015: Park Hotel Group, one of Asia Pacific’s leading hospitality group, is pleased to announce the appointment of Discover the World, a leading global travel distribution company, as its global sales agents in the USA and India markets with effect from 1 May 2015.

In line with the Group’s strategy to expand its sales network and global customers reach, this appointment will further seed in the Group’s presence in these two key source markets which include gateway cities, New York, Los Angeles and Phoenix in USA and New Delhi, Mumbai and Bangalore in India. The USA and India are within the Group’s top 10 source markets for its portfolio of hotels.

Mr Allen Law, CEO of the Park Hotel Group, said “The Group will be expanding actively across the Asia Pacific region in the next few years and we recognise that a robust sales and distribution support with innovative solutions is necessary to help us spearhead and realise our plans to increase market share.”

“Having been in the industry for 34 years, Discover the World is a reputed industry expert skilled at helping industry players penetrate international markets. We are extremely excited and confident that their in-market presence will help drive greater revenue, while enabling us to deliver a more personalised and efficient service to our customers and partners. Their representation of Park Hotel Group in these two major markets would also provide us with extensive opportunities to tap on existing and potential distribution channels based on their local expertise and know-how,” added Mr Law.

Jenny Adams, CEO of Discover the World, said “We are delighted and honored to partner with Park Hotel Group in the USA and India. They have an excellent reputation for delivering outstanding service to their customers across their Grand Park and Park Hotel brands.”

“Our commitment is to help them increase their revenues and market share from the USA and India. In these two key markets, we will help build their brand awareness, increase their distribution and expand their reach through the robust sales coverage our local teams will provide.”

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



Mr Allen Law, CEO of Park Hotel Group and Ms Jenny Adams, CEO of Discover the World, extending a firm handshake symbolic of a robust partnership to come.

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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 Xian
- Grand Park Wuxi
- Grand Park Kunming

Indonesia

- Park Hotel Nusa Dua Bali (2015)

Hong Kong

- Park Hotel Hong Kong

Thailand

- Park Hotel Khao Lak Beach Resort Phang Nga (2015)

Japan

- Grand Park Otaru

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

About Discover the World

Discover the World has earned a reputation as a leader in global travel distribution and its success in developing a worldwide network of 85 offices in more than 60 countries capable of exceptional representation performance is unmatched. With a portfolio of more than 90 clients utilizing its sales, marketing and business process outsourcing services, Discover the World remains a dominant innovator for the travel industry.

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