

**PARK HOTEL GROUP UNVEILS REVAMPED WEBSITE  
TO ENHANCE CUSTOMER EXPERIENCE**

**Singapore, 2 January 2012** – Park Hotel Group, one of Asia Pacific’s fastest growing hospitality groups, unveils a newly-revamped website – [www.parkhotelgroup.com](http://www.parkhotelgroup.com), which promises to deliver enhanced customer experience.

Decked in the Group’s corporate colours Regal Black and Grand Gold, the website comprises a corporate microsite as well as microsites of each of Park Hotel Group’s eight hotels located in Singapore, China, Hong Kong and Japan.

New user-friendly features allow easy navigation with breadcrumb links and a dynamic sitemap. Park Hotel Group’s customers will also find the website to be more informative, with details such as Group milestones and awards, allowing customers to rest assured in the credibility and service standards of Park Hotel Group.

Amongst the website’s new features is quick room comparison; various rooms types can be viewed concurrently for well-informed reservations that suit specific preferences. The new search box feature allows checking of hotel room rates and availability effortlessly with a simple click of the mouse.

In addition, Park Hotel Group’s revamped website can be viewed in English, Simplified Chinese, Traditional Chinese and Japanese. Such multi-language capabilities cater to customers of various countries and nationalities.

Keeping up with efficiency requirements of the modern lifestyle, the website is also optimised for viewing on the go with iPad and smartphone compatibility.

“We are pleased to launch Park Hotel Group’s new and improved website. Catering to the need for greater efficiency and convenience of our guests who are tech-savvy travellers, our website fully epitomises our message of Loving Hospitality, the extension of our belief in providing passion in service, and delivering love and care to our guests, staff and community.” said Mr Mohd Rafin, Senior Vice President of Park Hotel Group.

Log on to [www.parkhotelgroup.com](http://www.parkhotelgroup.com) now to embark on your next travel experience.

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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](http://www.parkhotelgroup.com)

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