
**PARK HOTEL GROUP CLINCHES TWO OF THE MOST COVETED ACCOLADES
IN THE PRESTIGIOUS 2011 ASIA HOTEL FORUM ASIA AWARDS –
MOST PROGRESSIVE HOTEL GROUP OF THE YEAR AND
ANNUAL BEST NEW CITY LANDMARK HOTEL**

Singapore, 19 September 2011 – Park Hotel Group, one of Asia Pacific’s fastest expanding hospitality groups, soared to great heights as it rose above stiff competition to clinch two highly acclaimed accolades – The Most Progressive Hotel Group of the Year and Annual Best New City Landmark Hotel for Grand Park Orchard at the 2011 Asia Hotel Forum Asia Awards. Held in Beijing, China on 16 September, the awards ceremony, a highlight on Asia’s travel trade calendar, witnessed Park Hotel Group including Grand Park Orchard join an elite company of organisations who were honoured at the ceremony.

The Asia Hotel Forum Asia Awards is renowned as one of the hotel industry’s most influential awards in Asia, recognising outstanding representatives that have exhibited an unsurpassable commitment towards service excellence. Each award is carefully and justly chosen by the jury. Factors assessed encompassed corporate structure and management team, the scale of the group (properties, number of employees, regional distribution of owned brands), distinguishing characteristics and performance in the industry, management style and market performance, as well as corporate assessment.

“This illustrious award clearly exemplifies and affirms Park Hotel Group’s unwavering pursuit of excellence, our embodiment of loving hospitality, tradition of innovation and deeply ingrained service culture. We are proud and privileged to receive this recognition, especially as Park Hotel Group commemorates our 50th Anniversary this year,” said Mr Mohd K Rafin, Senior Vice President of Park Hotel Group. “We will continue to focus on operational and service excellence, as we establish ourselves as one of Asia Pacific’s top hospitality brands and expand our brand’s footprints in locations where our loyal guests and customers want us to be,” he added.

Park Hotel Group manages, owns and develops Park branded hotels around the Asia Pacific region. Established in Hong Kong in 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. Today, Park Hotel Group’s regional portfolio comprises eight properties across three countries and six cities, with access to over 2,500 rooms. Comprising the brand portfolio of Grand Park and Park Hotel, the Group’s collection includes Grand Park Orchard, Grand Park City Hall and Park Hotel Clarke Quay in Singapore, Grand Park Kunming, Grand Park Wuxi and Grand Park Xian in China, Grand Park Otaru in Japan and Park Hotel Hong Kong in Hong Kong.

Park Hotel Group’s progressiveness is evident in its successful track record in the investment and acquisition of high quality hotel properties in prime city centre and gateway cities. For each hotel property, the Group leverages its unique characteristics to create a competitive product. This is further accentuated with top of the line qualities comprising distinctive architecture, modern amenities, a

warm and friendly ambience, efficient quality services as well as a multitude of accommodation, dining and lifestyle offerings. Both business and leisure travellers are treated to one of the best home-away-from-home experiences at all Park branded hotels.

With an SGD80 million makeover and successful rebranding, Park Hotel Group celebrated the Grand Opening of its flagship property and crown jewel – Grand Park Orchard on 10 October 2010. From designer interiors in the lobby and 308 luxurious rooms and suites to gastronomic pleasures and the metropolitan sky bar with its stunning pool, guests are greeted by cutting-edge works of stylemeisters at every turn – living up to its name as Singapore’s most fashionable hotel. Grand Park Orchard heralds a new era and raises the profile of the Group’s stellar portfolio of properties, as it celebrate 50 years of providing loving hospitality.

At 450sqm in size, Grand Park Orchard’s media wall is one of Asia’s largest, adding to Orchard Road’s vibrant atmosphere. Successfully integrated with the hotel is Knightsbridge – a four-storey retail podium that heralds a new building typology in Orchard Road. Double volume retail units boast direct street entrances and frontages unseen before in Singapore while retailers can customise their store interiors as well as facades to fully showcase their brands. With a unique shopping experience, this concept is well-received by iconic brands such as Abercrombie & Fitch and Topshop, who have located their first Asian (ex-Japan) flagships at Knightsbridge.

Boosted by extensive marketing strategies, e-commerce campaigns, constant innovations and unrivalled service, Grand Park Orchard’s successful positioning is evidenced via its overwhelming number of return guests, good reviews and expanding customer base. Operational excellence at Grand Park Orchard is achieved via constant review of its operations and services, complemented with top-of-the-line technologies including the passport scanner and Ezymaid system. The former had won a Productivity Award from the Pacific Asia Travel Association and Singapore Workforce Development Agency.

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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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