
**PARK HOTEL GROUP WINS BEST NEW CITY HOTEL AT
THE TTG TRAVEL AWARDS 2011**

Singapore, October 2011 – Park Hotel Group, one of Asia Pacific’s fastest expanding hospitality groups, rose above stiff competition to clinch one of the most coveted accolades – Best New City Hotel at the TTG Travel Awards 2011 for its flagship hotel Grand Park Orchard. Held in Bangkok, Thailand on 6 October, this prestigious awards ceremony is organised by TTG Asia with support of TTG China, TTG India, TTGmice and TTG-BTMICE China – Asia Pacific’s leading travel trade titles.

The TTG Travel Awards is widely recognised as one of the travel and hospitality industry’s most coveted and influential awards, recognising the luminaries of the travel industry since 1989. Growing from a humble 10 awards to 79 awards, the highly acclaimed TTG Travel Awards serve as a benchmark for high standards across the industry and as a trajectory for the travel industry’s advancement. Winners of the Travel Agent Awards and Travel Supplier Awards are determined by votes cast by TTG readers, and key considerations to excelling in these categories encompass best services and facilities, best range of value-added benefits as well as the most professional sales and marketing team in terms of innovative ideas and servicing.

“This illustrious award is a clear reflection of Park Hotel Group’s unwavering pursuit of excellence, together with 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 would like to express our appreciation to our guests and TTG readers for their continuous support and we will continue to deliver exceptional service, as we establish ourselves as one of Asia Pacific’s top hospitality brands,” he added.

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 celebrates 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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