

## Industry Release

Friday, 22 January 2010

### Park Regis Piermonde - Now Known as Piermonde Apartments

**StayWell Hospitality Group (SWHG)**, owner and operator of the **Leisure Inn** and **Park Regis** brands, has announced the renaming of one of its Cairns properties from Park Regis Piermonde to **Piermonde Apartments**.

The property remains unchanged in terms of guest facilities and features and will continue to be branded under the Park Regis banner.

SWHG has recognised feedback from our valued guests and partners and in turn has met the demand to differentiate Piermonde Apartments from its other central Cairns Park Regis property, Park Regis City Quays, which is located directly next door.

Piermonde Apartments is recognised in many ways as being unique in comparison to Park Regis City Quays and other Park Regis properties due to its over-sized floor space, specific family and group orientated market fit and superior product offering.

The renaming of the property has now taken effect across all websites, collateral, marketing materials and consumer/partner communications, incorporating the property's new logo, as shown below.



**Further information:**

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