

## Media Release

11 September 2009

### StayWell Hospitality Group Launch New Website

**StayWell Hospitality Group** (SWHG), owner and operator of the **Leisure Inn** and **Park Regis** brands, is pleased to announce the launch of its newly redesigned website, [www.staywellgroup.com](http://www.staywellgroup.com).

Together with Jimmyweb, Sydney based web developers; StayWell Hospitality Group has produced a far more user friendly and visually attractive consumer website in order to better meet the needs of its growing base of online customers.

The key changes to the SWHG website include: increased visual representation of hotel facilities with photo galleries and strong image use throughout the site; tabbed content for easier navigation; live hotel rate feeds on the homepage; imbedded booking engine to maintain customer confidence when making a reservation; and improved search engine visibility through optimisation tools and techniques. The new website has vastly improved download speed due to it being located on a dedicated hosting server.

The new website also further opens up its meetings and venue hire services offered by several of SWHG's properties. Information on hotel venue hire and ability to send an RFP has become more structured and convenient for event organisers.

SWHG aims to increase its online market share via its new and improved website and for the site to become the preferred source of information for hotel information, event organising and management of the Group's promotional offers. The SWHG website also guarantees the best online rate available for its properties when booking directly through its online channel.

SWHG is encouraging feedback from users of the newly launched website and are running a competition for the most creative feedback. Two winners will receive \$250 worth of points credited to their existing or a new Stay Well Rewards membership card to spend on accommodation at any Leisure Inn or Park Regis property. Stay Well Rewards is SWHG's customer loyalty program, launched in February 2008. More information on the promotion is available at [www.staywellgroup.com/competitions](http://www.staywellgroup.com/competitions).

SWHG's portfolio currently includes locations in Australian capital cities - Sydney, Brisbane, Melbourne and Hobart as well as regional areas such as Launceston, Hunter Valley, Blue Mountains, Cairns and Townsville. Park Regis Singapore is also under development, with completion expected in mid 2010.

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