

Media Release

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StayWell Hospitality Group Expands International Sales Offices

StayWell Hospitality Group has announced the opening of new international sales offices in London, Munich and Hong Kong covering key markets in Greater China, UK, Scandinavia and Continental Europe.

The establishment of new international sales offices is in response to StayWell Hospitality Group's growing portfolio of properties with particular focus on the upcoming launch of the 203 room Park Regis Singapore and 392 room Park Regis Kris Kin Hotel, Dubai. The hotels are the first international properties to open for StayWell Hospitality Group outside of their current 17 hotels operating in Australia also branded as Park Regis or Leisure Inn.

The sales offices in London and Munich, supported by Ameri International Development Group which has over 16 years experience in hotel and destination management, will specifically cater to the outbound markets in the UK, Scandinavia, France, Ireland, Latvia, The Netherlands, Austria, Switzerland and Germany.

The Hong Kong sales office will be supported by Randall Marketing, a travel and tourism company with 80 years combined experience which will extend its coverage of Greater China outbound markets to include the Group's international properties. Its Sydney office will cater to the Australian and New Zealand outbound markets.

Simon Wan, CEO of StayWell Hospitality Group commented on the expansion of the Group's international sales representation.

"The international sales offices will provide StayWell Hospitality Group with the benefit of additional resources, regional knowledge and contacts with ITOs, wholesale and travel agencies, corporate businesses, MICE and tourism offices. Their added expertise is a crucial factor in creating awareness and in turn driving sales for the launch and the ongoing success of our international properties in particular", he said.

Proposed opening for Park Regis Singapore and Park Regis Kris Kin Hotel, Dubai is October 2010.

Further information:

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