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Media Release

An Awakening in the ASEAN Region for StayWell Hospitality Group

Australian-owned Hotel Management Company StayWell Hospitality Group (SWHG) is keeping its eye firmly on the prize of further international expansion with a new partnership with Asian based Hospitality Management Solutions Co. Ltd (HMS).

The newly formed Master Licensing Agreement between the two parties will enable SWHG to significantly grow its Park Regis and Leisure Inn brands within the Vietnam and Thailand markets.

This partnership agreement follows the formation of a United Kingdom based-partnership between SWHG and renowned hospitality company Fiveways Hospitality, which is also focused on expansion of the Park Regis and Leisure Inn brands within the UK market.

SWHG CEO Mr Simon Wan said that StayWell makes no point of hiding their global expansion plans and that forming partnerships with reputable companies in both the UK and ASEAN region is a solid step towards bringing untapped opportunities to the Park Regis and Leisure Inn brands in new markets.

"We have had our eye on the UK and the ASEAN region, in particular Vietnam and Thailand as a key part of reaching our global target of 100 hotels in the next three years," Mr Wan said.

SWHG's partnership with HMS brings along with it an extensive network and an unrivalled experience in operating hotels in these key regions.

"Forming this partnership with a trusted and well-known hotelier group of Hospitality Management Solutions Co. Ltd will be pivotal in bringing our international expansion plan to life," Mr Wan said.

Both locations of Thailand and Vietnam offer huge potential for the SWHG brands, with both countries experiencing more than 20 per cent growth* in international visitors in the first half of 2016.

"With the growth of international visitors bringing the introduction of new infrastructure and public facilities as well as the requirement for a diverse hotel offering – which is where we see a solid opportunity for our company," Mr. Wan said.

Hospitality Management Solutions Managing Director, David Coyle also agrees that the brands' future within Vietnam and Thailand looks bright following the formalisation of the partnership agreement.

"Hospitality remains one of the key financial industries in both Thailand and Vietnam with both regions increasing their position as two of the world's favourite holiday destinations," Mr Coyle said.

"There is great opportunity for StayWell and its sub-brands Park Regis and Leisure Inn to capitalise on the region's continued popularity and future growth, and to also embrace the highly regarded position international hotel brands have in both markets.

"The ASEAN Region is primed for the introduction of the StayWell brand," he said.

For more information on StayWell Hospitality Group visit www.staywellgroup.com

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About StayWell Hospitality Group:

Based in Sydney Australia, StayWell Hospitality Group, operates two high profile hotel brands – Park Regis and Leisure Inn. StayWell has a growing international hotel network now numbering in excess of 35 properties across Australia, Singapore, Indonesia, India, the United Kingdom, and United Arab Emirates. The company is privately owned by three stakeholders – Simon Wan (CEO and Managing Director), Richard Doyle (Executive Director and Corporate Counsel), and Bal Sohal (Non-Executive Director).

StayWell has a defined strategy to grow its portfolio within three years to a network of more than 100 hotels across Australia, South East Asia, India, China and Europe.

Media contact:

Donna Kramer | P4 Group | 07 3854 1455 | donna@p4.com.au

Fiona Godfrey | StayWell Hospitality Group | 02 8198 9299 | fgodfrey@staywellgroup.com

*Source: Grant Thornton Hotel Survey 2016 - Vietnam