

## Media Release

10<sup>th</sup> November 2015

### **Birmingham Welcomes Europe's First Park Regis Hotel**

International hotel brand Park Regis will soon call Europe home with the opening of its Birmingham property in March 2016.

The hotel will be located in the former Auchinleck House building on Broad Street, which received a £50 million renovation to transform it into a modern silver-clad hotel offering 253 deluxe rooms, 2 junior suites and the largest presidential suite in Birmingham.

Positioned as a hotel for both leisure and business travellers Park Regis Birmingham will house an a la carte restaurant, all glass Saké Bar and Pan Asian Fusion Restaurant on the 16<sup>th</sup> floor as well as an executive level complete with conference and meeting spaces, a business lounge with executive check-in facilities, spa and gym.

The upscale property which is the seventeenth Park Regis globally, places Park Regis Birmingham alongside locations including Sydney, Singapore and Dubai.

StayWell Hospitality Group CEO Mr. Simon Wan said that adding a European hotel is a strategic move for the Park Regis brand which has an international portfolio spanning Australia, Singapore, Indonesia, India and the United Arab Emirates.

"The Park Regis brand is rapidly expanding internationally, the opening of our first European-based hotel in Birmingham aligns with our strategy of opening high-quality properties in cities which present optimum growth opportunities," said Mr Wan.

Also Birmingham is a city flourishing following recent investments in transport links and infrastructure and visitor numbers are at an all time high which creates a prime opportunity for a new upscale hotel.

"While the number of hotel beds in Birmingham has increased rapidly in recent years, the number of upscale hotels hasn't kept the same pace, once opened Park Regis will fill this gap in Birmingham's high-end hotel offering".

Emma Gray Director of Marketing Services at Meet Birmingham, the city's official business tourism program said that Birmingham has become an increasingly desirable location for tourists.

"A record 37.2 million people visited the city in 2014, providing a near £6 billion economic boost. 2015 has seen an unprecedented scale of investment coming to fruition and 2016 will deliver many high-profile events including the International Dance Festival Birmingham and Conservative Party Conference. With all this in

mind it's clear that the new Park Regis will be an important addition to the region's accommodation sector," Ms Gray said.

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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 31 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.