

Media Release

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**StayWell Hospitality Group relaunches its Rewards program
with even more benefits for members**

StayWell Hospitality Group has relaunched its current loyalty program, Stay Well Rewards, offering new and existing members even more benefits, including exclusive bonus offers and promotions plus added incentives and best of all, membership to join is FREE.

The highly anticipated relaunch includes a brand new website staywellrewards.com, new brochure and collateral incorporating a premium look and feel to the newly refreshed program which encompasses the international presence StayWell has throughout the globe.

The loyalty program is an effective points based system operating on a redemption model that offers customers Stay Well Rewards Points every time they stay at participating Park Regis and Leisure Inn properties. Customers can also accrue points on selected in-house services such as dining, room charges, day spa, laundry and dry cleaning*.

StayWell Rewards members enjoy many perks and save money off a future stay by earning one point for every dollar spent, and even share their card with family and friends to earn rewards points even faster – which is another added benefit of the program.

Customers start with the 'Classic' membership option and after staying 10 nights qualify to be upgraded to the 'Gold' membership which offers a range of benefits including; 1.5 points per dollar spent, next room category upgrade*, early check-in and check-out* and the opportunity to redeem points on a universal gift of their choice, giving guests more options than the original rewards program which was launched in 2011.

StayWell Hospitality Group Director – Global Sales & Marketing, Ms Fiona Godfrey said the relaunch also meant even more quality international accommodation options had been added to the popular program, with India now included as a destination. The UK will also soon be added with the new Park Regis Birmingham opening in mid-March 2016 which will also officially join the program.

"We pride ourselves on our superior guest services and the rewards program relaunch means we will be able to offer our valued guests the option to earn and redeem points all over the world, at any time," said Ms Godfrey.

StayWell Hospitality Group (StayWell) is one of the largest independently owned hotel management groups in the Asia Pacific region. Based in Australia, the group boasts 29 properties in major metro locations including Sydney, Melbourne, Brisbane, Cairns and Townville in Australia, as well as popular international locations in Singapore, United Arab Emirates, India and Indonesia. With a strategic objective to expand its portfolio within three years to a network of more than 100 hotels, there are a number of hotels in India, Middle East and China currently in development, with the company's first five-star accommodation opening in the United Kingdom early in 2016.

**For more information, contact Danyelle Nolan or Chantel Keogh at P4 Group on 07
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Points earnings and redemptions vary from 1 point per 3 AED for a minimum 4.5 stay in Dubai and 1 point per \$1.5 SGD for a 4.5 stay in Singapore to 2 points per \$1 USD for 6.5 stays in Indonesia and 1 point per 30 Rupee for 6.5 stays in India. For more information go to www.staywellrewards.com