

Media Release

9 January 2016

StayWell Hospitality Group expands technology investment, partnering with Travel Tripper to bolster its direct booking channel

Australian owned hotel management company, StayWell Hospitality Group (StayWell) today announced an Australian first by signing an agreement with international hospitality technology provider Travel Tripper.

StayWell, which has 30 properties worldwide, is the first Australian business to implement Travel Tripper's innovative booking engine and central reservation system designed to optimise conversions and increase direct bookings.

"We are excited to be pioneering industry trends while also enhancing our customers' experience," said Fiona Godfrey, StayWell's Group Director of Global Sales & Marketing.

Integrated into StayWell's recently revitalised website www.staywellgroup.com, Travel Tripper's reservations technology enables guests to directly book rooms faster and more efficiently on desktop and mobile. By improving direct bookings, StayWell hotels will be able to better service guest needs and strengthen the overall guest experience.

"This is yet another way StayWell is investing in technology, introducing free in-room Wi-Fi for guests 12 months ago as part of a \$1 million technology upgrade, and leading the way in Australian hospitality. We are planning to implement more new technology to improve guest comfort and their access to instant information progressively over the next 12 months"

Using Travel Tripper's booking engine, StayWell can now further entice travellers and drive direct bookings to any of their Leisure Inn and Park Regis hotels in major metro locations including Sydney, Melbourne, Brisbane, Cairns and Townsville hotels, as well as popular international locations in Singapore, United Arab Emirates, India and Indonesia.

"StayWell will be better able to provide targeted special offers to our clientele from various different countries. We have also made it easier for travellers to convert rates into their home currency and display deals in multiple languages, including Spanish, French, German, and Portuguese," said Ms. Godfrey.

"Moving over to the Travel Tripper platform will give StayWell an even greater edge against our competitors."

Soma Bruce, Vice President Business Development (ASAP) said Travel Tripper was proud to be partnering with StayWell.

“StayWell is one of the top hospitality groups in Australia, with a growing international portfolio. With Travel Tripper as an e-commerce technology partner, StayWell is poised to fast-track their growth as a industry leader.”

In addition to the introduction of Travel Tripper, StayWell has also formed a partnership with Intouch Data Pty Ltd - an Australian information technology company that provides customised data applications for the hotel industry. ITD’s suite of applications gives hoteliers’ unique access to guest data for Business Intelligence, CRM and Sales Production and Analysis.

Peter Johnson, Chief Executive Officer of Intouch Data Pty Ltd said that the new program will enable StayWell to seamlessly integrate guest data into a targeted email service at a global, regional or local level and further build & grow the customer database. “Moving forward all of StayWell’s data will be centrally housed and managed in one location which will ensure guests will receive tailored information relevant to their travelling needs,” Mr Johnson said.

These new search, booking and customer management systems will enable StayWell to provide the best possible service to their customers at any time of the day.

About StayWell Hospitality Group

StayWell Hospitality Group 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.

-ENDS-

Media contact:

Danyelle Nolan, P4 Group | 07 3854 1455 | 0408 410 930 | danyelle@p4.com.au

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