

Media Release

29th March 2016

Park Regis Birmingham, the city's newest four-star hotel and the brand's first in Europe, is to greet its first guests on Tuesday 29 March

The £50 million development at Five Ways has undergone a vast transformation, with 1960's office tower 'Auchinleck House' having been converted into the sleek and modern upscale hotel.

With 253 bedrooms, two junior suites and the largest presidential suite in the city, Park Regis Birmingham is set to become a destination for both leisure and business travellers. The hotel plays host to two delectable restaurants. Its fourth floor '1565' restaurant and bar will feature signature dishes, grills and classics, as well as be home to one of the city's largest outdoor terrace spaces. 'Rofuto', its 16th floor Japanese eaterie, is a concept by former Ivy head chef Des McDonald. At 137 ft in the air, Rofuto and its accompanying cocktail lounge and Sake bar 'Kurabu' will provide panoramic views across the city.

The hotel also boasts an executive level complete with conference and meeting spaces and a business lounge with check-in facilities. In addition, Park Regis is also home to 'Shakina' Urban Dry Spa, offering indulgent treatments in its state of the art therapy rooms, as well as a gym for hotel residents.

For more information about Park Regis Birmingham visit www.parkregisbirmingham.co.uk

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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 30 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.