

## Media Release

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### **StayWell Partnership with Manhattan secures China launch pad**

Australian-owned Hotel Management Company StayWell Hospitality Group (SWHG) has expanded their global footprint in a partnership with Manhattan Hotel Group, which will spearhead the growth of Park Regis and Leisure Inn hotel brands into mainland China.

StayWell Hospitality Group CEO and Managing Director, Mr Simon Wan said that entering into this Master Licensing Agreement will have a target of securing an additional sixty hotels in the region within the next 36 months, with thirty hotels opened by 2020. Beijing, Shanghai, Hong Kong, Guangzhou, Shenzhen and Chengdu are regarded as the primary target markets. It is expected that in the next 18 months, Manhattan will secure three hotel management projects in Chinese first-tier cities

*"StayWell is a global hotel company with 36 properties across the world, this partnership will not only expand our offering in China but also provide opportunity for StayWell and its brands Park Regis and Leisure Inn to capitalise and also embrace the highly regarded position international hotel brands have in the Chinese market,"* said Mr Wan.

The Manhattan Hotel Management partnership agreement follows the formation of a number of international partnerships including Asian based Hospitality Management Solutions Co. Ltd (HMS) which has a stronghold in both Vietnam and Thailand as well as a United Kingdom based-partnership with renowned hospitality company Fiveways Hospitality.

*"Forming these partnerships with trusted and well-known hotelier groups with experience in their local markets is pivotal in bringing our international expansion plan of 100 hotels across the globe by 2020 to life,"* Mr Wan said.

Manhattan Hotel Group President, Mr. Ji Deng is eager to be part of StayWell Hospitality Group's expansion plans and be the first to introduce the Park Regis and Leisure Inn brands within China.

*"At present, the Chinese hotel industry is experiencing a change in consumer expectations, where customers now seeking globalised accommodation options,"* said Mr. Deng.

*"We are eager to combine StayWell's established brand name with Manhattan's local industry resources and operations experience, to bring the Park Regis and Leisure Inn brands to Chinese consumers.*

*"Manhattan currently operates our own high-end business and leisure hotel brand Grand View and look forward to the opportunity of establishing two new brands within the market with positive result,"* he said.

For more information on StayWell Hospitality Group visit [www.staywellgroup.com](http://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 36 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.

**About Manhattan Hotel Management:**

Manhattan Hotel Group, an internationally renowned hotel investment management institution, is headquartered in Singapore, and entered the Chinese mainland in 1992. It has been adhering to the operation and management philosophy "international vision, local characteristics", and committing to provide owners, developers and hotel investors systematic and professional hotel development and operation management services.

**Media contact:**

Fiona Godfrey | StayWell Hospitality Group | 02 8198 9299 | [fgodfrey@staywellgroup.com](mailto:fgodfrey@staywellgroup.com)

Donna Kramer | P4 Group | 07 3854 1455 | [donna@p4.com.au](mailto:donna@p4.com.au)