

StayWell



24th April 2018

Media Release

StayWell Holdings announce first Park Regis in Southern India

- StayWell Holdings have today announced a new partnership with Aveda Resort & Spa in Kumarakom
- The new partnership will see the property rebranded to Park Regis Aveda, Kumarakom by the end of May 2018.
- Park Regis Aveda, Kumarakom will mark StayWell Holdings first location in Southern India
- This announcement strengthens StayWell Holdings continuous effort and commitment to expanding the brand in India

24 April 2018 – One of Asia Pacific’s largest hotel management groups, StayWell Holdings, has announced it will further expand its Park Regis portfolio in India, with the rebranding of Aveda Resort & Spa in Kumarakom to Park Regis Aveda, Kumarakom scheduled to be completed by the end of May 2018.

The 44-room hotel signifies a number of milestones for StayWell Holdings, marking the Group’s first property in Southern India and the first hotel to open post the acquisition of StayWell Holdings by Prince Hotels Inc.

Located in the idyllic state of Kerala on India’s tropical Malabar Coast, Park Regis Aveda is located in an international tourism hub, with the region renowned for its palm-lined beaches and backwaters, as well as the spice and tea covered hills of the Western Ghats.

Mr. Simon Wan, President & Director, StayWell Holdings said “Opening a hotel in Kerala presents many benefits for StayWell in India, as well as operators in the local region. Kerala is a popular tourist destination and Aveda Kumarakom has fast become the preferred accommodation for guests who place emphasis on privacy and luxury while travelling.”

“We will continue to look for opportunities to expand our brands both in India and internationally,” Mr. Wan said.

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On this tie-up with StayWell Holdings, Prashant Chawla, Owner Park Regis Aveda, Kumarakom said, "I am thrilled to be working alongside a brand with the global recognition of StayWell Holdings and am certain the hotel experience will be elevated under their leadership, offering an unmatched hospitality and par excellence service.

This partnership will not only open up our horizons in India, but also internationally, and we look forward to taking this association beyond one property."

Park Regis Aveda will be StayWell Holdings' 23rd operational property and marks the brands move into a new space of luxury travel.

"In association with the Prince Hotels Inc., StayWell Holdings is expanding its' footprint and aiming to offer its guests a new set of services. We are committed to offering our guests a range of options when it comes to lifestyle, business and leisure stays," Mr. Wan said.

Rohit Vig, Managing Director of the StayWell Hospitality Group, India also agrees that the brand's future within India looks bright following the formalisation of this agreement.

"Park Regis Aveda, Kumarakom is a great addition to the StayWell portfolio with its prime location offering an experiential stay for guests," Mr. Vig said.

Key features guests can expect at Park Regis Aveda, Kumarakom include; private cottages, villas, suites, an open poolside restaurant come lounge, La Breeze, an Ayurvedic Spa and a well-equipped fitness gym. The resort also boasts a banquet hall with a capacity of approximately 150 guests, business center and a recreational area for use by guests at their leisure.

About Park Regis Aveda

Park Regis Aveda is the newest boutique luxury resort in the picturesque and naturally endowed Lake Vembanad area, the famous backwaters of Kerala. The resort is designed to relax and rejuvenate the soul, body and mind. The destination is untouched, rustic and timeless with attractive surrounds.

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The resort has been awarded the TripAdvisor 2017 Traveller's Choice Award and 2016 TripAdvisor Certificate of Excellence.

About StayWell Holdings:

One of the largest hotel management groups in Asia Pacific, StayWell Holdings and its parent company Prince Hotels Inc., offers a diverse portfolio of properties across a combined network of 72 open and operating hotels worldwide.

Prince Hotels & Resorts and StayWell's combined brand offerings include The Prince, Grand Prince Hotel, Policy, Park Regis, Prince Hotel, Leisure Inn Plus, Prince Smart Inn, and Leisure Inn. Each brand offers guests quality experiences ranging from luxury to lifestyle though to midscale.

Prince Hotels & Resorts and StayWell have set a strategic goal to deliver 250 hotels in the medium to long term. The expansion of both company brands will take place across the regions of Australia, New Zealand, Southeast Asia, Asia, Japan, Taiwan, Oceania, the Middle East, Europe and the United States.

Prince Hotels operate a combined network of 50 hotels, 31 golf courses and 9 ski resorts. StayWell has an existing network of 22 open and operating hotels and a further 14 hotels that are committed and opening over the next few years. In addition, StayWell has two key strategic partners being Manhattan Hotel Group in China (19 hotels) and Cristal Group in the Middle East (11 hotels).

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