

StayWell



13th August 2018
Media Release

StayWell Holdings Opens first Park Regis in Southern India

- StayWell Holdings today announced the launch of Park Regis Aveda
- The new partnership witnessed the rebranding of the property from Aveda Resorts & Spa, Kumarakom to Park Regis Aveda, Kumarakom
- Park Regis Aveda, Kumarakom marks StayWell Holdings first location in Southern India
- This announcement strengthens StayWell Holdings continuous effort and commitment to expanding the brand in India

One of Asia Pacific's largest hotel management groups, StayWell Holdings, has announced the opening of the hotel Park Regis Aveda in Kumarakom.

Located on Kerala's fabled Malabar Coast, Kumarakom is in an international tourism hub. The region is famous for its palm-lined beaches and backwaters, as well as the spice and tea-covered hills of the Western Ghats.

The 44-room hotel marks several milestones for StayWell Holdings. Park Regis Aveda offers private cottages, villas, suites, open poolside restaurant-cum-lounge, Ayurvedic spa and a well-equipped fitness centre, banquet hall, business centre and recreational area.

Simon Wan, President & Director, StayWell Holdings said, "Park Regis Aveda, Kumarakom is a great addition to the StayWell portfolio with its prime location offering an experiential stay for guests.

This partnership signifies exciting times for the Group, as we continue to showcase our commitment to expanding both the Leisure Inn and Park Regis brands in India."

On this tie-up with StayWell Holdings, **Prashant Chawla, Owner, Park Regis Aveda, Kumarakom** said, "It's great to be working alongside a brand with the global recognition of StayWell Holdings. I am delighted to be associated with the Group and enthusiastic management team. Together we hope to provide a fabulous experience to guests. I am certain the hotel experience will be elevated under their leadership, offering an unmatched hospitality and par excellence service." We look forward to taking this association beyond one property, he further added.

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Rohit Vig, Managing Director of the StayWell Hospitality Group said, "The Indian Tourism sector is rapidly growing, and hospitality is a key driver of this growth. The country has many sites that offer next-level tranquility to tourists and visitors. Kerala is no different; God's Own Country is popular for its serene beauty. Opening a hotel in this paradise presents many opportunities for StayWell, as well as local operators."

"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. Vig said.

Park Regis Aveda is the 6th operational property in India including Park Regis Jaipur, Park Regis Goa, Leisure Inn Grand Chanakya, Leisure Inn West Gurgaon and Leisure Inn Shrey Jodhpur.

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.

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

For more information on this hotel, or other StayWell Holdings properties visit www.staywellgroup.com

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 74 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 24 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

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strategic partners being Manhattan Hotel Group in China (19 hotels) and Cristal Group in the Middle East (11 hotels).

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