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**Media Release**

## **StayWell Holdings announces expansion in Saudi Arabia**

StayWell Holdings has announced their latest hotel into Saudi Arabia with the signing of its first property in Jeddah - the second largest city in the country after the capital city, Riyadh - under the Park Regis brand.

The newly signed Park Regis hotel is centred in the heart of the Jeddah city – a port-side modern commercial hub with a fascinating history dating back to the 7<sup>th</sup> century, which serves as a gateway for pilgrimages to the Islamic holy cities Makkah and Medina.

The move follows Staywell Holdings' development of a Park Regis Makkah – where two hotels are currently under construction and Park Regis Riyadh scheduled to open in 2020 - cementing the brands presence in Saudi Arabia.

**Mr. Simon Wan, President and Director of StayWell Holdings** said the Middle East is a key development area for the company, with this hotel signing further strengthening the Park Regis brand's profile and reputation in the region, while paving the way for further expansion.

"The opening of this new property demonstrates StayWell Holdings' commitment to expanding our diverse network of properties and our portfolio of brands globally, but more specifically, within key destinations in the Middle East," Mr Wan said.

"As our third hotel across all three major cities in Saudi Arabia, Park Regis Jeddah solidifies our footprint in Saudi Arabia, and serves as a building block for us to further expand our suite of brands into key cities within the region," he said.

The hotel offers a central base for business and leisure travellers to explore the Jeddah region, with the location strategically placed adjacent to the Old Makkah highway and within proximately to Government buildings and consulates, as well as Education establishments. It is also a key gateway to the Holy City Makkah, which is just one hours drive.

Park Regis Jeddah features 144 comfortable sized rooms and suites with standard guest rooms 35-45 square metres, allowing many suites to accommodate families as well as solo travellers and couples.

Mr. Al Shugaihi, Owner of the hotel added: "We are very excited about signing the Park Regis brand for our property in Jeddah and joining the StayWell Holdings portfolio of hotels worldwide."

"We are now looking at another property in our portfolio and already are in negotiations with StayWell Holdings for a second hotel here in Jeddah. We look forward to this being a long and fruitful relationship," he said.

The hotel features modern facilities including two restaurants, wedding and banquet facilities, meeting rooms, resort-style and children's swimming pools, a spa and gymnasium.

For more information on this hotel, or other StayWell Holdings properties visit [www.staywellgroup.com](http://www.staywellgroup.com)

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### 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 77 open and operating hotels worldwide.

Prince Hotels & Resorts and StayWell's combined brand offerings include The Prince Akatoki, 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 through 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 Asia-Pacific, South East Asia, China, Japan, the Middle East, Europe and the United States.

Prince Hotels operate a combined network of 49 hotels, 31 golf courses and 9 ski resorts. StayWell has an existing network of 28 open and operating hotels and a further 22 hotels that are committed and opening over the next few years. In addition, StayWell has two key strategic partners being Manhattan Hotel Group (17 hotels) and Cristal Group in the Middle East (8 hotels).

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StayWell



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