

**24 June 2021  
Media Release**

## **StayWell announces the launch of a new upscale classic hotel brand, Park Regis by Prince**

StayWell Holdings, one of the largest hotel management groups in Asia Pacific, and a subsidiary of Prince Hotels Inc, one of Japan's leading hotel and leisure companies, has announced the launch of a new hotel brand and concept, Park Regis by Prince.

An upscale and premium brand, Park Regis by Prince is a significant evolution of the reputable Park Regis hotel brand which first launched in 2006. The addition of 'by Prince' to the Park Regis name recognises Prince Hotels and Resorts and StayWell continued partnership since 2017, the brand will be fuelled by a global distribution network where the two companies have a presence in over 76 cities, this partnership is also reflected in the brand philosophy celebrating its unique bicultural heritage, resulting in a seamless fusion of Japanese, Australian and local elements bound together by a shared passion for exceptional hospitality and service. It is anticipated that Park Regis by Prince hotels will hold particular appeal for Japanese travellers as well as adding a thoughtful and refined new hotel offering to the global market.

With the positioning statement "The World's Most Thoughtful Hotels", Park Regis by Prince is the latest offering in the company's impressive line-up of brands. Designed to be exceptional yet accessible, guests travelling for business and leisure can enjoy the romance of a beautifully curated classic hotel experience, blended seamlessly with modern technology. Each property will embody a fusion of the company's Australian and Japanese heritage whilst seeking to highlight and celebrate the local influences and culture that make each location special. Refined design elements such as venetian plaster walls with thoughtful inclusions such as charging stations and in-room dining tables doubling as work desks bring the concept of a beautiful yet calming physical space to life.

StayWell



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 Prince  
Hotels & Resorts



Simon Wan, **President and Director of StayWell Holdings Pty Ltd**, said of the launch, "Park Regis by Prince is an exciting new concept in hotels that sets the standard for the guest experience. We aim to create the world's most thoughtful hotels, in prime locations around the globe, and we are thrilled to announce this evolution of the Park Regis brand."

Park Regis by Prince hotels will feature premium in-room amenities in partnership with Atkinson's (London, 1799) as well as a bespoke signature scent and specially curated music selections. Open plan design, signature glass panelling, and 'clouds of foliage' will greet guests on arrival, with spacious rooms boasting luxury touches including curved showers, brass accents, and natural stone finishes.

Park Regis by Prince's newly created Guest Services Application and AI tool *Jean* will also feature, and has been designed to assist with all guest service operations to ensure quality and consistency at every touchpoint. Integrating technology across all touchpoints to ensure a seamless guest experience, the Park Regis by Prince App will support Jean by allowing guests to access their own personal digital companion as soon as a stay is booked. A simple interactive tool, the Park Regis by Prince App allows guests to navigate through tasks in their own time and prior to arrival to order services for their stay before even checking in. Once ensconced in the hotel, guests will be able to access hotel maps and cast their own content to the TV all via the App.

The addition of Park Regis by Prince to the StayWell Holdings portfolio complements the combined range of hotel brands under Prince Hotels & Resorts and StayWell including The Prince Akatoki, The Prince, Grand Prince Hotel, Policy, Prince Hotel, Leisure Inn Plus, Prince Smart Inn, and Leisure Inn. Each brand offers quality experiences ranging from luxury to lifestyle though to midscale.

For more information on StayWell Holdings, 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 79 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 by Prince, 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 52 hotels, 31 golf courses and 9 ski resorts. StayWell has an existing network of 27 open and operating hotels and a further 10 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).