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**PARADOR HOTELS & RESORTS WINS INDONESIA TRAVEL & TOURISM  
AWARD 2015/16 CATEGORY INDONESIA LEADING LOCAL HOTEL CHAIN**



Tangerang, Indonesia  
December 2015

Parador Hotels & Resorts came with another great achievement at the end of 2015. **Parador** wins Indonesia Travel & Tourism Award (ITTA) 2015/16 category Indonesia Leading Local Hotel Chain. The award ceremony took place in Grand Ballroom Ritz-Carlton Hotel Mega Kuningan Jakarta on Monday, 14<sup>th</sup> December 2015.

The event opened by an opening speech from Panca Rudolf Sarungu as President of ITTA Foundation. He said, "this remarkable award has been chosen by BINUS and Board of Advisors which holds (75%) and Online Voting (25%)." Indonesia Leading Local Hotel Chain Award was given by the representative of ITTA 2015/16 accompanied by Miss Tourism 2015, Dikna Faradiba. Ricky Theodores, COO of Parador Hotels & Resorts who received the award.

By winning this award, it proves that **Parador** have successfully put the product right in front of the Indonesia's tourism industry. It is a solid proof showing that throughout the year, **Parador** has shown the leading qualities in terms of service and the satisfaction of its customers, which are two of the most important aspects. At **Parador** we believe that quality services and manpower play a crucial role in creating one of the best new hotel operators. This award is a testament to the efforts of all the

hardworking team members at **Parador** and reflects our ultimate aim of providing the best *Modern Asian Hospitality services*.

Ricky Theodores, COO of Parador, said, *"We are very honoured by this award. We are confident that **Parador** will continue to grow with Indonesia's tourism industry and once again we are proud that we have become a domestic hotel management player attracting some of the nations most prestigious awards. These awards are a reflection of our customer's satisfaction with the exceptional services we provide."*

The local hotel operator which just celebrate the 3<sup>rd</sup> anniversary on 12<sup>th</sup> December 2015 has won some prestigious awards before, such as:

- Good Corporate Development Award 2014, category Best New Hotel Management 2014
- World Achievement Association (WAA), category The Best New Hotel Operator of The Year 2015
- Obsession Awards 2015, category Best Regional Achievers

Some of unit hotels under management of **Parador** also successfully won some awards, Certificate of Excellence from Tripadvisor for Atria Hotel Gading Serpong, Atria Hotel Magelang and Atria Hotel Malang. Besides that, Atria Hotel Gading Serpong won Indonesia Business Award 2015 category Best Hotel in Service Excellent of The Year 2015 and on ITTA 2015/16, this first 4 star hotel in Gading Serpong, Tangerang won Indonesia Leading Design Hotel.

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#### **About Parador Hotels & Resorts**

*Launched in January 2013, Parador Hotels & Resorts has quickly become a recognized name in the hospitality industry. The management and staff dedicate themselves to becoming the most inspiring hospitality management team, with the ultimate goal being to manage 99 leading hotels, resorts and residences by the year 2024.*

*With a full range of services provided, Parador Hotels & Resorts have five brands in their portfolio including Vega Hotels, Atria Hotels, Ara Hotels, Fame Hotels and Starlet Hotels. You will find a unique combination of humble Asian hospitality and professionalism throughout our range of hotels and resorts. Through our commitment to innovation, we are offering excellent alternatives to our guests and provide the best returns to all stakeholders. We take responsibility for quality, we deliver customer satisfaction and we act with integrity in all we do. Parador Hotels & Resorts will always be a company upon which an investor can depend.*

#### **Media Contact:**

##### **PARADOR HOTELS & RESORTS**

Pramita Sari – Corp. Marcom Manager  
E. [pramita@parador-hotels.com](mailto:pramita@parador-hotels.com)  
T. +628176303699

Tiffany – Corp. Marcom Executive  
E. [tiffany@parador-hotels.com](mailto:tiffany@parador-hotels.com)  
T. +6281382280919