

For immediate release



## PARADOR HOTELS & RESORTS (PHR) GROUP WELCOMING TWO NEW PROPERTIES IN 2013

**November 2013** – Successfully launched and running 4 hotels starting December 12<sup>th</sup>, 2012, now Parador Hotels & Resorts (PHR) expanding the brand by adding 2 more properties in Malang – East Java and Tangerang – Banten under **Atria Hotel & Conference Malang**, a four-star brand and **Ara Hotel Paramount Serpong**, a three-star brand. This expansion brings the number of PHR group hotel in Indonesia to six properties with total 896-key opened within a year.

**Atria Hotel & Conference Malang** opened its doors in October 1<sup>st</sup>, 2013, with facilities catering to both leisure and business travellers. First guest arrived are Mr. Dodi Laksono and Mr. Lumumba Sitorus, they are business travellers from PT Gandum Kencana Mas representative, welcoming by Ricky Theodores the Vice President of PHR with the management team of **Atria Hotel & Conference Malang**, both guest received a complimentary stay voucher at any PHR properties at their preference and valid for a year.

As the fifth property under PHR hospitality management with *'Warmth & Comfort'* value of service, **Atria Hotel & Conference Malang** quickly became *'The Most Anticipated Conference Hotel in Malang'*, their first week of pre-opening phase average rooms and meeting rooms occupancy is reached 90%. The hotel has 1,000 square meters ballroom accommodates up to 1,500 persons and 6 fully equipped multi-purpose function spaces.

Number of guestrooms are 175-key across three categories; Deluxe, Executive and Suites. Facilities include free high-speed WiFi connection in all area, Canting Restaurant, Coban Lounge & Bar, Tavern & Grill, a Fitness Center, Traditional Spa and Swimming Pool with overlooking Arjuna Mountain View.

The hotel is a 20-minute drive from Abdul Rachman Saleh Airport and 30-minute drive to Kota Batu - local tourism attraction with a major agricultural center along with apple orchards everywhere and a large number of orchid nurseries.

Driven by strong demand from the domestic and international (*read: Long Staying Guest*) market among Tangerang – Banten industrial area and a fast-growing satellite city development in South Tangerang, PHR launched sixth property in Gading Serpong area near by other three sister-hotels; Atria Hotel & Conference Paramount Serpong, Atria Residences Paramount Serpong and Famehotel Paramount Serpong.

**Ara Hotel Paramount Serpong** designed as Chic & Trendy 3-star hotel, this will be PHR's inaugural mixed-use development in Indonesia with integrated address in **Paramount Skyline Complex**. Centrally located in the affluent Gading Serpong district of South Tangerang, which also adjoins the Bina Matana University and 4 towers of apartment.

With 136 guestrooms available, hotel under this brand endeavor to maintain a high technology work-life balance for in-house guests by providing free 7 MB WiFi connection in the room and public area. Facilities include a recreation hub with lagoon pool, water park and recreational sport area, modern Spa, YuGo Japanese today's fusion and 4 fully equipped function-space for a host of meeting activities.

**Ara Hotel Paramount Serpong** is near by a shopping center, surrounding by golf courses and only 25-minute drive from the international airport Soekarno-Hatta, the hotel is scheduled open in November 2013.

*"The opening of Atria Hotel & Conference Malang and Ara Hotel Paramount Serpong are part of the brand's aggressive plans. We are actively looking for opportunities to grow the Parador Hotels & Resorts brand portfolio and expected to grow to 99 hotels by 2024"* said Ricky Theodores, besides Indonesia, the group is also considering other Asia region as future PHR destinations. *"We have 18 project-pipelines are under construction in many of the fast-growing cities, 6 of them plan to open in 2014"* Ricky added.

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#### About Parador Hotels & Resorts

Launched in January 2013, Parador Hotels & Resorts has quickly become well recognized in the hospitality industry and dedicate themselves to be the most inspiring hospitality management team with the ultimate goal is to be managing 99 leading hotels, resorts and residences by 2024. From selected service to luxury PARADOR have five brands portfolio to be managed; Grand Atria, Atria, Ara Hotels, Famehotels and Starlet Hotels which in all of Parador's properties you will find the best combination of humble Asian hospitality and professionalism. Through our commitment and innovation we are offering excellent alternatives to our guests and providing 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 investor can depend.

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BRAND COLLECTION

