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**Starlet Hotels** BRAND LAUNCH EVENT  
THE LATEST BRAND IN THE PARADOR HOTELS & RESORTS COLLECTION



(English)  
Jakarta, Indonesia  
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Parador Hotels & Resorts (Parador), a domestic pioneering hotels and resorts management company, is a division of Paramount Enterprise and has launched **Starlet Hotels** as the latest brand in their collection. Upon a fast growing hotel industry in Indonesia, Parador is a Company that has not overlooked this massive opportunity and has therefore launched its new budget hotel brand **Starlet Hotels** with an aggressive growth model.

On June 18<sup>th</sup> 2014, the event took place at Exodus Restaurant, Kuningan - Jakarta, starting off by giving appreciation to a number of corporate and travel agents who have been supporting all Parador hotels throughout 2013. Ten awards were given to two travel wholesalers, two online travel agents and six corporates. This was followed by an inspiring speech from the President Director of Paramount Enterprise, Bapak Ervan Adi Nugroho.

Parador's Chief Operating Officer, Mr. Ricky Theodores, gave yet another exciting presentation to a crowd of 300 invited guests, ranging from prospective investor, corporate representative, travel agents and media. Mr. Theodores said: *"We do plan to venture into business segments beyond budget hotels as when we started in that segment there were very few competitors, if any. However, after much research and development activity, we believe that **Starlet Hotels** meets the requirements of a strong strategic investment within the budget hotel industry. The innovation, quite simply, is the amalgamation of the budget hotel concept with comfortable facilities and our trademark Parador service - all offered at an affordable rate."* As a result of Mr. Theodores' speech, it is now openly known that **Starlet Hotels** will take center stage in Parador's economic development.

Thanks to a fast-growing band of middle-class travellers coming from developing nations, coupled with an influx of low-cost airlines to Indonesia, the **Starlet Hotels** strategy will become successful as an evolutionary model, with an affordable comfort value. As such, **Starlet Hotels** delivers 4-star quality furnishing at budget rates. This brand features a maximum of 150 rooms, kitted with King Koil beds and 100% cotton linen, rain-style shower facility with adjustable water pressure, air conditioner, LED TV, free WiFi connection and guests will be able to enjoy a convenience store located in each **Starlet Hotels**.

In his closing presentation, Mr. Ricky Theodores said: *“Working with economies of scale, we have delivered an attractively low cost of investment. We also provide the turnkey solutions such as hotel construction, manpower systems, as well as the strategic franchise boasting with a fastest ROI. According to our current investors, **Starlet Hotels** will become a favourite hotel brand. The investors are confident because of the fact that we have the in-house infrastructure to build up the hotels with relative ease. The hotel brand is predicted to effect welcomed adjustments in the market because it will have economical room rate. **Starlet Hotels** itself has no particular regulations on location; it can be established at shopping malls, airports and even train stations. This means the hotels will be placed in the perfect location for mid-scale market access. On that note, I am pleased to welcome investors to merge with us and expand this exciting brand.”* The official Starlet’s brand launch is remarkably surprise by shown the mock-up room of **Starlet Hotels** on the closing of Mr. Ricky Theodores presentation, guest were invited to see the actual room and Mr. Ricky given an explanation about the room features directly.

The **Starlet Hotels** chain will become the first 1-star brand in Indonesia to be managed by the pioneering and locally incorporated hotel operator Parador. The first set of **Starlet Hotels** will be launched in Tangerang, Semarang and Palembang in 2015.

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

Established in September 2012, Parador Hotels & Resorts has quickly become a well-recognized name in the hospitality industry. By the end of 2013, Parador had already opened six hotels in Serpong (Tangerang), Magelang (Central Java) and Malang (East Java) – and is managing them all. Parador has dedicated itself to be the most inspiring hospitality management team, with the ultimate goal of managing hundreds of leading hotels, resorts and residences by 2024. From selected service to luxury, Parador has five brands in its portfolio, including Vega, Atria, Ara, Fame and Starlet. Even though each brand serves a different type of guest, all Parador brands and properties offer the best combination of humble Asian hospitality and professionalism.

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