

**PRESS RELEASE  
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**PARAMOUNT ENTERPRISE  
OPENS ITS FIRST 3-STAR HOTEL IN GADING SERPONG**



Tangerang  
May 14th, 2014

Paramount Enterprise hosted the Grand Launching of Ara Hotel Gading Serpong (Ara Hotel) on May 14<sup>th</sup> 2014. It is the first 3-star hotel to be developed by Paramount Enterprise in Gading Serpong, Tangerang. Ara Hotel will be operated by Parador Hotels & Resorts (Parador), a local pioneering hotels and resorts management Company, owned by Paramount Enterprise. The inauguration and the signing of the inscriptions were conducted by the Regent of Tangerang, Mr. Ahmed Zaki Iskandar, B. Bus, SE, and was overseen by Parador's Chief Operating Officer, Mr. Ricky Theodores, as well as Ara's General Manger, Mr. Agus Setyawan. Also present on the day were the Board of Directors of Paramount Enterprise. All guests and media representatives were taken on a tour of the hotel, with everybody given the chance to observe the range of facilities on offer.

Ara Hotel Gading Serpong stands on a 2-hectare plot, with the hotel building itself being connected to a modern apartment block. Ara Hotel offers 136 Superior Rooms, each being 23 square meters in size, which means they are bigger compared to other hotels in the area. All rooms are equipped with facilities such as Internet (with speeds up to 15 Mbps), a 32 inch LED TV with a selection of

local and international channels, a safe deposit box, as well as a wardrobe and minibar that can be enjoyed free of charge.

Gading Serpong is cultivating a strong MICE (Meetings, Incentives, Conferences, Exhibitions) culture, becoming a preferred MICE venue especially considering it is close to Indonesia's leading international airport, Soekarno-Hatta. As such, Ara Hotel is equipped with 4 large meeting rooms with the capacity to host up to 100 people. Ara also offers a free airport shuttle service.

Other facilities available at Ara Hotel include YuGo, a Japanese-fusion themed restaurant. YuGo serves a wide range of traditional dishes from Sakura Country like Sushi, Bento sets, Chicken Katsu and a wide selection of drinks deriving from green tea and other delicacies. Aside from Japanese cuisine, YuGo restaurant also serves a tasty selection of both local and international cuisine.

Commenting on the Grand Launching, Mr. Agus Setyawan said, *"I am very grateful to have the opportunity to contribute towards the development of business and tourism in Tangerang. By addressing the special needs of the urban community, businessmen and travellers, we believe that Ara Hotel Gading Serpong will be the perfect destination for guests needing comfortable and spacious accommodation, whilst also having access to facilities that enable smooth business activities. These needs are met with high-speed Internet that can be accessed for free, a work desk in the rooms as well as access to a business center. Furthermore, our semi-Olympic pool and water park, modern spa and friendly yet professional employees combine to make our guests feel relaxed whenever they need to be. The semi-Olympic swimming pool is one of the largest hotel pools in Tangerang, with a wide range of water games/sports that can be enjoyed by children as well as adults. The modern spa is named Famous Spa and is located on level P3 of Ara Hotel. Here our guests can choose their own music during treatment because we provide them with an iPod. These are some of the many ways we make our guests feel at home. The 'key' to service excellence is to serve wholeheartedly and to be open to comments, suggestions and other input from guests at all times. We are confident that Ara Hotel will do more than well as our first 3-star brand in Gading Serpong."*

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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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