



**PARKROYAL**

HOTELS & RESORTS

Welcome to the PARKROYAL Experience



The PARKROYAL brand promises a lifestyle approach to hospitality. Even as each of our hotels and resorts has its own individual character and exemplifies the charm and culture of its location, all our properties are unified by our brand standards and product offerings to ensure the consistent PARKROYAL experience and service delivery to all our guests.



## Taking Comfort & Service to New Heights

The PARKROYAL experience is synonymous with warmth and care, and this is ensured by our high service standards delivered by our warm and attentive staff. All PARKROYAL rooms are modern, well-appointed and designed to provide guests with comfort and quality. The Orchid Club room is tailored for the business travellers, and offers priority check-in and check-out services.

## A Taste of our Expertise

Our award-winning Si Chuan Dou Hua Restaurants are renowned for the quality and authenticity of its Sichuan and Thai-Cantonese dishes, and add significant value to the PARKROYAL properties.

## A Place to Unwind in Style

Established in Singapore in 1997, St. Gregory is a premier holistic wellness retreat built on the four pillars of therapy, fitness, aesthetics and active-ageing. A pioneer in the spa industry, St. Gregory continues to set the trend for excellent spa expertise and service, and is establishing a name for itself in the region.

## PARKROYAL SERVICED SUITES – A Haven for Long-Staying Guests

Guests intending to stay for a longer period of time can enjoy total convenience, comfort and peace of mind at PARKROYAL SERVICED SUITES, the preferred choice for deluxe extended stay accommodation. The extended stay brand was launched to redefine the living experience of overseas professionals, by providing well defined spaces with close attention given to aesthetics, comfort and functionality.



## Enter a New Era of PARKROYAL

Moving forward, the PARKROYAL brand aspires to heighten the guest experience through the engagement of a robust expansion strategy and renewed design philosophy. Guests can look forward to several new properties in the brand's portfolio, each one encompassing exciting restaurant concepts and a holistic suite of facilities to meet the business or leisure traveller's every need. All these exciting advancements are in addition to the existing hallmarks of the brand.

Opening in 2011, the flagship PARKROYAL@CBD, will open in Singapore and serve as the gateway to the city's Central Business District. Designed by renowned architecture firm WOHA, this hotel will serve as the model for PARKROYAL's new direction.



## The PARKROYAL Family

What lifts our brand above the others in the market is our high quality proposition, which has continually raised the RevPar premiums of our properties. In addition, our superior restaurant and spa offerings have proven to be significant revenue drivers, and have been valuable in establishing the reputation of our properties.

The PARKROYAL brand is ideally suited for both new built and conversion opportunities in locations from primary and secondary cities, airport and commercial centres to resort destinations. When you join the PARKROYAL family, you can expect dedicated and expert support from the Pan Pacific Hotels Group, and leverage on our high performing revenue-driving network and capabilities.

## OPTIMISING REVENUE WITH PANTHER

One of our key strengths is PANTHER, our robust and fully integrated distribution system which serves as a single platform that connects an extensive network of distribution channels to drive revenue, efficiently manage room inventory and facilitate 24/7 real-time reservations. In addition, our advanced sales and marketing capabilities include:

- Global Distribution System (GDS), which connects to over 500,000 travel agents to obtain information, book and confirm rooms instantly. Chain Code (PF).
- Global Sales Offices in Sydney, Hong Kong, London, San Francisco, Singapore and Tokyo.
- Worldwide Call Centres in Asia Pacific/Japan and the Americas.
- parkroyalhotels.com, our Best Rate Guarantee ensures customer loyalty and higher profit margins for room sales.
- Revenue Management System, one of the industry's most advanced system that aligns strategies to help hotels achieve optimal room rates.
- A member of Global Hotel Alliance, the world's largest alliance of independent hotel groups which aim to achieve incremental revenue and cost savings across all member brands.
- Over 19 Global Airline Frequent Flyer Partnerships to reward guests and increase segment-marketing opportunities.



## PARKROYAL HOTELS & RESORTS

The PARKROYAL HOTELS & RESORTS brand began in Australia in 1962, and has since established itself as a trustworthy provider of quality, value and hospitality distinct to Asia. We use the orchid as our symbol to represent our timelessness, exquisiteness and fortitude. Like the orchid, which flourishes in all conditions and adapts to its surroundings, we have rooted ourselves throughout the Asia region with a selection of hotels, resorts and serviced suites. Each of our properties has thrived and successfully captured the individual character and charm of its location.

Headquartered in Singapore, PARKROYAL HOTELS & RESORTS is part of Pan Pacific Hotels Group, which serves as the listed hotel subsidiary of UOL Group Limited. This relationship enables the brand to leverage on our Group's capabilities, and benefit from the support of its sister-brand, Pan Pacific Hotels and Resorts, as it expands into new destinations.



## Contact Us

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