



PAN PACIFIC
HOTELS GROUP
泛太平洋酒店集团

MEDIA RELEASE

Providing Gracious and Dependable Hospitality that Brings Out the Best in People:
**Pan Pacific Hotels Group Announces Brand Refresh
and Sincerity as its Hallmark**

16 May 2018, Shanghai – As an established hotel company trusted by guests, employees, owners and business partners, Pan Pacific Hotels Group (PPHG) announced its global brand refresh today at ITB China, with sincerity in service as its hallmark. The Group outlined plans to establish Pan Pacific Hotels Group as the preferred hotel chain in the region, for the next decade and beyond, through refreshed brand identities, bold marketing initiatives and a philosophy of sincerity and service excellence, pledging to go the extra mile for every guest across its properties in China and around the world.

With its 10th anniversary coming up in 2019, Pan Pacific Hotels Group embarked on a brand refresh to ensure its continued relevancy and competitiveness in the hospitality sector, which has seen considerable developments and changing customer expectations in recent years. As part of the brand refresh, PPHG conducted in-depth surveys with guests, frequent travellers and partners, with the results revealing that trust was the differentiating factor for the Group, both for its Pan Pacific and PARKROYAL brands.

Pan Pacific Hotels and Resorts, as PPHG's signature brand, was given top marks in providing a sense of confidence to travellers, who trusted the brand for its dependability. With 24 hotels, resorts and serviced suites across Asia, Oceania and North America, Pan Pacific provides a safe harbour in an ever-changing world. It is a place where you can find your balance, between the stresses of life and peace-of-mind, between the fast-paced world and relaxation. For PARKROYAL, the deluxe brand, it's the people which stood out most. Interacting with guests and associates alike, PARKROYAL supports and celebrates their individuality. The brand's passion for creating real connections and joyous moments can be felt across all 15 properties across Asia and Australia, where sincerity and the best in service brings out the best in all.



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Ms Cinn Tan, Chief Sales & Marketing Officer, Pan Pacific Hotels Group (left), said of the changing environment: "The hospitality industry has evolved through the years, with new customer segments, customer expectations and lifestyle habits. This is part of an industry wide trend towards greater emphasis on the overall well-being, enrichment and experience of travellers. Sincerity is a core value cherished in China and the world over. We do not take for granted the trust which our partners, customers and guests place in us. Sincerity is our

brand DNA which we hold close to our hearts, and the language that we speak in all our interactions with one another."

As part of the brand refresh, PPHG took a deep look into the data for true insights into customer perception and expectations. By combining content with technology, and design with analytics, the user experience is now at the centre of the website redesign, creating a new digital experience optimised across different platforms and devices. The result is an online experience which is more user-friendly and mobile-friendly, and most importantly, built with purpose. In addition to the website refresh, a Fliggy (formerly Alitrip) storefront is now online with all available Pan Pacific and PARKROYAL properties listed, as well as a WeChat mini-programme, now live, which provides travel guides and e-concierge services for Chinese users.

The Group is also investing in client relationships, launching its corporate bookers' loyalty programme 'Pan Pacific Connections' to better engage and grow the corporate segment, as well as expanding its network of dedicated global sales offices, the most recent addition in Hong Kong.

As forerunners in strategic collaboration, Pan Pacific and PARKROYAL are founding members of the Global Hotel Alliance (GHA), the world's largest alliance of over 550 upscale and luxury hotel brands with over 110,000 rooms in 76 different countries. Together, they offer a single loyalty programme, Discovery, which allows members to redeem authentic local experiences. Pan Pacific and PARKROYAL are consistently the most active with marketing within their portfolio and across each other's brands, which has resulted in strong brand affinity and preference for our hotels. .

Outside of Singapore, China is the company's largest operating region. Pan Pacific currently has six hotels in China with locations in Beijing, Xiamen, Suzhou, Tianjin and Ningbo (including Pan Pacific Serviced Suites in Ningbo). Its latest flagship, the Pan Pacific Beijing, opened in Xicheng in August 2017, within six months winning TTG China's Best New Hotel in the City.



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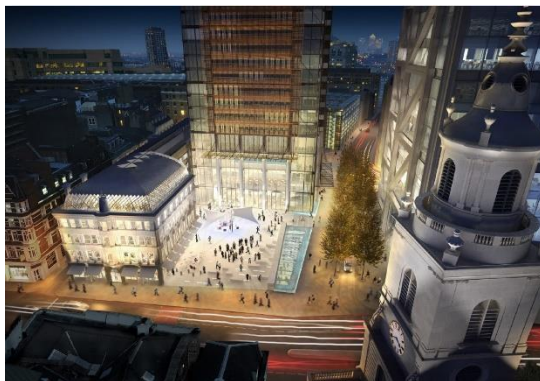
Pan Pacific Beijing



Pan Pacific Melbourne

PPHG is seeking opportunities to expand their presence to other first-tier cities, such as Shanghai, Guangzhou and Chengdu, as well as Hong Kong, through the Pan Pacific and PARKROYAL brands. Sales offices are active in Beijing and Shanghai, with the newest launch in Hong Kong boosting support for customers across Greater China, as part of the Group's strategy to better serve the growing needs of the region's domestic and outbound travel.

Ms Tan said of the brand refresh: "We couldn't be more excited about our brand refresh, which will bring greater visibility and awareness of our Pan Pacific and PARKROYAL brands and allow us to provide extraordinary offerings to the China market. Pan Pacific Hotels Group is fundamentally an Asian company and we appreciate the Chinese mindset and culture which puts us at an advantage as we operate in this important markets. In combining this with a number of marketing initiatives targeted at increasing awareness of our brands in China, we have leveraged our core competencies and brand strengths to the fullest and are well-positioned to grow further in this market. We are ready to meet the new era of travel in China, Asia and beyond."



Pan Pacific London (2020)



Pan Pacific Orchard, Singapore (2021)



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Beyond China and Asia, the future holds promising developments for PPHG. 2020 will see the opening of the first serviced suites property in Jakarta in Indonesia, located at the Thamrin area in the city centre, as well as PPHG's flagship property in the United Kingdom, Pan Pacific London, which will offer 237 hotel and 160 luxury residence keys in a 43-storey building in the financial district, just next to Liverpool station. In Southeast Asia, there are planned resorts in the pipeline in Malaysia and Vietnam while in Singapore, Pan Pacific Orchard will be redeveloped into an Orchard Road icon when it is completed in 2021. Designed by award-winning WOHA Architects, the hotel will offer 340 rooms with eco-friendly features, surrounded by three levels of experiential sky gardens.

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Pan Pacific Hotels Group

Pan Pacific Hotels Group is a wholly-owned hotel subsidiary of Singapore-listed UOL Group Limited, one of Asia's most established hotel and property companies with an outstanding portfolio of investment and development properties.

Based in Singapore, Pan Pacific Hotels Group owns and/or manages 40 hotels, resorts and serviced suites with more than 12,000 rooms including those under development in Asia, Oceania, North America and Europe.

Voted "Best Regional Hotel Chain" by readers in Asia in 2017, Pan Pacific Hotels Group comprises two acclaimed brands: its signature brand, Pan Pacific and its deluxe brand, PARKROYAL.

Sincerity is the hallmark of Pan Pacific Hotels Group. The Group is known to its guests, partners, associates and owners for its sincerity in people and the sense of confidence which alleviates the stresses of today's complex world.

Pan Pacific Hotels and Resorts

With hotels, resorts and serviced suites across Asia, Oceania and North America, Pan Pacific provides a safe harbour in an ever-changing world. Places with less to worry about because, when you stay with us, rest assured that all will be taken care of. For this is where you will find your balance.

PARKROYAL Hotels & Resorts

A big city or cosy enclave – where there is a PARKROYAL hotel, resort or serviced suite, there is a celebration of people. Our passion for creating real connections and joyous moments can be felt when you enter any of our properties across Asia and Australia. After all, this is the place to bring out the best of you, by us.



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泛太平洋酒店集团开启品牌更新之旅，将“真诚”进行到底

提供亲切可靠的人性化服务，以最好的我们，衬托最好的你

【2018年5月16日，上海】今日，深受宾客、员工、业主及商业合作伙伴信赖的泛太平洋酒店集团（Pan Pacific Hotels Group）于 ITB China 宣布其全球品牌更新计划，以真诚用心为行事基准。该集团计划在未来十年及更长的日子里，通过品牌更新，大胆的市场营销举措以及真诚、卓越的服务理念，将泛太平洋酒店集团打造成区域性的首选连锁酒店品牌，旨在为下榻其酒店的每位宾客提供更好的酒店服务体验。

2019年是泛太平洋酒店集团成立10周年，集团品牌全面更新，以保证其在酒店领域的相关性及竞争力，近几年的发展也见证了集团长足的进步以及不断变化的顾客期望。作为品牌更新的一部分，泛太平洋酒店集团对入住酒店的宾客、旅行爱好者及合作伙伴进行了深度调查，结果表明对于泛太平洋酒店以及宾乐雅酒店而言，信任是使得它们在激烈的竞争中能够脱颖而出的因素。

“泛太平洋（Pan Pacific）”作为泛太平洋酒店集团的标志品牌，顾客认为其最值得肯定的是在旅途中为他们提供了可靠的下榻之地。泛太平洋品牌旗下有24家酒店、度假村以及高级服务公寓，足迹遍布亚洲、大洋洲和北美洲。在当今这个不断变化的时代里，为您打造能安心憩息的避风港。您可以在这里放松身心，在繁杂的生活压力之下找回内心的平静，在这个快节奏的世界中寻回久违的身心平衡。对于集团旗下的另一高端品牌“宾乐雅（PARKROYAL）”而言，“以人为本”是其一直秉持的理念。在与宾客及合作伙伴的互动中，宾乐雅支持并赞美个性的释放。在亚洲及澳大利亚的15个目的地，您都能享受到人与人连接时的真挚之情及愉悦之享，宾乐雅以最热忱之心，以最好的我们，衬托最好的你。



集团首席营销官陈思霖女士

泛太平洋酒店集团首席营销官陈思霖女士表示：“近年来，随着新生市场的出现，顾客期望及生活习惯的改变，酒店业也随之进化升级。这是行业整体趋势的一部分，整个酒店业将更加重视宾客的身心平衡及健康，以及入住体验的多样性和丰富性。在中国乃至世界，真诚都是值得珍视的核心价值观。我们不会将合作伙伴及宾客对品牌的信任视为理所当然，‘真诚’一直是我们铭记于心的品牌DNA，是我们与任何人接触时所想表达的核心理念。”



作为品牌更新计划的一部分，泛太平洋酒店集团深入调查各项数据，以洞察顾客的想法与期望。通过内容与技术的结合以及设计与分析的结合，集团以“用户体验”为重点改进网站，旨在为顾客提供更加用户友好及移动设备友好的、同时也更具针对性的全新在线体验。除此之外，在飞猪（原阿里旅行）的线上预订平台可搜索到所有泛太平洋酒店及宾乐雅酒店；同时，集团也与时俱进地推出了微信小程序，为中国用户提供旅游指南及电子礼宾服务。

泛太平洋酒店集团亦在客户关系上进行投资，推出企业客户忠诚计划（Pan Pacific Connections），以更好地从事及发展企业业务。同时，集团也不断扩大其全球销售网络，并于近期在香港新增全球销售办事处。

作为战略合作的先驱，泛太平洋品牌和宾乐雅品牌是全球最大的酒店联盟（GHA）的创始成员，GHA 集合了 76 个不同国家的 550 多家独立酒店品牌，拥有 1100 万名酒店会员。联盟成员提供统一的忠诚会员计划——GHA 探索计划，旨在为会员提供当地可靠的酒店服务体验。泛太平洋酒店集团的两大品牌在品牌内及跨品牌的市场营销方面，表现一直位于酒店联盟前列。因此，我们十分有品牌亲和力，顾客对我们的酒店、度假村及高级服务公寓的喜爱也有增无减。

泛太平洋酒店集团在中国拥有仅次于新加坡的经营规模——拥有北京、厦门、苏州、天津及宁波（包含宁波泛太平洋高级服务公寓）六家泛太平洋酒店物业。作为集团最新的中国旗舰店，北京泛太平洋酒店于 2017 年 8 月在北京西城区开业，短短六个月内便赢得了 TIG 中国旅游大奖“最佳新城市酒店”殊荣。



北京泛太平洋酒店



墨尔本泛太平洋酒店

泛太平洋酒店集团将不断探寻新机遇，在中国重要城市如上海、广州、成都及香港等地建立新的泛太平洋酒店及宾乐雅酒店。作为集团战略的一部分，新设立的香港全球销售办事处将与北京办事处及上海办事处共同为大中华区的宾客提供更亲切及专注的服务与支持，更好地满足中国境内及境外旅游增长需求。

陈思霖女士谈到泛太平洋酒店集团的品牌更新时表示：“对于此次品牌更新，我们十分兴奋。因为此次更新将为泛太平洋和宾乐雅带来更高的关注度与知名度，同时使我们有机会为中国市场提供非凡卓越的酒店服务。泛太平洋酒店集团从根本来说是一家亚洲公司，我们理解并欣赏中国人的思维方式及中国文化，因此我们在这个重要市场占据一定优势。我们将充分利用品牌优势、核心竞争力以及市场营销举措，提升品牌在中国市场的认知度，并通过明确的市场定位，寻求长足的发展空间。我们已经准备好迎接在中国、亚洲及其他地区的旅游新纪元。”



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伦敦泛太平洋酒店(2020)



新加坡乌节泛太平洋酒店(2021)

除中国和亚洲以外，泛太平洋酒店集团在其他地区的发展也值得期待。2020 年，集团将在印度尼西亚雅加达的市中心坦林地区开设首家高级服务公寓，并在英国开设旗舰酒店——伦敦泛太平洋酒店，其位于伦敦金融区的一座 43 层的建筑内，紧邻利物浦站，将提供 237 间客房及 160 间私人住所。在东南亚地区的马来西亚和越南，度假村正在规划之中；同时在新加坡，乌节泛太平洋酒店将于 2021 年重新开业，成为乌节路新地标。乌节泛太平洋酒店由屡获殊荣的新加坡 WOHA 建筑师事务所设计，340 间具有环保特色的客房将由三层体验式空中花园环绕。

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编者注

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泛太平洋酒店集团

泛太平洋酒店集团是新加坡上市企业华业集团有限公司旗下的全资子公司。华业集团是亚洲业务最广泛、发展最完善的酒店及物业管理公司之一，以大量优质的物业投资与开发项目成为行业翘楚。

泛太平洋酒店集团总部位于新加坡，旗下拥有和管理 40 家酒店、度假村及高级服务公寓，足迹遍布亚洲、欧洲、大洋洲及北美，客房超过 12,000 余间。

2017 年，泛太平洋酒店集团荣获亚洲知名媒体的读者所选出的“最佳区域连锁酒店”称号。泛太平洋酒店集团旗下共有两大知名品牌：标志品牌泛太平洋（Pan Pacific）及高端品牌宾乐雅（PARKROYAL）。

泛太平洋酒店集团饱受嘉奖，在当今这个高压快节奏的世界中仍然让宾客、员工、业主及合作伙伴感到品牌致力于“真诚以待”的处事基准。这份长久以来所建立的信任，不仅来自于集团用心追求完美的运营流程和管理制度，更来自于员工铭记于心的集团价值观“真诚以待，共造最好的你我”的落实。集团以诚挚用心为一切行事基准，以最好的自己回馈顾客的信赖。



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泛太平洋酒店及度假村

泛太平洋酒店、度假村及高级服务公寓遍布亚洲、大洋洲和北美洲。在当今这个不断变化的时代里，泛太平洋在世界各地打造了能让您安心憩息的避风港，以妥帖细致照顾您的每一个需求，让您享受高枕无忧的下榻体验。泛太平洋酒店，让您寻回生活中久违的身心平衡之道。

宾乐雅酒店及度假村

宾乐雅酒店、度假村及高级服务公寓分布于亚洲及澳洲各地。无论您身处繁忙都市，还是恬静小镇，有宾乐雅的地方就有朋友和家。从迈入宾乐雅物业酒店的那一刻起，真挚之情及愉悦之享便将环绕于您。无论您身处何地，宾乐雅以最热忱之心，以最好的我们，衬托最好的你。