

PRESS RELEASE

PARADOR HOTELS & RESORTS: WHEN BUSINESS MEETS CONVENIENCE

FOR IMMEDIATE RELEASE

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Parador Hotels & Resorts is an Indonesian hotel management company formed in 2012 and has quickly become a well-recognized hotel management company in the hospitality industry. Until now, Parador had already open 10 hotels in 5 different city; Tangerang, Magelang, Malang, Batam, Bali and Semarang In the mid of 2017. Parador has also conceptualizing a brand that focused in culinary named Legen Heritage, a new concept inspired by modern vibes with a touch of traditional royal heritage which always serves fresh Legen healthy royal drink. In the first year, Legen Heritage has opened two of its outlets.

“We are growing rapidly for the past 5 years that we are so proud of. We believe that the key of success lies with our people. Each and everyone of us needs a sense of dignity, pride and satisfaction in everything we do. With our united efforts, we are most effective when we work together cooperatively, respecting each other’s contribution and interest so we could reach the maximum result” said Johannes Hutauruk, Chief Operating Officer Parador Hotels & Resorts.

Parador Hotels and Resorts comprises of a team of handpicked specialists with a wealth of experience in the hospitality industry. We offer a “one-stop hospitality management” services in all aspects including operational management, project

management and coordination, marketing, sales, public relations, technical and financial services.

"It feels like the comfort of staying in a good hotel where hospitality practiced on its perfection. For us at Parador, it is the way a business should be," add Johannes.

Some of achievement awards also has been collected such as:

- Good Corporate Development Award 2014, in Best New Hotel Management 2014 category
- World Achievement Association (WAA), in The Best New Hotel Operator of The Year 2015 category
- Obsession Awards 2015, in Best Regional Achievers category
- Indonesia Travel & Tourism Awards 2015/16, in Leading Local Hotel Chain category
- Indonesia Travel & Tourism Awards 2016/17, in Leading Local Hotel Chain category

At the beginning of 2018, Parador has some exciting update as a part of company development strategy. The Chief Operating Officer position now has been given to Johannes Hutauruk as he has been did some excellent performances during his career in Parador since 2013. Former General Manager of Atria Hotel Malang, Wahyono is appointed as Operation Director of Parador Hotels & Resorts, he also showed his remarkable achievements that leads him to the new position. A company expansion will also be the focus as marked with the engagement that Parador made with BUMN for HA-KA Hotel Semarang, product enhancement project for Fame Hotel Gading Serpong and product upgrade project for Atria Hotel Gading Serpong.

It's ready for another new hotel project for the 4th Fame Hotels, Fame Hotel Jayapura and groundbreaking 2nd Starlet Hotels, Starlet Hotel Airport Tangerang. With clear vision in mind, Parador continue to dedicate itself as the most inspiring hospitality management team with the ultimate goal of managing hundreds of leading hotels, resorts and residences by 2024.

About Parador Hotels & Resorts

Launched in January 2013, Parador Hotels & Resorts has quickly become a recognized name in the hospitality industry. The management and staff dedicate themselves to becoming the most inspiring hospitality management team, with the ultimate goal being to manage 99 leading hotels, resorts and residences by the year 2024. The winner of Leading Local Hotel Chain pada ajang Indonesia Travel & Tourism Awards 2015/17 dan 2016/17.

With a full range of services provided, Parador Hotels & Resorts have five brands in their portfolio including Vega Hotels, Atria Hotels, Ara Hotels, Fame Hotels and Starlet Hotels. You will find a unique combination of humble Asian hospitality and professionalism throughout our range of hotels and resorts. Through our commitment to innovation, we are offering excellent alternatives to our guests and provide 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 an investor can depend.

Media Contact:

Pramita Sari – Corporate Director of Communications

E. pramita@parador-hotels.com

M. +628176303699

Tiffany – Corporate Assistant Marketing Communications Manager

E. tiffany@parador-hotels.com

M. +6281382280919

PT PARADOR MANAGEMENT INTERNATIONAL

Soho Office Park Kav. 9, 3rd Floor - Jl. Boulevard Raya Gading Serpong - Gading Serpong, Tangerang - 15810 - Banten - Indonesia
Tel: (+62 21) 2917-1111 | Fax: (+62 21) 2917-1122 | Email : Info@Parador-Hotels.com