

Press Release



## PARADOR HOTELS & RESORTS EXPANSION TO SUMATRA - INDONESIA

TANGERANG, April 2013 – A brand new domestic Hospitality Management **Parador Hotels & Resorts** is enlarging its presence in Sumatra – Indonesia, this momentum start by PT. Surya Anugrah Semesta give credence to Parador Hotels & Resort to build and operating one hotel in Bandar Lampung, in southern tip of Sumatra. Both party has signed the memorandum of understanding in Bandar Lampung recently and the hotel will be under ATRIA INN brand with Chic and Trendy design by the name of ATRIA INN RIZTON LAMPUNG.

Located in the heart of Bandar Lampung city, ATRIA INN RIZTON LAMPUNG will stand graciously on 1,500 square meters land in Gatot Subroto street. This will become a 100-room 3-star hotel featuring 24-hour Coffee Shop, Spa and a Signature semi-outdoor Restaurant on the 8<sup>th</sup> floor or a top floor of the hotel that beautifully surrounded by 180-degree of Lampung's city views.

The hotel also caters to business travellers, government, corporate groups and MICE with four meeting rooms that can accommodate up to 120 persons along with complimentary Internet connection throughout the premises.

Ricky Theodores, Parador Hotels & Resorts' Vice President said: *"we are excited about the great growth of business opportunities in Sumatra and expect to launch our first hotel in the region soon, with the introduction of ATRIA INN RIZTON LAMPUNG in Bandar Lampung next year. Especially in province Lampung, they are having strong agricultural sector and this city stand as a gate of Sumatra Island from Banten – Java as it will further strengthen our portfolio in the upscale market."*

ATRIA INN RIZTON LAMPUNG is schedule to open in 2014 and will become the first hotel in Sumatra Island operating by Parador Hotels & Resorts.

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

Launched in September 2012, Parador Hotels & Resorts has quickly become well recognized in the hospitality industry. By December 2012 they opened and managed four hotels in Serpong, Tangerang and Magelang, in Central Java, also there will be twelve hotels by 2014. Parador Hotels & Resorts dedicate themselves to be the most inspiring hospitality management team with the ultimate goal is to be managing 99 leading hotels, resorts and residences by 2024. From selected service to luxury PARADOR have four brands portfolio to be managed; Grand Atria, Atria, Atria Inn and Famehotels which in all of Parador's properties you will find the best combination of humble Asian hospitality and professionalism.

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