

## PRESS RELEASE

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### FOR IMMEDIATE RELEASE

#### CANADIAN-BORN BOUTIQUE HOSPITALITY BRAND UNVEILS REBRANDED PARADOX SINGAPORE MERCHANT COURT AT CLARKE QUAY

**Singapore, 31 March 2022** – Paradox Hotel Group and TA Global Berhad are excited to announce that Swissôtel Merchant Court, Singapore will be rebranded to Paradox Singapore Merchant Court at Clarke Quay commencing 1 April 2022.

The launch of Paradox Singapore Merchant Court at Clarke Quay represents the birth of a new identity in hospitality – one that is both highly anticipated and refreshingly unconventional. The Paradox brand was developed by a team of experienced hoteliers in Vancouver, BC Canada; both the hotel and global brand focus on creating a unique guest experience. The hotel's opening welcomes the global return to travel and tourism in Singapore with an approach to hospitality that is true to its roots – one that delivers a genuine, attention-to-detail service experience that combines recreational amenities alongside an authentic and relatable human touch.

"The hospitality sector is currently going through a key moment of transformation as technology and social media are quickly changing the way we travel and interact with others. We recognized a shift was occurring in how people engage with each other and also with the built environment. The height of the COVID-19 pandemic was the global catalyst for a resurgence of interest in authentic human connection and a greater expectation of personalized hospitality. As an industry leader, it was an opportune moment to realign and reinvent our business proposition to meet and adapt to the current needs and desires of the market," said Joo Kim Tiah, CEO of TA Global.

He continued, "Paradox Hotel Group was born out of an extensive study of this evolution. We have always wanted to consolidate our hotels, and the time to embark on this meaningful journey is right now. The addition of the hotel in Singapore will be another exciting step in fortifying Paradox's brand presence in the market. Our global teams possess decades of experience and an established network of industry partners, having developed and operated numerous high-profile hotels worldwide. Passionate about what we do, our team has a strong understanding of every aspect of hospitality business from concept development to operations. We strongly believe that a distinct identity rooted in local culture is crucial for a successful hotel group. We strive to be at the vanguard of curating inspiring and exceptional experiences for our travelers, so it was imperative to not only come out with our own distinct brand but also create something that would exceed expectations by challenging the industry status quo."

Located in the heart of Clarke Quay, perched within minutes of the Singapore River and the Central Business District, Paradox Singapore Merchant Court at Clarke Quay promises breathtaking views, great energy and a perfect base for sampling the colonial architecture and gourmet goodies on offer in its gem-packed neighbourhood. The 476-key hotel boasts spacious rooms and stylish suites featuring spectacular views of the city's distinctive skyline.

Part of Paradox Hotel Group, this desirable address stays true to the brand by reflecting the culture and vibrant credentials of its location through tasteful designs and authentic hospitality. There is a curation of highly experiential offerings to match the mood too. Dining is a delight at Ellenborough Market Café which serves guests river views as tantalising as their wonderful fusion of Peranakan and international cuisine. A locally-inspired, handcrafted cocktail – or two – is always in order at the lobby's Crossroads Bar. Set amidst a lush landscape and next to an outdoor free-form swimming pool, Blue Potato is the ideal spot for an outdoor dinner. The hotel can also accommodate events of all sizes. A 680 square metre column-free ballroom and seven meeting rooms can be the perfect venue for hosting meetings, weddings and other social events. Completing its offering with various amenities and personalized service, the hotel's idyllic pool area with water slides, a children's pool and an outdoor Jacuzzi for relaxation, spa and well-equipped gym are curated to exceed expectations of the modern traveler.

"Singapore is a melting pot of culture and history, and offers the most distinctive culinary delights, attracting leisure and business travelers alike. Whilst preserving the unique character of our hotel, we are committed to showcasing the best in authentic hospitality – which is particularly important as international travel begins to open up. We are excited to be part of the Paradox family and are confident that this will elevate the upscale, unique experience that we can offer, echoing the culture and vibrancy of our city. Our team looks forward to welcoming our guests to our hotel for a delightful and memorable stay," said Rainer Tenius, General Manager of Paradox Singapore Merchant Court at Clarke Quay.

Tapping into its 20-year experience as a global hotelier and developer of some of the most exclusive properties across North America, Australia and Southeast Asia, TA Global has plans to steadily expand Paradox's international presence in the next decade, launching new boutique lifestyle hotels and resorts in taste-making destinations around the globe.

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## **ABOUT PARADOX HOTEL GROUP**

Paradox Hotel Group is an innovative hospitality brand and award-winning hotel collective that develops, operates, and markets exceptional boutique lifestyle hotels & resorts across the world. All Paradox hotels proudly showcase Canadian hospitality, manifested through thoughtful design, best-in-class facilities and guest services, and bespoke dining and gathering concepts. Each location features multifaceted experiences that differ from the others, celebrating individuality and vibrant perspectives. Paradox Hotel Vancouver is the first Paradox-branded hotel in Canada under the Paradox Hotel Group umbrella, including Summit Lodge Boutique Hotel and Aava Hotel in Whistler, and global locations Paradox Resort

& Residences in Karon Beach Phuket, and Paradox Singapore Merchant Court at Clarke Quay. For more information, please visit [www.paradoxhotels.com](http://www.paradoxhotels.com)

## **ABOUT TA GLOBAL BERHAD**

TA Group of Companies proudly boasts over 30 years of excellence with an astounding track record in the financial and property market in Malaysia. The reputation has set the foundation for success for its property arm, TA Global Berhad which was incorporated in 2008. TA Global Berhad, a leading property developer in Malaysia, is involved in a diversified range of property services which includes property development, property management, property investment, trading and hospitality operations. The company has made significant strides in establishing itself as a niche luxury lifestyle property developer with its successful launches of niche premium residential properties. The Group also boasts an extensive global hotel portfolio spanning five countries on three continents in Australia, Singapore, Thailand, China and Canada. Over the years, the company continued to expand their business, gaining a truly outstanding reputation as a leading property developer recognized locally and internationally. For more information about TA Global, please visit <http://taglobal.com.my/>

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