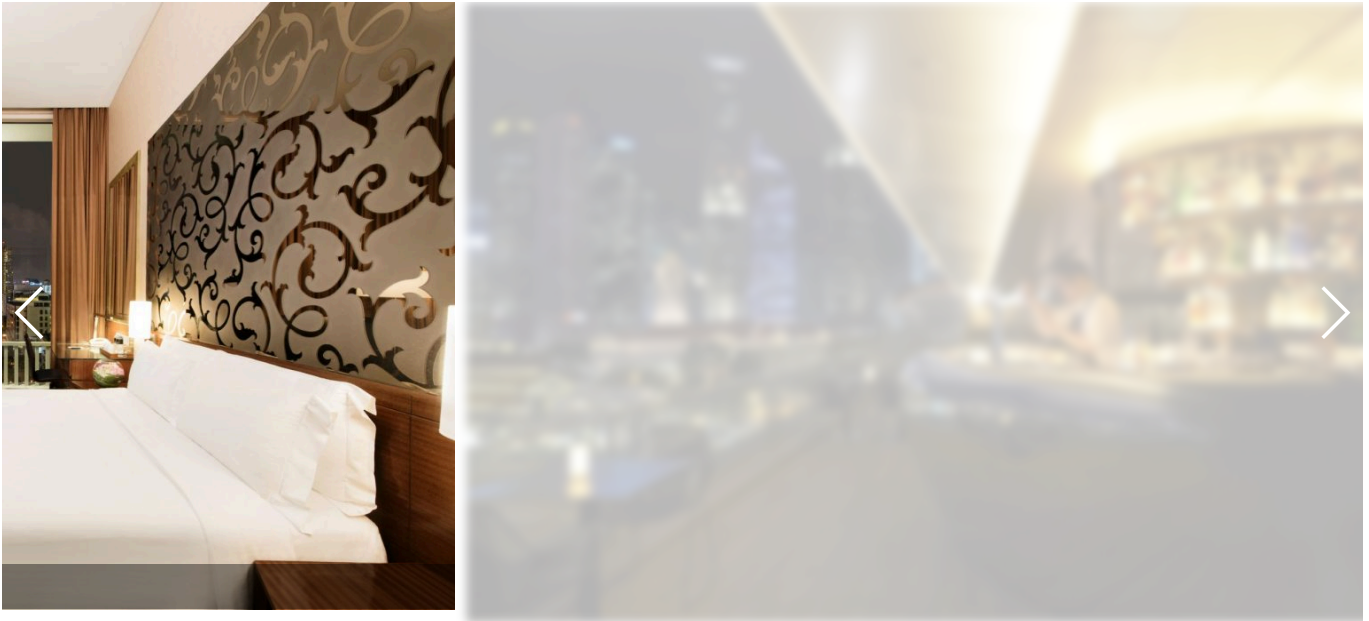


JANUARY 31, 2019

## Park Rewards Loyalty Perks by Park Hotel Group Now Extends to Hotel Guests and Dining Patrons



Members can now #DineStayShopRepeat; earn and accumulate PARK\$ to redeem rewards and enjoy more of life's moments

**SINGAPORE** – Park Hotel Group, a leading hospitality company in Asia Pacific, today announced that hotel guests and dining patrons of the Group can now join Park Rewards, its dedicated free-to-join loyalty programme. All Park Rewards members can enjoy exclusive benefits of one of the newest rewards programmes in the industry including many ways to earn, no expiry of PARK\$ (Park Dollar), the programme's currency, and no blackout dates.

**Many ways to earn:** Whether it is having a meal, a weekend staycation or booking a business trip, members earn PARK\$ on every qualified spend when they dine, stay or book at participating hotels, restaurants and bars. Very soon, members will also be able to earn PARK\$ when they refer friends and family to Park Rewards and when they review any participating restaurant or bar.

**PARK\$ do not expire:** Members can take their time to use up their accumulated PARK\$. PARK\$ have no expiry so long they keep their account active by earning or redeeming PARK\$ every 12 months.

**No blackout dates when redeeming for stays and dining:** Redemption for Park Hotel Group e-vouchers are instant and with no blackout dates applicable, members can book their rooms and use these e-vouchers even during peak travel dates and holiday seasons.

**More ways to redeem:** Members have more choices to use their PARK\$ to redeem a wide array of rewards that enable them to enjoy more of life's moments, offered through our collaborations with our growing portfolio of retail, entertainment and lifestyle partners.

"Our customers have been requesting for a loyalty programme for a while now. We wanted to make sure that if we had one, we would avoid all the pet peeves that come with most of the programmes out there. Park Rewards had to be simple to understand, convenient for the customer and engaging at the same time. With instant "earn and burn" feature, members staying or dining with us can redeem and use their vouchers any time before the bill is settled. Doing without lengthy lead times and blackout dates will provide our members the freedom of being spontaneous," commented Shin Hui Tan, Executive Director, Park Hotel Group.

Park Rewards offers two membership types – *Corporate* and *Lifestyle*. Anyone can instantly sign up as **Lifestyle Members** to earn PARK\$ on every qualified spend on stays and dining at participating hotels, restaurants and bars managed by Park Hotel Group; eligible corporate bookers can become **Corporate Members** to earn PARK\$ on every qualified room and corporate event booking. Lifestyle and Corporate memberships are not mutually exclusive; Park Rewards members who have both Lifestyle and Corporate memberships only need to manage one account and can earn and accumulate PARK\$ under a single account.

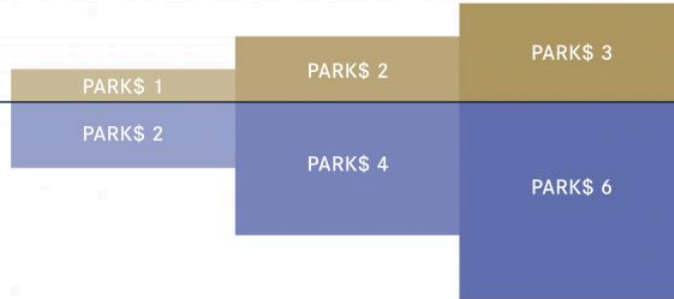
### Lifestyle Member Tiers and Benefits

Lifestyle Members, contrary to the single-tier Corporate Members, are distinguished into three tiers: *Member* is the entry level tier, followed by *Insider*, the second tier, and *Ambassador* at the top. To qualify for a status upgrade, members have to meet the minimum qualified stay or spend criteria at participating hotels, restaurants or bars, detailed in Table 1. In return, these members with higher statuses enjoy up to three times the earn rate on qualified spend as the basic Member alongside other member perks including priority room upgrade, priority late check-out as well as complimentary daily mini bar.



**PARK\$ earned with every qualified SGD 1 spent on *stays***

**PARK\$ earned with every qualified SGD 1 spent on *dining***



#### Member Status and Earn Rate

For more information about Park Rewards or to sign up, visit [www.parkrewards.com.sg](http://www.parkrewards.com.sg). More details on Park Rewards programme for guests and diners will be released in due course.

#### About Park Hotel Group

Headquartered in Singapore, Park Hotel Group is one of Asia Pacific's leading hospitality companies. Established in 1961, Park Hotel Group's growing presence in the region today comprises of nearly 30 hotels and resorts operating or under development across key destinations in Singapore, Japan, China, the Maldives and more. With a focus on expanding across Asia Pacific and meeting the changing needs of travellers today, Park Hotel Group has a brand portfolio featuring its luxury Grand Park, its upscale Park Hotel and its midscale Destination, as well as Park Rewards, its dedicated loyalty programme that rewards guests, diners and corporate bookers. Find out more about Park Hotel Group at [www.parkhotelgroup.com](http://www.parkhotelgroup.com), get our latest news on [www.parkhotelgroupnews.com](http://www.parkhotelgroupnews.com) and connect with us on social – [Facebook](#), [LinkedIn](#) and [Instagram](#).

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