



PARK HOTEL GROUP

FOR IMMEDIATE RELEASE

Park Rewards Celebrates 7 Years of Rewards & Loyalty



[March 2025] – Park Rewards, the dedicated loyalty programme of Park Hotel Group, proudly marks its 7th anniversary, celebrating seven years of rewarding its members with exceptional benefits, exclusive perks, and meaningful experiences.

Since its inception, Park Rewards has been at the heart of guest appreciation, offering a seamless and rewarding way for travellers, diners, and corporate bookers to enhance their experiences across the Group's portfolio of hotels and resorts. Today, the programme has grown to include over 30,000 members worldwide.

Over the past seven years, Park Rewards has continuously ensured that its members enjoy more seamless ways to be rewarded. Key milestones include the integration of the Park Rewards points system into the Group's booking engine, allowing guests to instantly redeem points to offset room stays. In addition, the introduction of the Park Hotel Group e-voucher has provided members with convenience, enabling flexible redemptions at all participating hotels and dining outlets with no blackout dates.

As part of the anniversary celebration, Park Rewards is offering its members a limited time 2X bonus points on all bookings made on the official website during the campaign period (24 February to 31 March 2025), further accelerating their journey towards more rewarding stays.

Members and the public are also encouraged to take part in a social media contest, where they can showcase their favourite sights around Park Hotel Group's properties. Lucky winners will be rewarded with a complimentary night's stay at any participating hotel.

As Park Rewards embarks on the next phase of its journey, Park Hotel Group remains committed to



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further enhancing the programme with even more personalised and seamless experiences, ensuring that members continue to feel valued and appreciated.

For more information on Park Rewards' 7th anniversary promotions and to participate in the celebrations, visit parkhotelgroup.com/parkrewards-anniversary

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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 hotels and resorts across key destinations in Singapore, China, Japan, the Maldives, and more. Park Hotel Group has a brand portfolio featuring its luxury Grand Park, its upscale Park Hotel, 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 parkhotelgroup.com.