

Press Release

StayWell Hotels announces launch of Australia’s first Park Proxi hotel

(Sydney, 6th September 2023) StayWell Holdings is thrilled to announce the signing of the country’s first Park Proxi hotel, at the site of the well-known and popular Gibraltar Hotel in Bowral. Officially relaunching as Park Proxi Gibraltar Bowral on 6th September, the signing of the Bowral Park Proxi marks the second hotel globally for the new brand, with the first – Park Proxi El Hayat Sharm in Egypt signed last year.

As the Park Proxi brand sets its roots in the Southern Highlands, it epitomises an all-encompassing guest experience tailored to each unique neighborhood. The hotel will offer an extensive suite of facilities including a picturesque resort-style 18-hole golf course, gymnasium, and heated internal swimming pool. Boasting 77 rooms and suites, Park Proxi Gibraltar Bowral will also offer guests multiple F&B options including Harvey's Bar which beckons as a multisensory delight, offering live musical performances and a novel cocktail selection, and the stunning Observatory Restaurant which boasts panoramic views, a cozy fire for cold nights, and seasonal menus crafted with local delicacies, international favourites and regionally inspired chef specials that uses the freshest local produce.

The property’s versatile conference and private event spaces are some of the region’s largest and are considered one of the most majestic in the area, including a double-height gallery. With stunning panoramic views and resplendent in natural light, the hotel is recognised as an outstanding wedding, and conference and event destination. Plentiful break out options and open balconies, plus the grand ballroom with adjoining open-air terrace are perfect for weddings and larger celebrations and events.



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The generously sized hotel rooms and suites featuring floor to ceiling panoramic views of Mount Gibraltar and surrounding woodlands, and all the in-room amenities guests would expect of a Southern Highlands getaway including continental king and queen beds, large bathrooms, some with a walk-in shower, climate control and Nespresso coffee making facilities.

Simon Wan, President of the Park Proxi parent company, StayWell Holdings, said of the hotel signing, "We could not be more excited about the launch of Australia's first Park Proxi hotel in the beautiful Southern Highlands of New South Wales. Our model welcomes collaboration with hoteliers to take advantage of the best that each location has to offer, based on the understanding that no-one knows an area quite like a local. We are thrilled to continue the legacy of the Gibraltar Hotel into its new era, whilst ensuring its ties to the Southern Highlands' community remain stronger than ever."

The unique and flexible offering of the Park Proxi brand, designed to create a truly local hotel experience, is the perfect match for the historic tourist destination of Bowral which is much loved for its country charm, wineries, and natural beauty. The hotel will relaunch as Park Proxi after undergoing a bold, distinctive new identity, and will offer a local and informal service style, and thoughtful touches along the guest journey.

For more information about StayWell, please visit <https://www.staywellgroup.com/>

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About StayWell Holdings:

One of the largest hotel management groups in Asia Pacific, StayWell Holdings, and its parent company Seibu Prince Hotels Worldwide Inc., offers a diverse portfolio of properties across a combined network of 121 open and under development hotels worldwide.



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Prince Hotels & Resorts and StayWell's combined brand offerings include The Prince Akatoki, The Prince, Grand Prince Hotel, Park Regis by Prince, Park Regis, Policy, Park Proxi, Prince Hotel, Prince Smart Inn, and Leisure Inn. Each brand offers guests quality experiences ranging from luxury to lifestyle through to midscale.

Prince Hotels & Resorts and StayWell have set a strategic goal to deliver 250 hotels in the medium to long term. The expansion of both company brands will take place across the regions of Asia-Pacific, the Middle East, Europe, and the United States.

