

A Celebration of Classic Elegance, Park Regis by Prince Singapore Announces Official Rebrand After Rooms Refurbishment

Unveiling a new chapter in hospitality excellence, Park Regis by Prince Singapore, part of Seibu Prince Hotels & Resorts, is set to deliver a 'home away from home' experience for local guests and international travellers.



- Formerly known as Park Regis Singapore, Park Regis by Prince Singapore unveils a newly refurbished room and new identity, following the launch of Seibu Prince Hotels & Resorts, a subsidiary of Seibu Group in Japan.
- Park Regis by Prince Singapore will retain its iconic Fleur-de-lys logo while adopting a biophilic design and incorporating its unique bi-cultural heritage.
- The hotel is part of the Seibu Prince Hotels & Resorts portfolio, which includes over 80 hotels, 31 golf courses, and 10 ski resorts in Japan and beyond.

SINGAPORE, 14 August 2024 – Park Regis by Prince Singapore proudly announces its official rebrand following an extensive room refurbishment. This significant transformation aligns with Seibu Prince Hotels & Resorts' vision of "A Guest-Centric Future" and marks the beginning of an exciting era for Park Regis by Prince Singapore as it forges a new brand identity.

As part of the rebrand, Park Regis by Prince will retain its iconic Fleur-de-lys logo, a symbol of the brand's heritage. The three petals represent the brand's Australian roots, its partnership with Japan, and its respect for local cultures and customs. This unique tri-cultural identity is interwoven with a commitment to exceptional hospitality. The rebrand will also introduce innovative technologies, upgraded accommodation features, and a unified loyalty program to provide guests with a seamless and exceptional experience.

With 203 newly refurbished guest rooms, the seven-story hotel offers contemporary studio-style accommodations in four distinct categories, including rooms with direct pool access. The extensive room refurbishment is nearing completion and is expected to be fully finalised by the end of August 2024. The updated design preserves the romance of a classic hotel while adopting a biophilic sophistication aesthetic. Guests can immerse themselves in lush greenery and a serene, minimalistic Japanese-inspired environment, reflecting the elegance of Australian heritage and the vibrant nature of Singapore.

"We are thrilled to unveil the reimagined Park Regis by Prince Singapore, a beacon within Singapore's vibrant business and cultural district," stated Yoshiki Kaneda, President and CEO of Seibu Prince Hotels Worldwide. "This landmark addition to the Seibu Prince Hotels & Resorts portfolio embodies our commitment to offering a sophisticated, yet warm and familiar experience, where impeccable service is paramount. This rebranding marks a new era of hospitality excellence, as we dedicate ourselves to upholding the highest standards of service in the world's most thoughtful hotels."

Located in the heart of Singapore, Park Regis by Prince Singapore is situated along Merchant Road, surrounded by the bustling city nightlife in Clarke Quay and the cultural streets of Chinatown, while within walking distance to Clarke Quay MRT station – perfect for both business and leisure travellers.

Guestrooms will boast contemporary interiors, complimentary high-speed Wi-Fi, 50-inch Smart TV's, and premium amenities. Cutting-edge technology, such as contactless check-in with mobile room key lock and casting capabilities, will elevate the guest experience, ensuring seamless access and effortless enjoyment of personal content.

To enhance its loyalty experience, Park Regis by Prince Singapore leverages Seibu Prince Global Rewards, a free loyalty program with over two million members across the region. The program

features four tiers of rewards – Diamond, Platinum, Gold, and Blue – offering members exclusive discounts and rewards across Seibu Prince Hotels & Resorts properties. For more information on Seibu Prince Global Rewards, please visit: <https://www.seibuprince.com/loyalty>.

Steven Tang, General Manager, Park Regis by Prince Singapore, added, “The rebranding of Park Regis by Prince Singapore reinforces our commitment to providing elevated hospitality experiences for our guests. We look forward to welcoming our guests back to the refurbished Park Regis by Prince Singapore soon, to join us in the celebration of our milestones. By leveraging advanced technologies and incorporating bi-cultural heritage, we aim to create memorable stays for both local and international travellers.”

The debut of Park Regis by Prince Singapore signifies Seibu Prince Hotels & Resorts' unwavering dedication to excellence and global expansion. Joining the esteemed portfolio alongside the existing Dubai property and the upcoming Jakarta hotel, Park Regis by Prince Singapore solidifies Seibu Prince Hotels & Resorts' presence in key markets. The company's diverse portfolio encompasses over 80 hotels, 31 golf courses, and 10 ski resorts across Japan and other international destinations.

Further details of this exciting milestone will be unveiled during the official launch of Park Regis by Prince Singapore on the 3rd of September 2024. For a 'home away from home' experience and to enjoy exclusive rates with Seibu Prince Global Rewards, please visit:

www.parkregisbyprince.com/singapore

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About Park Regis by Prince

Park Regis by Prince is an upscale hotel brand celebrating its unique bi-cultural heritage. We offer a classic hotel experience that is both aspirational and accessible, blending exceptional service with sophisticated design and traditional hotel touches. True to our emblem, the fleur-de-lys, Park Regis by Prince is a carefully crafted hotel experience where every guest feels like royalty.

About Seibu Prince Hotels Worldwide

Seibu Prince Hotels Worldwide, Inc. is a core company of the Seibu Group and the operating company of Seibu Prince Hotels & Resorts, ski resorts, golf courses, as well as other leisure facilities in Japan and abroad. The hotel brands under Seibu Prince Hotels & Resorts include The Prince, The Prince Akatoki, Grand Prince, Park Regis by Prince, Park Regis, Policy, Prince Hotel, Park Proxi Prince Smart Inn and Leisure Inn. Driven by the passion for hotels and leisure, we strive for the highest service standards. Targeting to expand to 250 hotels globally, we bring our unique hospitality to every corner of the world.