NZ hotel chain goes international

For immediate release

The country's only 100% New Zealand owned hotel chain is expanding its reach into the Pacific with the purchase of the Royal Tonga International Hotel. The acquisition brings the number of hotels in the Scenic Hotel Group to 18.

Brendan Taylor, Managing Director of Scenic Hotel Group says while the land lease is yet to be signed, Scenic has taken over management of the property and is looking forward to bringing the hotel up to Scenic standards. "The hotel was officially opened by King George Tupou V in October 2009, and has 78 spacious rooms and even a presidential suite. Its close proximity to Tonga International Airport was a key element of the purchase decision and we believe it is a natural progression for Scenic Hotel Group."

Mr Taylor says the Group is also looking at the 78 room International Dateline Hotel on the Northern coast of the main island of Nuku'alofa, but will get the Royal up and running before making any firm offers. "We're excited about bringing the Scenic Hotel brand into Tonga – we believe we can bring real value to the Tongan tourism industry with our investment. This comes at a time when the Scenic Hotel Group is investing millions of dollars into the refurbishment and upgrade of many of our New Zealand properties."

The Scenic Hotel Group comprises eight Heartland Hotels – three-star-plus properties in regional and provincial centres, and eight more luxurious four-star-plus Scenic Hotels and Suites in main city centres. Scenic also owns the unique five star Te Waonui Forest Retreat on the South Island's West Coast.

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For further information please contact:

Brendan Taylor

Managing Director, Scenic Hotel Group

Ph: 0274 344 433