



MEDIA RELEASE

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4-star hotels take precedence over 5-star as businesses attempt to ease corporate travel budget

Four-star hotels are expecting greater market share as some company bosses instruct their staff not to stay in elite 5-star hotels to help save dollars in corporate travel expenses.

Alan Featherby CEO at Rendezvous Hotels and Resorts International, which incorporates Marquee hotels said; "Many major companies are changing their travel policies to move away from the more costly 5-star hotels, which make a significant dent in the travel budget and to counter any negative perception due to the Global Financial Crisis.

"We have had an upturn in enquiries from companies trying to lower their spend on business travel, and we are confident this will be a common trend in the year to come.

"We have found some of our past corporate customers are now utilising Rendezvous more than their originally preferred 5-star hotels. There is a similar trend occurring with high-end leisure travellers."

With five new hotels to open in 2009/2010, Rendezvous Hotels and Resorts International has embarked on a major sales blitz in Australia and New Zealand to show customers it's 'business as usual' despite the global financial crisis, and to leverage the opportunity that has been presented to 4-star hotels.

Mr Featherby said, "We want to reinforce our message in these difficult times that Rendezvous offers better value for money across its range of hotels, and we go the extra distance to make our customers' stay memorable and pleasurable, while offering great value.

"There are also a number of exciting new developments at Rendezvous that we want to make our customers aware of. In August 2009, Rendezvous Christchurch will open, standing as the tallest and newest building in the South Island of New Zealand. In later 2009 and in 2010, we have hotels opening in the rapidly growing regions of Asia and the Middle East including Fujairah, Kuala Lumpur, Guilin and Shanghai."

The Sales Blitz, which commenced on February 16th in Melbourne, is travelling around Canberra, Brisbane, Adelaide, Perth, Sydney, Auckland, Wellington and finishes up in Christchurch on the 3rd of April.

Rendezvous Hotels and Resorts International plans to visit corporate, tourism bodies, wholesale, government, airlines and leisure clients and potential customers. Rendezvous are also holding evening briefing functions in most cities



RENDEZVOUS
HOTELS & RESORTS INTERNATIONAL

Rendezvous Hotels International Pty Ltd is part of the Singapore listed company, The Straits Trading Company Limited. The Rendezvous Hotels & Resorts International group operates a total of 19 hotels existing or under construction in the Asia-Pacific region:

- *Rendezvous Observation City Hotel Perth*
- *Rendezvous Sanctuary Resort Cable Beach Broome*
- *Rendezvous Allegra Hotel Adelaide*
- *Rendezvous Hotel Melbourne*
- *Rendezvous Stafford Hotel Sydney*
- *Rendezvous Hotel Brisbane*
- *Rendezvous Reef Resort Port Douglas*
- *Rendezvous Hotel Singapore*
- *Rendezvous Merry Hotel Shanghai*
- *Rendezvous Hotel Auckland*
- *Rendezvous Hotel Christchurch (opening August 2009)*
- *Rendezvous Hotel Kuala Lumpur (opening late 2009)*
- *Rendezvous Hotel Fujairah (opening 2010)*

- *The Marque Hotel Brisbane*
- *The Marque Hotel Sydney*
- *The Marque Hotel Canberra*
- *The Marque Hotel Perth*
- *The Marque Hotel Yu Garden Shanghai (opening August 2009)*
- *The Marque Hotel Guilin (opening 2010)*

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