



**MEDIA RELEASE**

28 April 2009

**Rendezvous Asian Roadshow ; Meeting Renewed Demand For  
4-Star Hotels**

Sales teams from Rendezvous Hotels & Resorts International (RHI) are conducting roadshows in Asia to showcase the Company's expanding portfolio of 4-star hotels, reflecting the trend away from 5-star offerings due to budget cuts in corporate travel expenses.

RHI, which incorporates Marque Hotels, is rapidly expanding its presence in Asia. With hotels already in Singapore and Shanghai, RHI has a Rendezvous hotel in Kuala Lumpur and a Marque hotel in Guilin due to open in 2010.

Alan Featherby, CEO of RHI 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 internationally trying to lower their spend on business travel, and we are confident this will be a common trend as the Global Financial Crisis continues.

"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 four new hotels to open in 2009/2010, RHI completed a major sales blitz in Australia and New Zealand in February and March 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, "Our Australia/New Zealand tour was a great success and we met face-to-face with well over 300 clients. Due to this, we have decided to visit our clients in Singapore, Kuala Lumpur and Shanghai to communicate the same initiatives emphasised in Australia and New Zealand.

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

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**RENDEZVOUS**  
HOTELS & RESORTS INTERNATIONAL

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The Sales Blitz will commence on May 4 in Singapore and then travels to Kuala Lumpur before finishing up in Shanghai on May 11.

Rendezvous Hotels and Resorts International plans to visit corporate, tourism bodies, wholesale, government, airlines and leisure clients and potential customers.

—ENDS—

*Rendezvous Hotels International Pte Ltd is part of the Singapore listed company, The Straits Trading Company Limited. The Rendezvous Hotels & Resorts International group operates a total of 18 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 2009)  
Rendezvous Hotel Kuala Lumpur (opening 2010)  
Rendezvous Hotel Fujairah (opening 2010)*

*The Marque Hotel Brisbane  
The Marque Hotel Sydney  
The Marque Hotel Canberra  
The Marque Hotel Perth  
The Marque Hotel Guilin (opening 2010)*

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