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DISCOVER THE WORLD TO HANDLE U.S. SALES FOR FAR EAST HOSPITALITY

SCOTTSDALE, ARIZ, Apr. 14, 2014—Far East Hospitality, a premier hospitality assets owner and operator, has recently designated Discover the World as its partner for sales and marketing representation in the U.S.

“We selected Discover the World because of its extensive global network, quality experienced sales professionals and good reputation in the industry,” said Raphael Saw, Chief Operating Officer for Far East Hospitality. “The U.S. is a key market for us especially in the corporate and consortia segment. This new representation will further enhance our coverage in this important market, improve our brand awareness and increase our market share in the long run.”

Jenny Adams, CEO of Discover the World said, “Far East Hospitality has designed a strategy for significant growth in 2014 and we are proud to be part of that plan. We intend to showcase their hotels and residences portfolio. It presents excellent opportunities for cross-selling initiatives with their different brands and geographic markets, offering guests a greater diversity of choices and locations.

For more information about Discover the World, visit discovertheworld.com or call +1 480 707 5566 or +44 203 598 8030.

About Discover the World

Discover the World has earned a reputation as a leader in global travel distribution and its success in developing a worldwide network of 85 offices in more than 60 countries capable of exceptional representation performance is unmatched. With a portfolio of more than 80 clients utilizing its sales, marketing and business process outsourcing services, Discover the World remains a dominant innovator for the travel industry.

About Far East Hospitality

Far East Hospitality has established itself as a regional hospitality owner and operator with a sizeable overseas network. It has a combined portfolio of more than 13,000 rooms under management across more than 80 hotels and serviced residences in eight countries – Australia, China, Denmark, Germany, Hungary, Malaysia, New Zealand and Singapore. Far East Hospitality has a stable of nine unique and complementary brands

– Quincy, Oasia, Village, Rendezvous, Adina, Medina, Vibe, Travelodge and Marque.
For more information, visit www.stayfareast.com

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