



RED PLANET CONSOLIDATES STATUS AS THE PHILIPPINES' LEADING VALUE HOTEL CHAIN WITH SIGNIFICANT PRODUCT ENHANCEMENTS

For Immediate Release

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MANILA – Red Planet continues to redefine the value hotel experience in the Philippines with a significant investment of P80 million to upgrade its façades and lobbies across all hotels in Manila and Cebu, offering a completely new and enhanced experience to guests.

Having opened its first hotels in the country in 2012, Red Planet has now welcomed more than three million guests to become the Philippines' value hotel of choice for both domestic and international travellers.

Red Planet owns and operates 10 hotels in the Philippines, with a further 8 hotels under development, complementing an Asia-wide portfolio of 37 hotels.

Commenting on the completion of the hotel upgrade programme, Red Planet's Chief Executive Officer, Tim Hansing, said that guest preferences are rapidly evolving within the budget hospitality sector, and so it remains critical to meet both aesthetic as well as functional expectations.

“Red Planet has undertaken extensive works to the exteriors of our hotels and the results are nothing short of remarkable. A new colour scheme and dramatic signage augment upgraded, bright, and modern lobbies. Our front desks have also been remodelled to reduce time spent checking in and out. Further, we have carpeted all corridors, and enhanced guest rooms and bathrooms,” Mr Hansing added. “In addition, we have continued to invest heavily in technology. We have installed the latest Apple desktop computers in our lobbies for guests' complimentary use, and now offer WiFi speeds unrivalled within the market. This represented a significant financial commitment, but one our loyal guests wholeheartedly deserve.”

Red Planet's Country Head, Sahlee Zaldivia, commented further, “With this investment into the physical product, combined with our absolutely unparalleled app and its unique In-Stay Mode, Red Planet has clearly positioned itself as the leading hotel chain in the Philippines. We want our hotel guests to realise that, when staying at Red Planet, it is the best experience and value proposition available in the market.”



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About Red Planet Hotels

Red Planet Hotels, founded in 2010, is a privately-owned regional hotel company focused on Asia's expanding value hotel sector. The company owns and operates 25 hotels (24 under the Red Planet brand) in Indonesia (7), Japan (3), the Philippines (10), and Thailand (5) for a total of 3,964 rooms. Twelve more hotels, consisting of 2,287 rooms, will open in Japan, Thailand and the Philippines during 2017 and 2018. These hotels will open using Red Planet's robust and scalable technology platform, providing both advanced reservation software, ensuring a fast and efficient booking process, and local attraction guides for customers. Red Planet comprises a stylish value hotel offering, with all of its properties centrally located and featuring high-speed Wi-Fi. Red Planet's companies based in Jakarta (Red Planet Indonesia - PSKT:IJ) and Tokyo (Red Planet Japan - 3350:JP) are listed on the Indonesian and Japanese stock exchanges, respectively.

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