



## **RED PLANET PARTNERS WITH JOOX FOR SUMMER SONIC MUSIC FESTIVAL**

**For Immediate Release**

**21 July, 2017**

**BANGKOK** – Red Planet continues to redefine Asia’s value hospitality sector by forming a long-term partnership with JOOX, the leading music streaming brand in Asia.

In collaboration with Red Planet Hotels, JOOX offers its users the chance to win all-expense paid trips to the Summer Sonic Festival in Tokyo from August 18-20, 2017.

Summer Sonic is part of Asia’s most famous music festivals, attracting more than 200,000 people over three days. In 2017, the festival will host world famous artists such as DJ Calvin Harris, Foo Fighters, Oasis, and the Black-Eyed Peas.

Users who sign up for a JOOX VIP membership will be entered into a draw for four prizes, each including two tickets to Summer Sonic including roundtrip flights to Tokyo, and accommodation at Red Planet Hotel Asakusa. The contest started on July 14, 2017 and ends on July 28, 2017. Winners will be announced on July 31, 2017.

JOOX will promote the partnership through their app and social media, including Facebook and Sanook pages. Red Planet will also create several playlists on JOOX and plans to launch similar campaigns for upcoming Thai music festivals.

Red Planet Hotels Chief Executive Officer Tim Hansing said it was a “fantastic opportunity” to partner with JOOX, a dynamic and innovative company, providing a best in class user experience, which is fully in line with Red Planet values.

Red Planet attracts young tech-savvy travellers from all over Asia. Its partnership with JOOX, considered as the leading music streaming service in the region, will help both brands grow their customer bases.

Red Planet owns and operates 25 hotels in four countries, with a focus on comfort, convenience, and style—all with an affordable price tag. The value-hotel chain continues to pioneer and innovate with all hotels centrally located, featuring power shower, upscale bed and linen, high speed Wi-Fi and advanced technology platforms.



# # #

**For more information or high-resolution photography, please contact:**

Aline Massart  
Vice President Marketing  
Red Planet Hotels  
Tel: 66 2 613 5808  
Mobile: 66 80 453 2570  
E-mail: [aline@redplanethotels.com](mailto:aline@redplanethotels.com)

**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, comprising 2,287 rooms, will open across 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.

**About JOOX**

JOOX is a music streaming application that was developed by Tencent Holdings Limited. It was launched in Hong Kong in December 2014 and was later introduced in Thailand in collaboration between the leading website Sanook.com and Tencent. JOOX allows users to enjoy free music streaming anytime and anywhere via JOOX, which can be used on smartphones, tablets and computers. PC users can also listen to music through Sanook! Music on Sanook.com by logging in with their JOOX account (they may login using WeChat or Facebook). The system will link to the playlist created on the JOOX app, allowing users to enjoy their favourite songs instantly on their PC.

--ends--