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Media Release

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WALDORF APARTMENT HOTELS LAUNCHES ITS NEW INTERACTIVE WEBSITE SHOWCASING THE GROUPS' 4 BRANDS.

Daiwa Living Waldorf Holdings is pleased to announce the launch of its new Waldorf Apartment Hotels websites, proudly showcasing its 23 properties across Australia and New Zealand and serving as a direct booking engine and destination guide for its visitors and guests.

www.waldorf.com.au and waldorf.co.nz

This new website has been designed entirely with the guest in mind, providing visitors with an easier way to learn about the 4 Waldorf Group Brands – Waldorf Hotels & Resorts; Waldorf Apartment Hotels, Waldorf Serviced Apartments and Waldorf Residential Apartments, distinguishing the various accommodation options available across Australia and New Zealand.

“Following 6 months in the making, we are very proud to launch the new waldorf.com sites, which is just a start to the exciting marketing initiatives that we have planned for the imminent future, as we grow our pipeline of properties,” said Mark Ronfeldt, CEO, “We aim to create a more integrated experience for our guests and hope that visitors find the new website fresh and modern; our goal was to make sure its new interactive experience contains valuable information to assist with accommodation planning and to create an insight into the attractions and highlights of the location, guests are planning on visiting,” Ronfeldt adds.

Enhanced features include interactive maps to help travellers explore their preferred destinations prior to arrival as well as a showcase of the group’s new photography. A 6-week comprehensive shoot was undertaken by renowned Mauro Risch, “The Hotel Photographer”, across Australia and New Zealand, to truly capture the unique style and design of a Waldorf Apartment and Hotel, showcasing the welcoming, uncomplicated living and well-designed space, that awaits guests at any of the 23 properties.

Bookings Made Easier

Waldorf Apartment Hotels engaged Travel Click, a global provider of innovative, cloud-based and data-driven solutions for hotels. Using Travel Click Web Builder, a responsive website has been created, that engages browsers and turns them into bookers, designing solutions for hotels to maximize revenue.

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The new website features iHotelier as its back end user-friendly booking engine, with fewer steps to complete a booking, it has never been easier for travellers to book their Waldorf Apartment Hotel stay. With a determined drive to push the Book Direct message, visitors are guaranteed the best rate with no hidden Booking fees.

Be Rewarded

To celebrate the launch of our new Waldorf Apartment Hotels websites www.waldorf.com.au and www.waldorf.co.nz, we are offering guests an exclusive offer:

Book before 30th June 2018 and save 25%* off the Best Flexible Rate for your next stay, valid until 30th September 2018, at any Waldorf Apartment property within Australia and New Zealand. With 23 properties to choose from you'll be spoilt for choice, with properties located throughout Sydney, Parramatta, Canberra, Blue Mountains, The Entrance, Perth, Geraldton in Western Australia and Auckland in New Zealand.

Use discount code **WALDORF** to access this exclusive deal. Hurry, this is a strictly limited offer!

*Terms & Conditions apply. This exclusive offer can only be accessed by using the supplied discount code. Offer is subject to availability and may exclude peak periods or minimum night stays may apply over weekends or event periods and blackout dates may apply.

Offer ends midnight AEDT Saturday 30th June 2018. Offer is valid for stays up until 30th September 2018.

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About Waldorf Apartment Hotels

Australia-based Waldorf Apartment Hotels, one of Australia and New Zealand's leading accommodation chains of quality furnished apartments and serviced apartments, currently operates 23 Apartment-Hotels across Australia and New Zealand.

In March 2017, Daiwa Living Management Co. Ltd (DLM), one of the largest Rental Housing management companies together with Cosmos Initia Co, Ltd (CI), a Residential Developer in Japan, jointly purchased 75% of Waldorf Australia and New Zealand Group. The Group is a developer, promoter, finance manager & owner of serviced apartments all over Australia and New Zealand and are continuing to explore new Management Contract opportunities and actively secure new hotels and apartments across Australia and New Zealand.

Its four hotel brands are:

- **Waldorf Hotels and Resorts** - our black labelled properties include reception, restaurant and bars, gyms and pools. A great option with everything you need.

- **Apartment Hotels** - our red labelled properties have 24hr onsite reception, restaurant and bars, gyms and pools. great value with all the extras, fantastic for families and business.
- **Serviced Apartments** - our blue labelled properties have limited reception, onsite managers, some with breakfast rooms, gyms and pools. Self-contained apartments suited for business, travelling with family or long stays.
- **Residential Apartments** - our green labelled residential properties have onsite caretakers and are specialised for self-containment. Full kitchens, bathrooms and laundry facilities make them a fantastic option for extended stays.

For more information, visit www.waldorf.com.au and www.waldorf.co.nz

