

The Goodearth & Perth Ambassador Hotels Embark on a New Era

Australia Pacific Hotels Group, owner of the award-winning Goodearth and Perth Ambassador Hotels in Western Australia, has announced a major re-brand with both hotels set to join the Choice Hotels franchise. Their recent purchase of the Karratha Motel will also come under the new franchise agreement.

The Perth Ambassador Hotel will be renamed as the Quality Hotel Ambassador Perth and the Goodearth Hotel will be renamed as the Comfort Inn & Suites Goodearth Perth.

The newly acquired Karratha Motel will be renamed as the Econo Lodge Karratha.

Due to complete the re-brand of the three properties by mid-August 2016, the decision comes at a turning point in Western Australia's hotel sector, with new builds and room supply set to explode over the next few years. Perth itself is undergoing a landmark transformation into a world-class city, supported by unprecedented levels of public and private infrastructure being constructed or upgraded, including the Perth Airport, Elizabeth Quay and the Perth Stadium.

"Joining Choice Hotels will give our businesses global brand recognition and a vital competitive edge", said General Manager, Jeromy Cotterill.

"As proud as we are of our heritage, this is an exciting new phase for our company. Together with recent refurbishment works to the tune of over \$4 million invested back in our hotels, the re-brand demonstrates our long-standing commitment to the hospitality and tourism industry as we enter our 15th year of operation."

Australia Pacific Hotels Group's properties are popular destinations for both business and leisure travellers, with their new addition in Karratha certain to achieve record occupancy under the new management, following the success of their Sleepwell Motel Albany venture which launched in January 2013. Whether staying for work or play, guests have convenient access to Perth, Karratha and Albany's nightlife, entertainment, shopping, restaurants, sports, tours and attractions, making their hotels the ideal base to explore these tourism hotspots.

Known for their innovative style and their core philosophy of providing value, quality and service, Australia Pacific Hotels Group is thrilled to take the company into a new era of change and pleased to have selected Choice Hotels as the ideal fit for their accommodation assets.

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Australia Pacific Hotels Group Pty Ltd

About Australia Pacific Hotels

Australia Pacific Hotels Group proudly owns and manages the award-winning 3.5 star Goodearth Hotel and 3.5 star Perth Ambassador Hotel. Along with their regional properties, the Sleepwell Motel Albany and the Karratha Motel, the company forms a significant contribution to the Western Australian hospitality and tourism industry.

Their Perth hotels are centrally located on Adelaide Terrace in the Perth CBD, 11km from the Domestic Airport Terminal and 18km from the International Airport Terminal. The magnificent Swan River and the city centre are just a short stroll away or easily accessible via a regular free city bus service. The Goodearth Hotel features 180 spacious apartment-style rooms with all the benefits of full hotel service including a licensed restaurant and bar, 24-hour reception, meeting and function rooms and a daily housekeeping service. The Perth Ambassador Hotel comprises of 170 well-appointed rooms and suites, gym, sauna, licensed restaurant and bar, meeting and function facilities, plus car and coach parking.

The Sleepwell Motel Albany has 60 rooms and apartments, an indoor heated swimming pool and spa, BBQs, tennis court and children's playground. The Karratha Motel is set amongst lush green gardens, with 42 modern guest rooms.

To make a booking or for further information visit www.goodearthhotel.com.au, www.ambassadorhotel.com.au, www.sleepwellmotel.com.au or www.karrathamotel.com.au.

About Choice Hotels

A good night's sleep in a comfortable bed is something we all look forward to whilst travelling. And at Choice Hotels Asia-Pac this is a priority for us. We have more than 270 hotels across Australia, New Zealand and Singapore, with more than 11,000 rooms. We are a 100 per cent owned subsidiary of Choice Hotels International, a publicly listed (NYSE: CHH) company in the United States with more than 6,300 hotels and 500,000 rooms in more than 35 countries and territories. With Choice Hotels, You always have a choice.

www.choicehotels.com.au

Australia Pacific Hotels Group Pty Ltd



Notes to Editors:

Image 1 – Perth Ambassador Hotel Exterior

Image 2 – Perth Ambassador Hotel Accommodation Interior

Image 3 – Goodearth Hotel Exterior

Image 4 – Goodearth Hotel Accommodation Interior

Image 5 – Karratha Motel Exterior

Image 6 – Karratha Motel Accommodation Interior

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