



Pacific Resort

— HOTEL GROUP —

NEWS RELEASE

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Little Polynesian Resort Joins Pacific Resort

Several of the Cook Islands best-known names in the tourism industry are now united in one hotel company.

Pacific Resort Hotel Group (PRHG) welcomes the iconic Little Polynesian Resort into the PRHG family in a transaction that sees the hotel group take a majority equity position and assume management of the Little Polynesian Resort.

In total, 5 of the Cook Islands leading tourism properties now fall under the PRHG umbrella to create the country's largest hotel chain based on sales turnover. Hotels operating under the PRHG banner now include: Pacific Resort Rarotonga, Pacific Resort Aitutaki, Te Manava Luxury Villas & Spa, Little Polynesian Resort and through the PRHG Partner Program Moana Sands Beachfront Hotel & Villas.



"We now have the ability to offer greater choice in the Cook Islands. A choice in locations, a choice in the style of resort, and a choice in the amount our guests wish to spend" says PRHG CEO Greg Stanaway. "PRHG will retain the iconic Little Polynesian Resort brand, and continue to work on the solid foundations already in place while further enhancing its appeal and reputation"



As for the transition and assimilation of Little Polynesian Resort into PRHG, Stanaway says "Nothing changes immediately and it is business as usual. Our team is working through the details to ensure we transition seamlessly and start adding value to the business as quickly as possible".

This latest acquisition continues PRHG's strategy of sustainable growth within the Cook Islands and the South Pacific working with owners and developers of tourist accommodation properties, and industry intermediaries, across a range of hotel operating models.



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Notes to Editors

About Pacific Resort Hotel Group

PRHG operate boutique resorts and hospitality facilities underpinned by a focus on local culture, the environment, and unique architectural & landscaping design providing discerning guests with an authentic South Pacific experience. PRHG successfully owns and operates four award-winning resorts under the Pacific Resort brand and has partnered with a fifth Cook Islands property under its Partner Hotel Program.



About Pacific Resort Aitutaki

Secluded Luxury... Pacific Resort Aitutaki, an enclave of privacy, refinement and luxury that seduces even the most discerning traveler. Pacific Resort Aitutaki, a member of the Small Luxury Hotels of the World collection, has 27 luxurious 'absolute beachfront' bungalows, and villas all with their own personal, panoramic view of Aitutaki's world-famous lagoon.



About Te Manava Luxury Villas & Spa

The road less travelled... Te Manava Luxury Villas & Spa has been designed just for you. This concept in luxury accommodation gives you the freedom to personalise your own leisure experience. Set on the beautiful white sand beach of Rarotonga's stunning Muri lagoon, your private villa awaits. How you choose to use it is completely up to you.



About Little Polynesian Resort

Serenity is certain... Little Polynesian is one of the Cook Islands' most intimate luxury boutique resorts. With just ten overbeach Ares (bungalows) and four Pia Tiare (garden units) on a beautiful stretch of white sandy beach, Little Polynesian is committed to providing the ultimate Cook Islands experience through outstanding personalised service that surpasses all expectations.



About Pacific Resort Rarotonga

Authentic Boutique... Pacific Resort is Rarotonga's leading full-service authentic boutique resort situated in an unrivaled location on the glorious white sands of Muri beach. This premium boutique resort offers a collection of 64, rooms, suites and villas with a perfect blend of modern comforts and traditional island hospitality.



About Moana Sands (Partner Hotel)

Your Piece of Paradise ... Moana Sands Beachfront Hotel & Villas are located 5 minutes from one another and are set on Rarotonga's stunning southern coast. This superior 3 star brand provides travellers with a range of accommodation options including suites, villas and apartments in the most unspoiled setting for a tropical getaway.



For further information, visit www.pacificresort.com or contact:

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