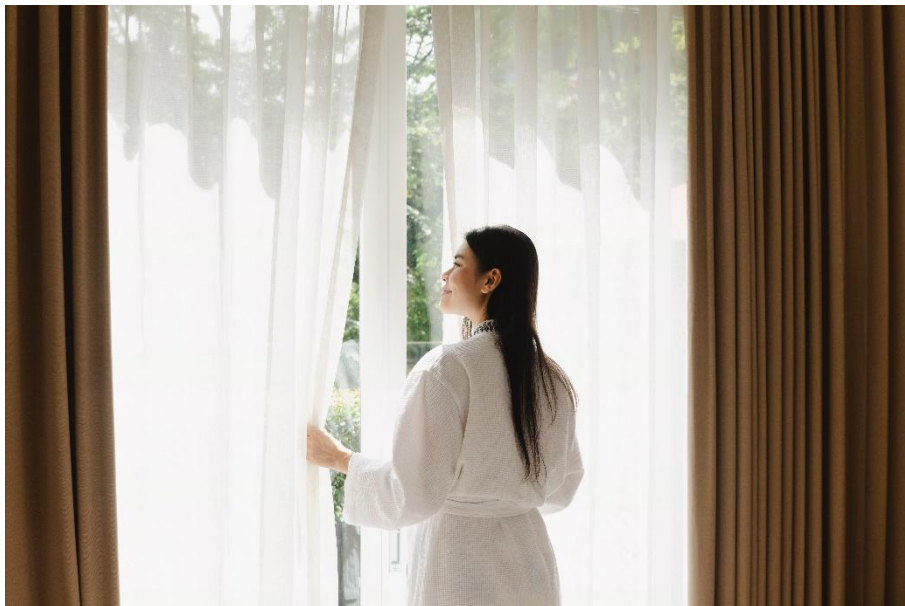


## Park Regis by Prince Singapore Debuts with a Unique Bi-cultural Heritage, to Deliver Hospitality Excellence

Located in the heart of Singapore's business and heritage districts, the hotel is transformed into a tranquil oasis that celebrates classic hotel experience and blends modern up-to-date technology for thoughtful guest experiences



*Park Regis by Prince Singapore – newly refurbished rooms and new identity launches*

- *Seibu Prince Hotels and Resorts launches Park Regis by Prince Singapore with 203 newly refurbished rooms, the rooms feature a unique design that pays homage to the brand's distinctive bi-cultural heritage.*
- *The newly designed rooms showcase biophilic sophistication, natural light, and sustainable materials that foster a sense of well-being. Sustainability enhanced through features like filtered water dispensers, premium pump amenities and contactless mobile-key access all eliminating single-use plastic.*
- *To celebrate the launch, guests can enjoy 10 per cent off room on their next booking including a complimentary daily breakfast buffet for two from now until 31 March 2025, when guests book before 30 September 2024.*

**SINGAPORE, 3 September 2024** – The launch of [Park Regis by Prince Singapore](#) marks the global expansion of Seibu Prince Hotels & Resorts since launching its new global brand identity in April with a focus on the

Southeast Asia region. Following the rebranding of the property and extensive refurbishment, Park Regis by Prince Singapore is an urban oasis that effortlessly encapsulates the essence of its unique bi-cultural heritage and warm hospitality.

Nestled along Merchant Road, Park Regis by Prince Singapore is perfectly positioned amidst the vibrant nightlife of Clarke Quay and the cultural streets of Chinatown, all while within walking distance to the Central Business District. This newly rebranded seven-story hotel boasts 203 elegantly refurbished rooms, ranging from 20m<sup>2</sup> to 33m<sup>2</sup>, each reflecting a blend of classic biophilic sophistication with modern interiors that harmoniously incorporate natural materials and lush greenery.

“As the new chapter of Park Regis by Prince Singapore unfolds, we are committed to bringing the exceptional service that is a hallmark of Seibu Prince Hotels & Resorts,” said Steven Tang, General Manager at Park Regis by Prince Singapore. “This launch is not just a transformation of our hotel, but a testament to our dedication to embodying the essence of Japanese hospitality, offering our guests a true ‘home away from home’ experience.”



*Park Regis by Prince Singapore – Merchant Room (Deluxe Queen)*

The newly refurbished rooms at Park Regis by Prince Singapore harmoniously blend the brand's unique bi-cultural heritage whilst a nod to biophilic design principles. The warm, earthy tones and natural wood elements reflect the timeless elegance of Australian influences, while Japanese minimalism is showcased through clean lines, serene colour palettes, and understated decor to create a tranquil and uncluttered ambiance. Singapore's dynamic energy is brought to life through contemporary accents and bold design elements, celebrating the city's modernity and adding a lively contrast to the serene surroundings.



*Park Regis by Prince Singapore – Up-to-date Room Technology with Contactless Entry*

The hotel also features 50 thoughtfully designed room enhancements with cutting-edge technology. In line with Park Regis by Prince Singapore’s commitment to sustainability, the streamlined check-in process via a mobile app provides an enhanced contactless check-in. The app also enhances room security through direct access from guests’ devices and facilitates real-time communication with the hotel team, service requests, and access to exclusive promotions.

For added convenience, guests can easily connect with the concierge via the in-room handset, with requests efficiently managed through the hotel’s cloud-based system. Rooms are equipped with 50-inch smart TVs with the ability for guests to stream their own content, providing access to hotel information, flight details, local weather, and nearby attractions, all contributing to a tech-driven, sustainable guest experience.

Tang continued, “Being a part of Seibu Prince Hotels & Resorts’ prestigious global portfolio, which includes over 80 hotels, 31 golf courses, and 10 ski resorts, marks a significant milestone for us. The extensive refurbishments and new enhancements we have made to the rooms reflect our unwavering commitment to delivering a unique and memorable stay. The thoughtfully curated experiences at Park Regis by Prince Singapore is a true reflection of the elegance and prestige of our Fleur-de-lys logo, ensuring guests feel both welcomed and cherished.”

Park Regis by Prince Singapore offers a unique and stylish retreat, where bi-cultural inspiration seamlessly blends with biophilic design elements to give guests a sense of place in the heart of Singapore. Abundant greenery, natural light, and sustainable materials create a sense of well-being and connection to nature throughout the hotel. Guest rooms further enhance this experience with filtered water dispensers, eliminating the need for single-use plastic bottles, and premium amenities featuring high-quality products.



*Park Regis by Prince Singapore – Cascading waterfall*

Guests can unwind in the serene 25-metre outdoor lap pool, complete with a cascading waterfall and semi-submerged sun lounges or stay active in the fully-equipped gym. The 24-hour self-service laundromat adds convenience with on-day laundry collection, while the Merchant Room offers a bright, inviting space for meetings and events, with floor-to-ceiling windows showcasing lush greenery and the hotel's signature waterfall.

Dining at Park Regis by Prince Singapore offers a delightful mix of Local and Western cuisine. TungLok Seafood serves fresh, local-style seafood dishes, perfect for savouring the unique flavours of Singapore, while Café 23 provides all-day dining, making it an ideal spot for a coffee break, after-work meet-up, or casual post-dinner drink with friends.

As part of [Seibu Prince Global Rewards](#), Park Regis by Prince Singapore offers exclusive discounts and rewards to its over two million members across the region. With four membership tiers—Diamond, Platinum, Gold, and Blue—members can earn points with every stay or use of Seibu Prince Hotels Worldwide Inc.'s hotels and leisure facilities, enjoying a range of benefits designed to enhance their experience.

To celebrate the official launch of Park Regis by Prince Singapore, guests can enjoy a 10 per cent off room bookings and complimentary daily breakfast buffet for stays from now to 31 March 2025, when reserved before 30 September 2024. Terms and conditions apply.

For a 'home away from home' experience and to enjoy exclusive rates with Seibu Prince Global Rewards, please visit: [www.parkregisbyprince.com/singapore](http://www.parkregisbyprince.com/singapore)

**-END-**

**Media contacts:**

PRecious Communications for Park Regis by Prince Singapore

[parkregisbyprincesingapore@preciouscomms.com](mailto:parkregisbyprincesingapore@preciouscomms.com)

**About Park Regis by Prince**

Park Regis by Prince is an upscale hotel brand celebrating its unique bi-cultural heritage. We offer a classic hotel experience that is both aspirational and accessible, blending exceptional service with sophisticated design and traditional hotel touches. True to our emblem, the fleur-de-lys, Park Regis by Prince is a carefully crafted hotel experience where every guest feels like royalty.

**About Seibu Prince Hotels Worldwide**

Seibu Prince Hotels Worldwide, Inc. is a core company of the Seibu Group and the operating company of Seibu Prince Hotels & Resorts, ski resorts, golf courses, as well as other leisure facilities in Japan and abroad.

The hotel brands under Seibu Prince Hotels & Resorts include The Prince, The Prince Akatoki, Grand Prince, Park Regis by Prince, Park Regis, Policy, Prince Hotel, Park Proxi Prince Smart Inn and Leisure Inn.

Driven by the passion for hotels and leisure, we strive for the highest service standards. Targeting to expand to 250 hotels globally, we bring our unique hospitality to every corner of the world.