



Pacific Resort Hotel Group

a boutique hotel and resort management company which brings to the South Pacific an impressive and enviable reputation for resort design, development and management.

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Where it all begins...

Pacific Resort Hotel Group is a market leader in the South Pacific providing hotel owners with a boutique alternative to traditional hotel management.

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Pacific Resort Hotel Group (PRHG) is a boutique hotel and resort management company which brings to the South Pacific an impressive and enviable reputation for resort design, development and management.

Dedicated to providing owners of hotels and resorts across the South Pacific with a distinctly superior, progressive approach to hospitality management and development, PRHG's vision is simple but effective....

"To provide a boutique island resort or hotel experience with a focus on local culture, architecture and landscaping with accommodation, amenities and guest services attractive to discerning travellers willing to pay for a South Pacific experience, thereby providing owners with a strong cash income to sustain future growth."

PRHG believes that its success is the product of traditional management values, enhanced by the dynamics of creative-thinking.

We empower our key personnel with the freedom to explore and develop long-established traditional industry methods with the vision to take them to a new level sympathetic to the evolving demands of a changing industry.



Our 2011 Achievements:

*Bloomberg & Google
International Hotel Awards
'Best Small Hotel - Asia Pacific'
'Best Small Hotel - Cook Islands'
'Best New Small Hotel - Asia
Pacific (Design & Construction)'
'Best New Small Hotel - Cook
Islands (Design & Construction)'*

*TripAdvisor Travellers Choice
'Top 10 Luxury Hotels'
'Top 10 Romance Hotels'*

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Our People

**Greg Stanaway, CEO & Group
General Manager – Operations**

Greg is a permanent resident of the Cook Islands with his hotel industry experience including periods with Lion Breweries, Flag Inn and Quality Hotels. Prior to joining Pacific Resort Hotel Group in 2001 Greg was Managing Director and principal of Spectrum International in Auckland, an international recruiting company specialising in the hospitality sector.

Greg’s influence on the continually improving standards of service delivery reflects both a strong personal commitment to guests and a similar commitment to leading and motivating and empowering the staff across the hotel group.

Greg leads from the front, nurturing and supporting his team in helping them deliver to the highest standards. With his special mix of enthusiasm, drive and patience, he has been quick to adapt to the changing dynamics of South Pacific tourism and the changing needs of his guests. He has been at the forefront of many Cook Islands tourism industry initiatives, training and innovations. ‘Best’ to Greg means ‘World Best’ and recent international tourism awards won by Pacific Resort properties are testament to that commitment and determination.

**Marcus Niszow, Deputy CEO & Group
General Manager – Finance & Strategy**

Marcus is a highly experienced and accomplished senior executive with comprehensive knowledge and experience in the tourism & hospitality industry including all areas of operations, sales & marketing, finance, development and information technology.

Marcus brings more than 15 years of hotel industry experience to PRHG with his depth of experience covering a wide range of functions including: executive management, senior management coaching and development, branding, sales & marketing, operational process reviews and optimisation, acquisitions & disposals, due diligence, financial accounting, financial management, forecasting, information systems, management reporting, negotiation, performance analysis, process engineering, procurement, project management, sales forecasting, strategic planning and property valuation.

Marcus has built an enviable reputation as an astute strategic hotel management specialist with an unparalleled understanding of the regional South Pacific markets. Marcus offers PRHG partners a considerable range of skills across all areas of hotel management and development.



Our 2010 Achievements:

World Travel Awards
'World's Leading Boutique Resort'
'World's Leading Island Villas'
'Australasia's Leading Villas'
'Cook Islands Leading Villas'

HM Awards for Hotel Excellence
'South Pacific Manager'
'South Pacific Property'
'Environmental Property'

TripAdvisor Travelers' Choice
'Top 10 Luxury Resort'
'Top 10 Resort for Romance'

EarthCheck / Green Globe
'Bronze Benchmarked'

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Our People

Our 2009 Achievements:

World Travel Awards
'World's Leading Boutique Resort'
'Australasia's Leading Resort'
'Australasia's Leading Villas'

Air NZ Cook Islands Tourism Awards
'Best Overall Accommodation'
'Best Hotel Over 25 Rooms'
'Environmental Property'

CNBC Asia Pacific Property Awards
'Best Small Hotel - Asia Pacific'
'Best Small Hotel - Cook Islands'

TripAdvisor Traveler's Choice
'Top 25 Luxury Resort'
'Top 10 Luxury Resort'

Travel Digest Industry Awards
'Leading Resort of the Year'



Greg Thomas, Executive Director
An accountant by profession Greg trained with several New Zealand accountancy firms, then gained commercial experience as CFO of Trigon Plastics, a large international manufacturer. During the 1980's Greg established his own accountancy practice, established and sold a national chain of retail stores and diversified into commercial property development.

Greg worked closely with the founder of the Pacific Resort Hotel Group (Eden Hall) to bring together the agreements, people and finances necessary to establish Pacific Resort Aitutaki and Te Manava Luxury Villas & Spa.

He is a current member of the College of Chartered Accountants, New Zealand Institute of Chartered Accountants, Institute of Directors of New Zealand and the New Zealand Trustees Association.

Thomas Koteka, General Manager – Business Support
The public “face” of Pacific Resort, Thomas is a Cook Islander and New Zealand citizen. He has been classical trained in Hotel Management at Auckland Technical Institute, London City and Guilds, Hilton Hotel School in Canada and the University of Hawaii, and has held positions in many leading hotel companies around the world. Thomas is a current board member of Cook Islands Tourism and past Chairman of the Hospitality Training School in Rarotonga.

Rawinia Lange, General Manager – Marketing & Communications
Rawinia brings to PRHG a great depth of marketing experience and know-how. During her career Rawinia has worked across a wide range of marketing functions from strategy development, advertising, communications, digital media, event management, managing integrated marketing campaigns, to customer relationship management.

Rawinia brings strong relationship, communications and project management skills and enjoys a collaborative approach to working.



Pacific Resort Hotel Group is focussed on adopting new innovative technologies, where appropriate, in order to achieve or maintain a competitive edge amongst other competitors, to maximise operational efficiencies and to enhance decision making processes.

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Our Commitments

One of the integral components of our corporate goals lies in our commitments. These commitments are primarily designed for:

Our Property Owners

Being able to generate more than a satisfactory return that is above the industry average.

Our Hotel Guests

To be their first choice for business and leisure travel when they are seeking style, quality and, most importantly, value for their money.

Our Employees and Managers

To be recognised as one of the leading South Pacific boutique hotel companies; committed and motivated to be the best in the industry.

Our Future... Everyone’s Future

Always adopt new innovative technologies, where appropriate, in order to achieve or maintain a competitive edge amongst other competitors, to maximise operational efficiencies and to enhance decision making processes.

Group Marketing Services

PRHG have established a group marketing fund used to implement group marketing promotions primarily in the international market with the efforts being focused on advertising, direct mail, marketing communications/public relations, direct sales, sales offices and central reservations.

While the group marketing fund is operated and directly affiliated with PRHG, it is set up as a separate entity. Its expenditure is based on zero based annual budget with funds being fully spent on promoting all of the properties within the system.

By taking this unique approach, it is the intention of the fund to provide the hotels with the capability to be actively marketed internationally, which they would not be able to do as a stand alone property by having the economy of scale of pooled resources on a group wide basis.

The scope of services under the marketing Services agreement can be supplied upon request.



Corporate Social Responsibility

Our company will conduct itself in an exemplary manner regarding its economic, social and environmental responsibilities to both the international and local communities in which we operate.

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Our Services

PRHG operates its resorts and hotels from its Corporate Head Office in Rarotonga, Cook Islands. Our first step with any project we embark upon is to roll up our sleeves and evaluate each property from roof to mattress and from balance sheet to marketing plan with a view to determining clear common goals and related timelines.

Technical Assistance

This service focuses on the flow of efficiency between departments within a hotel property. Early planning of a proper hotel design and layout can maximise the efficiency of both the building and staff. The ultimate goal of this exercise is to provide dollar savings to an owner.

Hotel and Resort Management

This service starts in the planning stage of a hotel. Emphasis is placed on the detail-orientated day-to-day operations of the property, which provides high level of guest satisfaction, consistent quality and services and, most importantly, lucrative bottom line profitability.

PRHG will provide strategic direction and effective support for each aspect of hospitality management. In addition, we provide proven management systems and facilitate inter-department relationship building. In our view, the key to success is in ensuring all departments work together to achieve common goals.

Each PRHG property will benefit from specific business forecasting tools and systematic cost and operation control, resulting in increase efficiencies.

PRHG will improve your property's financial performance by:

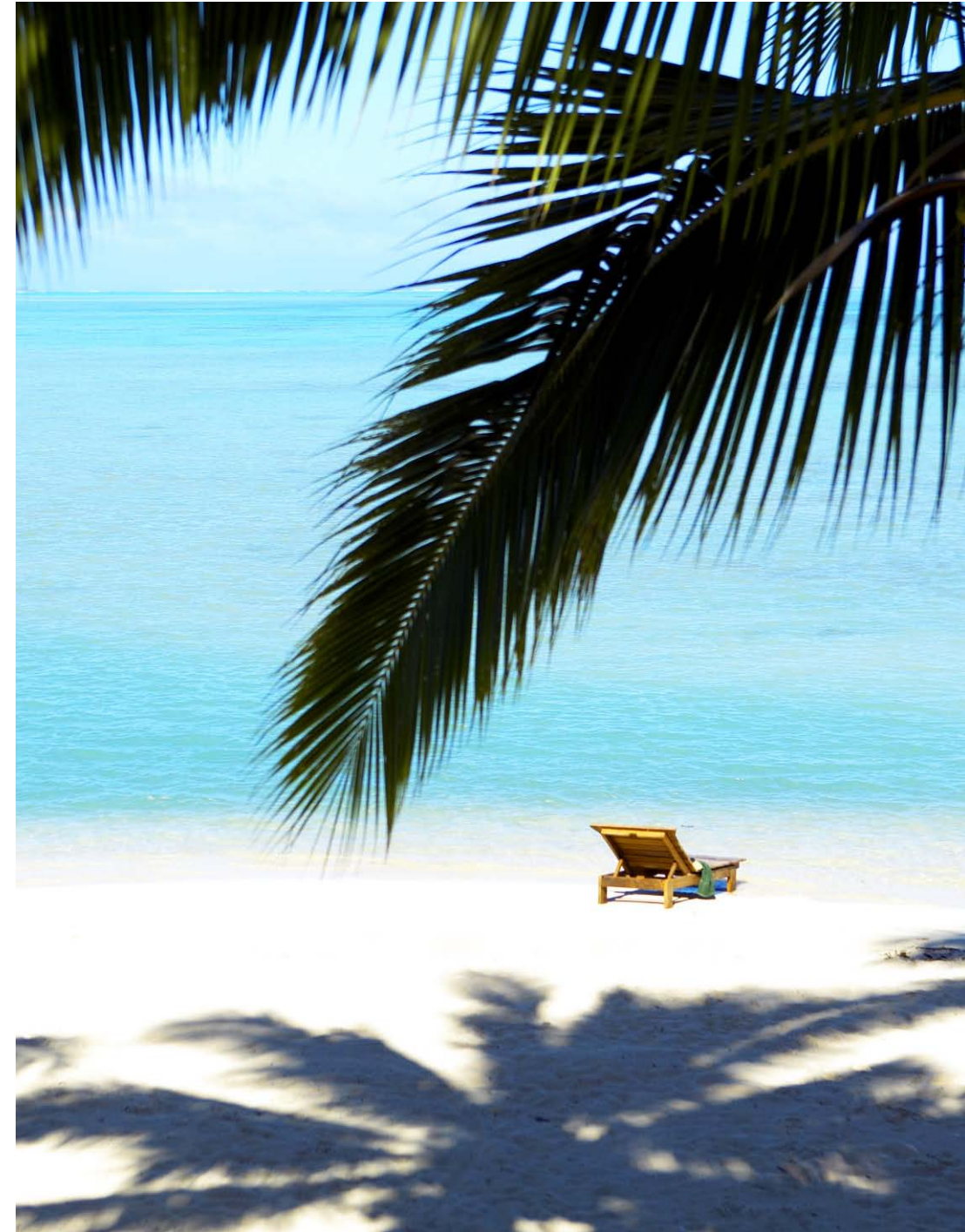
- Careful financial management and cost control
- Implementing astute marketing and business development programmes to maximise occupancy, property wide revenues and guest loyalty through the PRHG network.
- Taking care of our guests through high standards of service and product.

Corporate Marketing

This service delivers a clear message to our customers in international standard hotels and resorts at strategic locations in the South Pacific through various marketing and sales support activities such as; product analysis and positioning, brand management, cross-property marketing and selling, marketing programs and promotions, advertising, public relations, direct mail, direct sales activities and global distribution channels.

Human Resources Management

We place great emphasis on the area of Human Resources because we believe that people are one of the most important resources in an organisation. This management function focuses on key Human Resources strategies that impact the bottom line.





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