



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.

www.pacificresort.com



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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Where it all begins . .

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 Achievements:

World Travel Awards:

- World's Leading Boutique Resort
- World's Leading Island Villas
- Australasia's Leading Boutique Resort
- Australasia's Leading Villas
- Cook Islands' Leading Resort
- Cook Islands' Leading Villa Resort

HM Awards:

- No.1 Best Property in the South Pacific
- South Pacific Property, Environmental Property
- South Pacific Manager

Seven Star Global Luxury Awards:

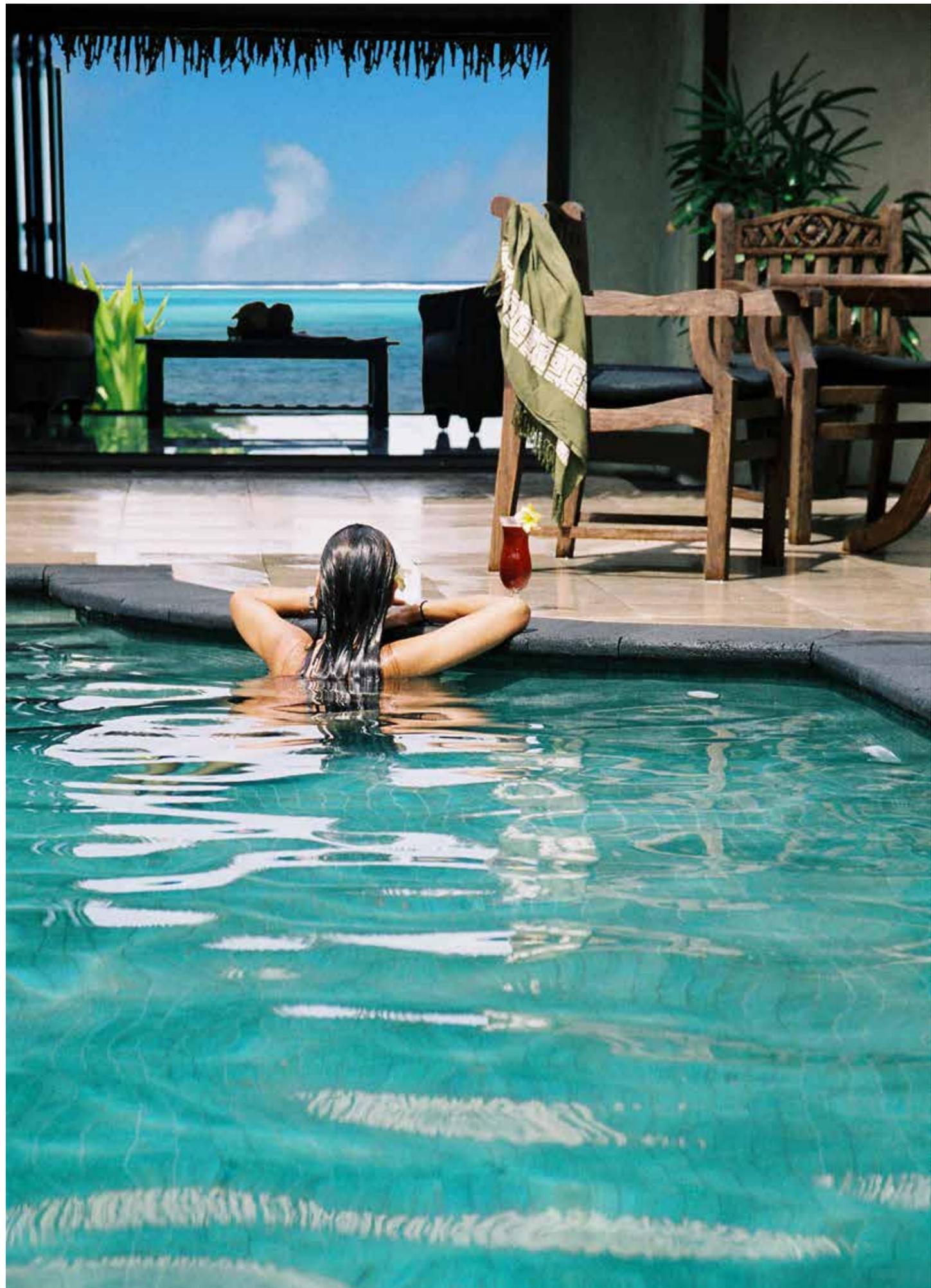
- Signum Virtutis, the Seal of Excellence

Air New Zealand Cook Island Tourism Awards:

- Supreme Tourism Business Award
- Hotels & Accommodation Award
- Internet Marketing Award
- Outer Islands Award

Bloomberg & Google International Hotel Awards:

- Best Small Hotel - Asia Pacific
- Best Small Hotel - Cook Islands



Our People

**Greg Stanaway - CEO /
Director of 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 PRHG 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, motivating and empowering 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 changing needs of his guests.

He has been at the forefront of many Cook Islands tourism industry initiatives, trainings 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.

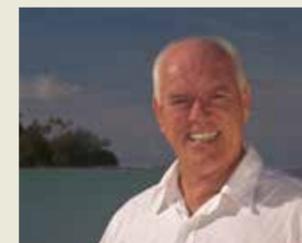
**Marcus Niszow - Deputy CEO /
Director of Corporate Development**

Marcus Niszow is Cornell University and Harvard Business School educated. As the Deputy CEO at PRHG, Marcus's strategic vision has attracted a multi-talented team and created a clear roadmap and working culture for the organisation.

With a strong background in finance, sales, marketing, development, IT systems and hospitality, Marcus is a highly experienced and accomplished senior executive with a success record of over 18 years in the industry. He combines in-depth expertise across multiple multiple disciplines with a passion for growth and innovation.

Marcus's skillset is wide and varied encompassing: senior management coaching and development, branding, operational process reviews and business optimisation, acquisition and disposals, due diligence, negotiation, performance analysis, process engineering, project management, 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 Australasian markets. Marcus offers PRHG partners a considerable range of skills across all areas of hotel management and development.





Pacific Resort Hotel Group is focused 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 People

Akshay Singh
GM - Sales, Marketing & Reservations

Akshay heads Sales, Marketing & Reservations for PRHG and is passionate about providing strong vision, strategy and leadership for these high performing teams.

With over 5 years at Flight Centre Limited in key Product and Marketing roles, Akshay shares a strong insight into the needs of wholesalers and travel agents along with an in-depth understanding of travel dynamics and trends in the Australian market. He also brings a wealth of experience working with the South Pacific and specifically the Cook Islands.

Akshay personally oversees our Central Reservations Office in Rarotonga and is responsible for the day to day functional operation of this critical area of the business. Our Central Reservations Office specifically handles accommodation enquiries and bookings for all resorts under management and provides all partners with efficient one-stop services for PRHG properties.

In addition to extensive industry experience, Akshay holds a Bachelor of Commerce in Accounting and Marketing, complimenting his industry knowledge with solid expertise in marketing theory and best practice.



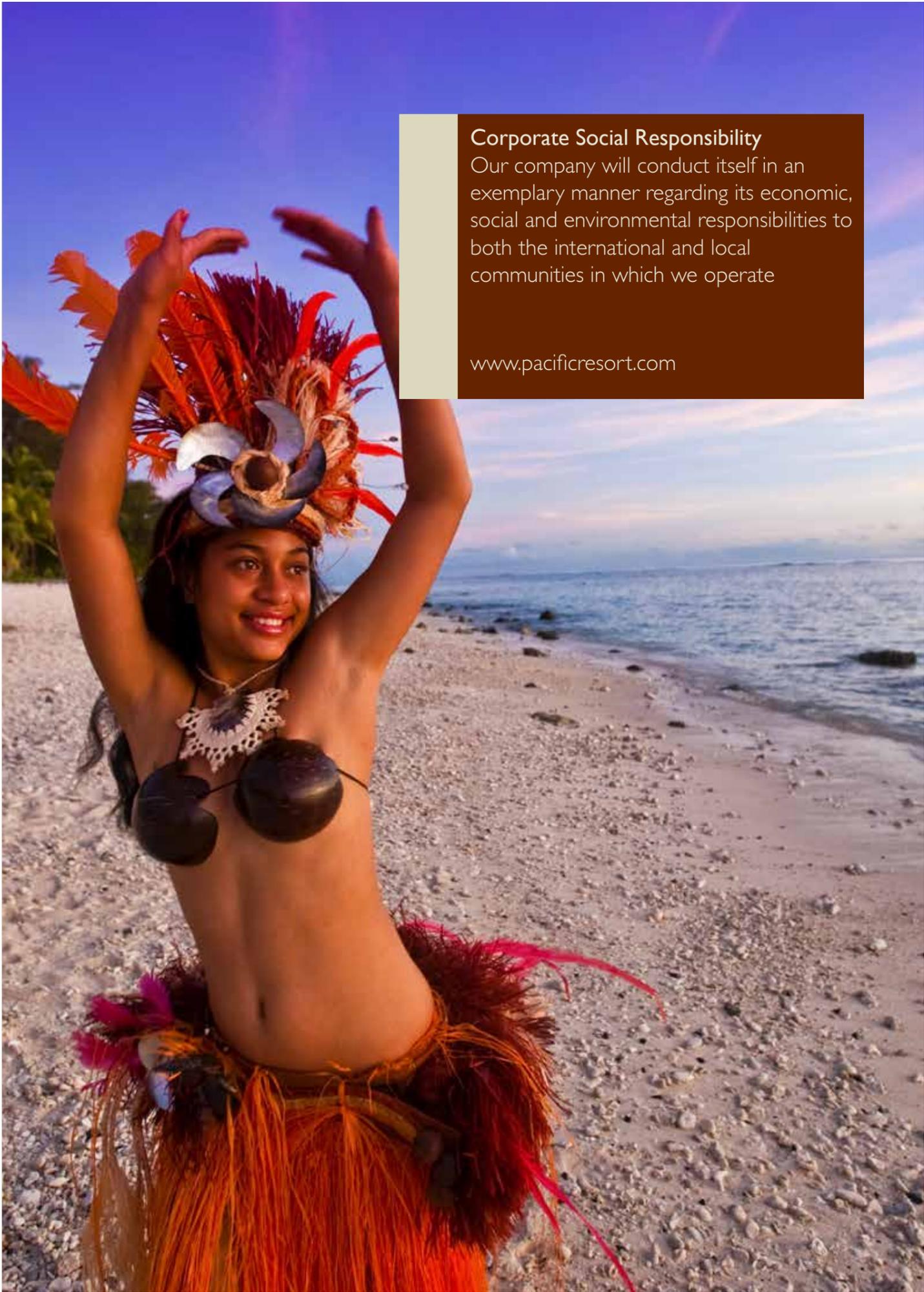
Maree Surrey
Group Sales Manager

Maree heads up the sales team who together have established a strong and enviable presence within key South Pacific feeder markets for PRHG. She is an accomplished senior sales and marketing professional delivering over 20 years of experience with a proven track record underpinned by a passion and insight into the Travel and Tourism Hospitality sector in the South Pacific.

Having held senior management roles with a range of companies such as ReserveGroup, Bayview International Hotels & Resorts, and New Idea Magazine, Maree has successfully managed to contribute to the market share growth and performance of each business. She is a forward thinker with the ability to implement new and innovative sales programs and methods to help drive the business towards success.

Having seen changes to the way businesses traditionally work with both consumer and trade partners over the past 20 years, she has been able to stay at the forefront of emerging sales trends across digital and social media distribution channels. Maree is key to supporting PRHG's strategy to identify new trends, identify what performs and what doesn't and adapting to ever changing market dynamics and strategies.

When not at work you can find her at the beach, sailing, mountain biking or skiing.



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 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 of 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 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. Expenditure is on a zero-based annual budget with funds 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 so 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.



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 the staff. The ultimate goal of this exercise is to provide dollar savings to an owner.

Hotel & 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 a 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 efficiency.

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
- Maximising the value of assets through proactive maintenance and capital expenditure planning.
- Taking care of our guests though 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 Resource 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.

Contact Details

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