



## **Preferred Hotel GroupT announces partnership with Lebua Hotels & Resorts**

Thursday, August 28, 2008

Preferred Hotel Group is pleased to welcome lebua Hotels & Resorts to its collection of over 650 hotels and resorts worldwide. Its Thailand property, lebua at State Tower in Bangkok, is a member of Preferred Hotels® & Resorts and Lake Okareka Lodge in Rotorua, New Zealand is a member of Preferred BoutiqueT.

### **lebua at State Tower, Bangkok**

The lebua at State Tower is an all-suite luxury hotel in Bangkok with breathtaking views of Bangkok and the Chao Phraya River from each of the 357 spacious suites. Ranging in size from 66 to 266 square meters, each suite has a river facing balcony, separate living room, fully equipped kitchenette, DVD player and provides Bulgari bath amenities and a mini-bar with Petrossian selections. Business travelers will appreciate the workstation design and high-speed Internet access, as well as personalized stationery.

The hotel is located centrally in Bangkok's commercial district, just a 10-minute walk to the Sky Train station and a short stroll to the venerable Chao Phraya River. The Dome, located on the top floors of the State Tower, features an array of award-winning dining options, including a stunning alfresco restaurant with dramatic views of the cityscape and the glittering Dome, in addition to seven other upscale gourmet venues. Chefs from the Dome restaurants can also showcase their culinary skills in the suites for private dining. Fitness facilities include a gymnasium, sauna, outdoor swimming pool, Jacuzzi, and massage rooms.

**lebua at State Tower was recently listed in the Pure Decadence Listing of The 101 Best Suites in the World by Elite Traveler Magazine, USA and chosen as Asia's Leading Design Hotel by World Travel Awards 2008.**

*"A perfect fit for the brand, lebua at State Tower marks our first Preferred Hotels & Resorts brand in Bangkok. A luxury all-suite accommodation with superb facilities, the hotel will offer a unique product to our Asia portfolio," said Mark Simmons, Area Managing Director, Asia.*

### **Lake Okareka Lodge, Rotorua**

Nestled on a secluded peninsula, 15 minutes from Rotorua city and 45 minutes by air from Auckland, the exclusive Lake Okareka Lodge can be reached by helicopter or floatplane. Surrounded by the lake's pristine water and New Zealand's renowned green landscape, the stylish 7,072 square foot lake house has three luxury suites - booked to only one group at a time for up to nine guests. This gated estate features a private jetty and boathouse, private beach, and a helipad. Activities range from fishing, watersports, golfing, mountain biking, visiting the nearby crystal springs or simply relaxing with a massage in the lodge's massage room.

**Lake Okareka Lodge was recently listed in the Pure Decadence Listing of The 101 Best Suites in the World by Elite Traveler Magazine, USA and chosen as New Zealand Leading's Luxury Lodge by World Travels Award 2008.**

*"The Lake Okareka Lodge represents the essence of the Preferred Boutique brand - a distinctive travel experience with a personality on an intimate scale," said Lynne Ireland, Managing Director of Preferred Boutique.*

*"At lebua, we believe in challenging the existing norms of luxury and offering our guests memorable moments that they can cherish. We are proud to be a part of the Preferred Hotel Group, which appreciates quality with the same zeal that we pursue excellence," said Deepak Ohri, Chief Executive Officer of lebua Hotels and Resorts.*