



Pacific Resort

— HOTEL GROUP —

News Release

Pacific Resort Hotel Group introduces Pacific Resort Aitutaki Nui luxury resort

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Pacific Resort Hotel Group (PRHG) is pleased to share this evolution of their 5 star, luxury resort in the pristine heart of a little paradise; Pacific Resort Aitutaki Nui. The Cook Islands' resort, situated on the edge of the world famous Aitutaki lagoon, is proudly changing their branding to include 'Nui'; and will effectively be known as Pacific Resort Aitutaki Nui.

'Nui' in Cook Islands Maori translates as immense, very large or very great. There is no other word to encapsulate the unparalleled magnificence of the Aitutaki lagoon the resort is situated upon, while hinting at the grandeur of luxury experience awaiting its guests. 20 kilometres across at its widest and world renowned for its breathtaking beauty, the home of Pacific Resort Aitutaki Nui is a true oasis of plenty.



Glimpsed through the cockpit window on approach by air, the lagoon is an immense, impossibly turquoise jewel in the cobalt blue Pacific. Its majesty is the inspiration for the largess of the luxury experience of the resort. Boutique in size, it feels grand. Yet it retains an intimate and romantic feel.

PRHG CEO Marcus Niszow commented "this rebrand aims to reaffirm Pacific Resort Aitutaki Nui's existing positioning as the Cook Islands ultimate romantic adult retreat, and set it apart within the group from the similarly branded, family friendly, Pacific Resort Rarotonga".

The company will be rolling out this rebrand on pacificresort.com, associated websites and social media pages over the course of the month.



-Ends-



Note to Editors

About Pacific Resort Hotel Group

Pacific Resort Hotel Group (PRHG), is the Cook Islands leading independent collection of luxury and boutique beachfront resorts. PRHG operate boutique resorts and hospitality facilities underpinned by a focus on local culture, the environment, and unique architectural and 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 further two Cook Islands property under its Franchise Partner Hotel Program.



About Pacific Resort Aitutaki Nui

Secluded Luxury... The island of Aitutaki, an atoll of lush tropical foliage and white sand beaches ringed by a stunningly beautiful lagoon of turquoise water. This is where you'll find 5-star luxury resort, Pacific Resort Aitutaki Nui, each morning greeted by a spectacular view of Aitutaki's world famous lagoon, thanks to the absolute beachfront location of the resort's 29 spacious and air-conditioned bungalows and villas. The resort welcomes guests 12 and older and provides an intimate and romantic escape where the delights of island life are presented to you in luxurious surroundings; that illustrate exactly why Pacific Resort Aitutaki Nui is a member of Small Luxury Hotels of the World.



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 tailor your villa experience is completely up to you.



About Little Polynesian Resort

Inspiring Romance... Little Polynesian is one of the Cook Islands' most intimate luxury boutique resorts. With just ten beachfront bungalows and four garden studios 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 Royale Takitumu (Partner resort)

Paradise, by true definition... Situated on the majestic Titikaveka Beach, Royale Takitumu is the epitome of serenity, luxury and intimacy. Surrounded by beautifully manicured gardens, palm tree lined pathways lead to the stunning azure lagoon. The ten private, free-standing, thatched-roof villas offer unique, exclusive accommodation in the heart of South Seas Polynesia.



About Moana Sands Group (Partner resort)

Your Piece of Paradise ... Two of Moana Sands Group properties, Moana Sands Beachfront Hotel & Villas are located 5 minutes from one another and set on Rarotonga's stunning southern coast. A third property, Moana Sands Lagoon resort is located in Muri featuring magical lagoon views and modern facilities. This superior 3.5 star brand provides travellers with a range of accommodation options including suites, studios, 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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