



Pacific Resort

— HOTEL GROUP —

NEWS RELEASE

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Little Polynesian Resort Becomes Rarotonga's First Internationally Branded Resort

Pacific Resort Hotel Group (PRHG) is delighted to announce the inclusion of Little Polynesian Resort into one of the world's most exclusive, independent and finest luxury hotel brands - Small Luxury Hotels of the World (SLH).

The award-winning Little Polynesian Resort is the newest member of the PRHG portfolio, delivering absolute beachfront serenity and seclusion, the resort offers guests an unsurpassed luxury boutique resort experience.

Until now PRHG's Pacific Resort Aitutaki has been the only SLH resort in the Cook Islands. With their newest property on Rarotonga joining this this exclusive group, SLH Club members and other discerning independent travellers have the option to experience two world class full service resorts in the Cook Islands.



PRHG CEO, Greg Stanaway said "Branding Little Polynesian Resort under the SLH banner will not only amplify global visibility and marketing opportunities for the resort, but also help build further awareness for the Cook Islands as a destination in numerous key markets. Recognising luxury and excellence, it is a significant honor to have Little Polynesian Resort as a part of this esteemed network."

Small Luxury Hotels of the World, a prestigious and selective group, caters to guests seeking one-of-a-kind experiences at independently spirited hotels. Receiving over 1,000 applications from international hotels annually, SLH accepts a small fraction of those meeting their strict criteria to become part of the SLH brand.

The SLH Brand has been the recipient of a number of prominent World Travel Awards, including World's Leading Boutique Hotel Brand, and World's Leading Luxury Hotel Brand Website.

With this acceptance, Little Polynesian Resort is among 20 other SLH properties located in the South Pacific region. Beyond that, the brand includes more than 500 other small, independent hotels across 80 different countries around the world.

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Notes to Editors

About Pacific Resort Hotel Group

PRHG operate boutique resorts and hospitality facilities underpinned by a focus on local culture, the environment, and unique architectural & 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 (Pacific Resort Aitutaki, Te Manava Luxury Villas & Spa, Little Polynesian Resort and Pacific Resort Rarotonga) and has partnered with a fifth Cook Islands property (Moana Sands Beachfront Hotel & Villas) under its Partner Hotel Program.

About Pacific Resort Aitutaki

Secluded Luxury... Pacific Resort Aitutaki, an enclave of privacy, refinement and luxury that seduces even the most discerning traveler. Pacific Resort Aitutaki, a member of the Small Luxury Hotels of the World collection, has 27 luxurious 'absolute beachfront' bungalows, and villas all with their own personal, panoramic view of Aitutaki's world-famous lagoon.



About Little Polynesian Resort

Serenity is certain... Little Polynesian is one of the Cook Islands' most intimate luxury boutique resorts. With just ten overbeach Ares (bungalows) and four Pia Tiare (garden units) 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 Small Luxury Hotels of the World

Small Luxury Hotels of the World™ (SLH) matches independently minded guests with independently spirited hotels. The diverse collection of over 520 hotels in more than 80 countries around the world includes everything from cutting edge design hotels and city center sanctuaries to historic country mansions and remote private islands – all SLH hotels are consistently different, however, they are all united by the fact that they offer the best locations, highest quality, personalised service and a truly authentic way to discover a destination. Reservations for any SLH hotel can be made online at www.slh.com or via the iPhone app, by contacting a travel agent or calling a Small Luxury Hotels of the World reservations office.



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