

Media information

From Edgewater Resort

For Immediate Release: Monday 14 July 2008

EDGEWATER RESORT JOINS SELECT HOTELS & RESORTS

Wanaka based, independent resort property, Edgewater Resort, has joined Select Hotels & Resorts International.

According to Edgewater Resort's General Manager, Leigh Stock, the decision to join Select Hotels & Resorts International was taken after a considerable time reviewing options for the property. "Membership of Select will give us significant marketing advantages on a global stage, whilst still retaining our individual identity and established reputation in the industry", he says.

Key benefits for Edgewater Resort are the ability to access a Global Distribution System for 'real-time' bookings, inclusion in the Select Hotel's Guide (90,000 copies), profile on their website (45 000 unique browsers each month), and access to Select's PR, Sales and Management specialists based in Australia.

There are approximately 35 Select Hotel and Resort Member properties in eight countries

Ralph Kelly, *Select's* Managing Director, says "I am delighted to welcome Edgewater Resort to *Select* Membership as the only Member from Wanaka in New Zealand, and proud that *Select* has continued to be so eagerly embraced by properties around the region. Select is continuing the shift toward more diverse luxury accommodation markets, adding a Member in China and a Member in the UAE for the first time, two additional Australian Member properties, as well as more in New Zealand. My team and I are extremely excited to be able to promote such a diverse and superlative group of unique travel experiences to the world in 2008".

There are no changes to Edgewater Resort's private ownership, management or current sales and marketing activities.

Select's sales, direct marketing and PR activities will be in addition to Edgewater Resort's own efforts. "Through Select we'll be able to access a wider audience of both consumers and agents than we could ever do as a stand along property", comments Leigh. Both Leigh Stock, and Business Development Representative, Trish May will continue directing the Resort's marketing activities, which includes undertaking their own international sales activities. "For example, I'm soon to be

attending Tourism New Zealand's Kiwilink UK event and we'll continue other efforts in Australia and the US as the year unfolds", concludes Leigh. ENDS

About Edgewater Resort

Located on absolute lakefront land, within the urban area of Wanaka, the spacious Resort was built in 1986. In the last five years there has been \$NZD 5 million spent in refurbishment and the property holds a Qualmark™ Four Star Plus hotel grading. Today it offers guests 65 one or two bedroom suite accommodation. Further refinement of the room facilities and resorts services are currently being developed to ensure Edgewater Resort retains maintains its position as Wanaka's premier resort.

About Select Hotels and Resorts International

Select is a market-led group rather than a product-based one, which is central to its identity and strength. Membership of *Select* is by invitation only. A property is determined as appropriately '*Select*' for invitation to become a member of the network according to its suitability to *Select*'s market of discerning, upper-income travellers seeking out an individual product offering a unique experience. The exciting and exceptional properties joining *Select* in 2008 can be found on the extensive website www.selecthotels.com.

For further information contact:

Mr Leigh Stock, General Manager, Edgewater Resort, Ph 0274 305 577, Email: gm@edgewater.co.nz or Trish May, Edgewater Resort, Ph 021 916 188 or email trish@maymarketing.co.nz

Caroline Davidson, Director Public Relations, Select Hotels and Resorts International. Ph +61 2 9907 0020, Mobile: +61 418 290 163, Email: caroline@selecthotels.com.

For images please contact:

Trish May, Edgewater Resort, Ph 021 916 188 or email trish@maymarketing.co.nz