



Press Release

For Immediate Release

Ovolo Hotels Open First Overseas Headquarters in Melbourne, Australia

HONG KONG, Nov. 21, 2014 – Ovolo Hotels have today announced the establishment of their first international headquarters in Melbourne, Australia. The move marks a new era for the independent hotelier as it grows outside its Hong Kong home market and takes on Australia, and the world's, burgeoning hotel scene.

The Victorian Government provided investment facilitation services to Ovolo Hotels to secure the placement of the Group's regional headquarters in Melbourne. The state cited positive job creation and tourism infrastructure development as key reasons behind investing in Ovolo Hotels in Australia.

"Ovolo Hotels has found a home in Melbourne," COO Mr Dirk Dalichau said, adding "We were very encouraged by the Victorian Government's commitment. Now we will get to work growing our business and contributing to Melbourne's buzzing tourism sector."

Ovolo Hotels first entered the Australian hotels market 2 years ago with the launch of Ovolo Laneways on 19 Little Bourke Street, Melbourne. The 43-key boutique hotel has been a successful brand ambassador for Ovolo in Australia and was recently named Australasia's Best City Boutique Hotel at the 2014 World Boutique Hotel Awards.

Over the past year, Ovolo Hotels has been ramping up its developments in Australia, where it now owns four properties –Ovolo Laneways and a hotel on 23-33 Lonsdale Street in Melbourne, the Hotel 1888 in Pyrmont Sydney, and the BLUE Sydney located along the Woolloomooloo Wharf. The Group is now exploring more investment opportunities in other major urban centres in Australia, as well as international markets further afield.

Recent hotel acquisitions follow a landmark year for the Group which has seen it open Hong Kong's first warehouse conversion hotel and third member of Design Hotels™, Ovolo Southside, and receive the Brand Excellence Award at the inaugural Enterprising Hong Kong Awards.

Ovolo Laneways is located at 19 Little Bourke Street, Melbourne, VIC 3000. For more information please call +61 3 8692 0777 or visit www.ovolohotels.com.

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About Ovolo Hotels

Founded by Girish Jhunjhnuwala in 2002, Ovolo has become one of Hong Kong's larger independent hotel and serviced apartment operators in little over a decade by providing business and leisure guests with the best in effortless living. The company keeps in touch with the modern traveller through award-winning interior designs, detail-driven comforts, focused all-inclusive services and cutting-edge en-suite technology, all done in a signature style. A proud Hong Kong brand, Ovolo remains a family owned and privately operated business with a charitable core. The company now runs seven hotels and serviced apartment properties in Hong Kong Island and West Kowloon and one hotel in Melbourne, Australia. With upcoming projects in Australia and others being considered across Asia, Ovolo is now taking the brand to a larger, international audience and giving more shiny happy people a chance to enjoy their bright rooms and bright ideas.

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