

FOR IMMEDIATE RELEASE  
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### **Dorsett Hospitality International appoints General Sales Agent for Australia & New Zealand**

Dorsett Hospitality International has appointed Hotel Representation Australia (HRA) as General Sales Agent (GSA) for Australia & New Zealand market effective February 1, 2016.

HRA is a professional hospitality sales and marketing firm led by Craig Davies, Managing Director. The Sydney based company has offices in Brisbane, Melbourne and New Zealand.

“With their network and strong existing relationships with key business channels (Wholesalers, Corporate, M.I.C.E, Leisure, Media etc), we are confident that HRA will play an instrumental role in assisting Dorsett Hospitality International to expand its market share in the Australian and New Zealand market,” said Rebecca Kwan, Senior VP Sales for Dorsett Hospitality International.

HRA will be responsible for wide areas of sales and marketing activities, utilise out contacts with key operators to negotiate the inclusion of Dorsett Hotels in all the key series program, undertake sales calls, travel events and explore ad-hoc group etc.

#### **About Dorsett Hospitality International**

Headquartered in Hong Kong, Dorsett Hospitality International has three brands under its umbrella ....the upscale and midscale Dorsett Hotels & Resorts and d.Collection comprising a range of charismatic boutique hotels; and the value-led Silka Hotels. The group currently owns and manages 28 hotels in China, Hong Kong, Singapore, Malaysia and the United Kingdom; including five more openings within the next two years in Malaysia, China, Hong Kong and United Kingdom. For more information on Dorsett Hospitality International, visit: [www.dorsett.com](http://www.dorsett.com)

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