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**1st Award For Dorsett Hospitality International To Kick Start 2016 –
BEST ASEAN MARKETING & PROMOTIONAL PROGRAMME AWARD**

At the recently concluded 28th ASEANTA (ASEAN Tourism Association) Awards for Excellence held in Manila, Dorsett Hospitality International for the first time clinched the Best ASEANTA Marketing and Promotional Programme Award for its 1st of a series of campaign in marketing Labuan as a viable leisure destination.

Riding on Tourism Malaysia's 'dekat je' (close by) campaign, Dorsett Hospitality International's Corporate Marketing and Communications team headed by Kattie Hoo, Director of Marketing and Communications initiated the idea of showcasing the multifaceted aspect of Labuan and led a group of key influencers and print media from Kuala Lumpur, Malaysia; many of whom are 1st timer to Labuan; to experience Labuan; with close collaboration with Malaysia Airlines Berhad and Tourism Labuan.

The objective of the campaign was to showcase the various activities available in Labuan that's ideal to cater to a mixed target audience....from family holiday makers to the young and adventurous, single travellers and those wanting to have a laid back escapade. Activities outlined throughout the 4D/3N campaign included hiking, trekking, island hopping, historical tour of Labuan, spa treat, cycling, visitation to the wet market, picnic by the beach and seeking out the best places to eat in Labuan.

Dorsett Grand Labuan, managed by Dorsett Hospitality International and being the only 5-star hotel on the island was the host hotel and the ultimate choice hotel for a 'pampering' experience. The 178-room hotel with its idyllic setting is well equipped with a free form sparkling pool, Fun Pub, a comprehensively equipped gymnasium, an all-day dining restaurant – Victoria Brasserie and Club Lounge.



Picture shows (from left to right): YBhg. Datuk Mas Ermieyati binti Haji Samsudin-Deputy Minister, Tourism and Culture, Malaysia; Susan Carlos, General Manager of Dorsett Grand Labuan receiving the accolade on behalf of Dorsett Hospitality International; Ms Aileen Clemente-President, ASEAN Tourism Association (ASEANTA) and YBhg. Datuk Hj. Hamzah Rahmat-Secretary-General, ASEAN Tourism Association (ASEANTA) and President, Malaysian Association of Tour & Travel Agents (MATTA).

About Dorsett Hospitality International

Headquartered in Hong Kong, Dorsett Hospitality International has three brands under its umbrellathe 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 six 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

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