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ST GILES HOTELS

St Giles Hotels Launches "Be Central, Be St Giles" Brand Campaign, Expands Global Footprint With Properties In Australia, Malaysia And Philippines

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LONDON, March 30, 2016 /PRNewswire/ -- St Giles Hotels, an international hospitality brand with properties in the U.S., U.K., Malaysia, Australia and the Philippines, has launched a global campaign titled "Be Central, Be St Giles" to redefine the St Giles brand and educate consumers on its expanding collection of nine hotels. This new brand campaign also serves to set the stage for portfolio growth, with the goal of 20 owned/operated or managed hotels by 2020.

Centrality is key to St Giles location strategy and the focus of the "Be Central, Be St Giles" campaign. A 45-second anthem film, which is the cornerstone of the campaign, explores what it means to "Be Central" for the St Giles guest and shows how being in the center of their destination enables them to enjoy the most enriching travel experiences. Designed by New York-based creative agency, Piranha, the campaign aims to introduce St Giles as a global brand that facilitates authentic travel experiences for business and leisure travelers.

As part of the campaign, St Giles has enriched its digital presence with the re-launch of stgiles.com. The revamped website features a modern, sleek design, is easily navigable and mobile friendly. It brings the St Giles experience to life with vivid hotel and destination imagery while offering a seamless booking process. For more information on St Giles Hotel's "Be Central, Be St Giles" campaign, visit www.becentralbestgiles.com.

"As we grow the St Giles' hospitality portfolio, our dedication to enhancing the guest stay will play a central role in the decision making process of expanding to new markets," said Abigail Tan, Head of St Giles Hotels, Europe, United Kingdom and United States. "Our goal for this new campaign is to invite guests to discover what differentiates the St Giles experience as well as communicate our unwavering commitment in bringing them to the center of dynamic cities."

To inspire guests to stay their own way, St Giles re-defined its hotels classification by services and amenities, creating three distinct levels of accommodation. Guests can now choose the property that best suits their travel needs and style. **St Giles Signature Collection** sets the standard of the brand and features carefully selected hotels offering an elevated experience. Meantime, the **Four Star Hotels** offer stylish details for guests looking to enjoy comfort and convenience, whilst the **Three Star Hotels** are for travelers who understand the value of friendly service, central location and modern amenities at a fair rate. From Europe to Asia, St Giles hotels provide business and leisure guests with quality service at competitive rates.

As part of its global expansion plans, St Giles opened two properties in 2015: The Wembley, in Penang, Malaysia and The Tank Stream, in Sydney, Australia. The Wembley in Penang, Malaysia opened in April 2015 with 415 guest rooms and is centrally located in the capital of George Town city. With four dining outlets, including a rooftop bar on the 31st floor, an executive lounge, its own helipad and a shopping arcade slated to open in late 2016, The Wembley, part of the **four-star** Collection, appeals to business and leisure travelers.

In July 2015, The Tank Stream in Sydney, Australia opened its doors in the central business district. This hotel, with 280 guest rooms, offers guests an all-inclusive, one rate concept, which is quality focused and provides a wide range of amenities including the latest in-room technology and entertainment and a complimentary non-alcoholic mini bar. The Tank Stream, a four-star Hotel, is also home to the restaurant Le Petit Flot, which is a nod to the restaurant and hotel's location, a fresh water tributary known locally as the Tank Stream. The contemporary French restaurant offers shareable plates with an emphasis on local, seasonal and sustainably sourced ingredients.

To complement the existing properties in London, the St Giles London and St Giles Heathrow, the brand is currently working on a £300M mixed residential, commercial and hotel development project in the Southwark area, within close proximity to the Tate Modern. Located on a 1.81 acre site in central London, the mixed-use complex is slated to open by 2020 and will feature a 400-room four-star hotel, a luxury residential building, retail, a medical center and office towers.

As part of the "Be Central, Be St Giles" campaign, the brand's two hotels in New York, The Court and The Tuscany, located side by side on a tree-lined residential block in Murray Hill, will also roll out signature experiences and local partnerships this spring.

For more information on St Giles Hotels, visit www.StGiles.com.

About St Giles Hotels

With nine hotels across Asia, Australia, Europe, and North America, the St Giles family of hotels invites business and leisure travelers to experience the most central locations in the hearts of major cities around the world. St Giles is uniquely positioned to provide the attentive service and charm of independently managed hotels, with the signature St Giles Experience of warm, authentic and locally-rooted hospitality. St Giles Hotels recognizes that every guests has individual needs and style, which is why the group's portfolio spans three levels of service: Three

Star, Four Star and Signature. The Group continues to grow its family of hotels, and has added several properties in 2015 including two new four star hotels: The Wembley – a St Giles Hotel - in Penang, and The Tank Stream – a St Giles Hotel - in Sydney.

For more information, or to make a reservation, please visit www.StGiles.com and follow St Giles Hotels on Twitter ([@stgileshotels](https://twitter.com/stgileshotels)), Facebook, Instagram ([@stgileshotels](https://www.instagram.com/stgileshotels)) and YouTube for the latest news and updates.

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