



## **PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

**Ref: PR01/18**

### **AVILLION HOTEL GROUP OPENS FIFTH HOTEL IN CAMERON HIGHLANDS, PLANS TO MANAGE MORE HOTELS**

**TANAH RATA, 16 January 2017** – Avillion Hotel Group Sdn Bhd, a wholly-owned subsidiary of Avillion Berhad (formerly known as Reliance Pacific Berhad) held its soft opening today with the debut of its modern and urban chic Avillion Cameron Highlands. This is another milestone for the group as it is the first Avillion hotel in Pahang and the fifth in its chain of Avillion-managed hotels.

Nestled in Tanah Rata, the largest township in the highlands, Avillion Cameron Highlands offers one hundred bespoke, spacious studios and suites ranging from superior studio to 2-bedroom premium suite suitable for business and leisure. The facilities include two meeting rooms that could be converted to function rooms, a shared courtyard playground, an in-house F&B outlet that will be fully operational later this year and a gymnasium.

The 5-storey hotel sits on top Cameron Fair, a new commercial and lifestyle development in Tanah Rata developed by Ascendvest Sdn. Bhd. It is located only a few hundred metres from Cameron Highlands' main public transportation hub.

Cameron Highlands is very popular amongst locals and foreigners for its scenic tea plantations, strawberry and vegetable farms, and jungle trails that lead to scenic spots, waterfalls and aboriginal villages. The mean annual temperature of about 18 °C makes it a popular weekend escapade for Malaysians who want to enjoy the cool crisp air and lush green hills.

Acting Group CEO, En. Amirul Baharom said “The opening of this hotel is another step forward for Avillion in paving our way to reach the dream of becoming the premier home-grown hotel management services company, where the service and hospitality standards will eventually become THE industry gold standard for Malaysian hotels, and a regional benchmark. We believe we have something genuine that we could offer, and we are always looking for opportunities to manage more hotels in the country and abroad”.

Amirul Baharom and Dato' Lim Kek Seng cut the ceremonial red ribbon to mark the opening of Avillion Cameron Highlands. This was followed by hotel tour by the Hotel Manager, Ab. Jalil bin Zainal Abidin. Guests were treated with hi-tea of canapes, scones and sandwiches with Cameron Highlands Tea.

Ms Goh Yin Yin, the first guest to check in at Avillion Cameron Highlands was surprised with a complementary gift of 2 days 1 night anniversary stay for 5 years.

Avillion believes an amazing hotel stay starts from offering genuine and attentive services to our guests and with the debut of Avillion Cameron Highlands, more people will get to discover the Avillion Experience, the core philosophy of Avillion hospitality that sets it apart from its peers.

###

Avillion Cameron Highlands is offering 50% discount off the normal rate which starts from RM210 nett per night as an opening special and this offer is valid until the end of January. Guests may call the Avillion Central Reservations at 03-2262 0288 or visit our website [www.avillioncameronhighlands.com](http://www.avillioncameronhighlands.com) to book.

Visit the hotel's Facebook page at [www.facebook.com/avillioncameronhighlands](http://www.facebook.com/avillioncameronhighlands) or Instagram at [instagram.com/avillioncameron](http://instagram.com/avillioncameron) to stay update on the latest information and promotions.

### **About Avillion Hotel Group**

Avillion Hotel Group Sdn Bhd is a wholly owned subsidiary of Avillion Berhad (formerly known as Reliance Pacific Berhad), an integrated travel, hotel and property group listed on the Bursa Saham Malaysia. The group operates a chain of luxury properties across the country.

Avillion Hotel Group operates a chain of hotels and spa in Malaysia and Indonesia, each one with its own personality and ambiance. This consists of Avillion Port Dickson, aVi Spa, Avillion Admiral Cove, Avillion Legacy Melaka, Avillion Villa Cinta Bali, and Avillion Cameron Highlands. Avillion Port Dickson boasts award winning architecture blending individualism and personality within a natural environment.

For further information, please contact:-

Tengku Nor Azah Tengku Mahmood

Head of Strategic Communications

Avillion Berhad

DL +603 2262 0118 / Mobile +6017 331 5667

[tengkuazah@avillionberhad.com](mailto:tengkuazah@avillionberhad.com)