

## FOR IMMEDIATE RELEASE 11 December 2013

## DORSETT HOSPITALITY INTERNATIONAL PARTNERED WITH ENRICH, MALAYSIA AIRLINES' FREQUENT FLYER PROGRAMME

Dorsett Hospitality International is pleased to announce that the group is now a partner hotel with Enrich, the frequent flyer programme of Malaysia Airlines.

Through this partnership, Enrich members can earn Enrich Miles when staying at any of the hotels owned and managed by Dorsett Hospitality International, one of Asia's fastest growing hotel groups with a growing portfolio of hotels in key cities around the Asia region and the UK.

Enrich Members can earn up to 600 Miles when staying at an eligible rate at any of Dorsett Hospitality International 's hotels.

Headquartered in Hong Kong, Dorsett Hospitality International currently operates 18 hotels with eleven more scheduled to open within the next 24 months in China, Hong Kong, Malaysia and United Kingdom.

The group's hotel portfolio is divided into three brands that cover different market segments with the aim of meeting the varied needs of Asia's ever-rising number of travellers - boutique range d.Collection, a series of upscale, charismatic hotels in prime locations carefully chosen for their proximity to the pulse of each city; Dorsett Hotels & Resorts, comprising the upscale Dorsett Grand hotels - offering tasteful and rich hospitality experience - and midscale Dorsett Hotels - contemporary urban hotels in central locations; and the value-led Silka Hotels famed for convenience, speedy service and attractive room rates.

In the 1st quarter of 2014, frequent travellers and Enrich members will have more opportunities to indulge in Dorsett International's Asian inspired hospitality when the group opens more hotels in different locations such as Dorsett Tsuen Wan, Hong Kong; Dorsett Cheras, Kuala Lumpur, Malaysia; Lushan Resort in China and its 1st hotel beyond Asia, Dorsett Shepherds Bush, London, United Kingdom.

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

Dorsett Hospitality International (HKEx Stock Code 2266), is a spin-off from Far East Consortium Limited. With 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 18 hotels in China, Hong Kong, Singapore and Malaysia; with eleven more opening within the next two years in China, Hong Kong, United Kingdom and Malaysia. For more information on Dorsett Hospitality International, visit: www.dorsett.com

#### **About Malaysia Airlines and Enrich**

Malaysia Airlines is one of a few airlines worldwide rated five-star by Skytrax, which has also honoured the airline for having the World's Best Cabin Staff. With its main operating hub in Kuala Lumpur, Malaysia Airlines flies to more than 60 destinations in almost 30 countries across Asia, Australia, Europe, the Middle East and North America, including oneworld hubs Hong Kong, London, Los Angeles, Sydney and Tokyo Narita.



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