

RYDGES HOTELS & RESORTS LAUNCHES NEWLY DESIGNED RYDGES.COM WEBSITE

Redesigned Rydges.com website gives travellers a new look, easier booking, and new features, along with a special contest that offers a dream vacation.

MEDIA RELEASE

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Rydges Hotels & Resorts is excited to introduce a new look to the Rydges website, <http://www.rydges.com>.

Designed to create a relaxed, vibrant and easy to use experience, the new website also includes some new features, such as the Rydges Post (Rydges' new blog) and verified reviews and ratings.

The Rydges Hotel family is made up of a dynamic collection of hotels and resorts located throughout Australia and New Zealand and staffed by genuine people full of fun, humour and personality. Rydges' goal is to feature professionals "who love their work and who don't take themselves too seriously."

The new Rydges website is designed to reflect this philosophy, along with the energy and spirit of its property locations, whether those destinations are bustling city hotels, relaxed coastal resorts or busy business centres.

The new look and feel Rydges website includes fresh photography, easy navigation, a faster and simpler booking engine, honest and verified guest reviews, the Rydges Post for what's on and what's hot, a showcase of on-site restaurants and bars and a social hub to share the hotel culture with online guests.

To celebrate the launch of the new Rydges website, Rydges Hotels & Resorts is giving everyone who books online at www.rydges.com between 2 July and 30 September the chance to win **Your Ultimate Australian Holiday**.

This experience of a lifetime lets one lucky winner design their own unique Rydges holiday anywhere in Australia. After the winner chooses a destination, Rydges will take care of the accommodation, meals and flights. Imagine an unforgettable family vacation or a romantic getaway with that special someone.

In tandem with the launch of the new website, Rydges has made some exciting changes to its loyalty program, Rydges Priority Guest. Relaunched as Priority Guest Rewards, this new rewards program offers more value, more benefits for members, more participating hotels and new company benefits. Members earn points, receive a welcome drink, get great discounts on accommodation plus food and beverages, late checkout and receive regular exclusive offers that guarantee the best price and experience. The new rewards program

introduces a company tiered membership that rewards up to a 20% discount off best available rates depending on number of rooms booked per year by individual companies.

And to support the launch of the new Rydges website, for the month of July, all new members who sign up to Priority Guest Rewards and book any two nights accommodation for stays in July or August will be rewarded with a future complimentary night's accommodation.

For more information, visit www.rydges.com or www.priorityguestrewards.com.au

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