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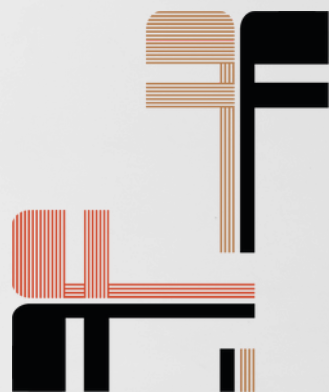
FURAMA HOTELS INTERNATIONAL TO MAKE ITS DEBUT IN SYDNEY, AUSTRALIA



Furama Darling Harbour invites guests to experience a refreshed and dynamic urban retreat in the heart of Sydney

Sydney, Australia - 1 July 2024 - Furama Hotels International (FHI), the esteemed Singapore-based hospitality group, is thrilled to announce the grand unveiling of **Furama Darling Harbour**, formerly known as Holiday Inn Darling Harbour. This exciting rebrand marks Furama Hotels' inaugural launch into the Australian market, setting a new benchmark for luxury and comfort in Sydney's bustling Chinatown district on Haymarket Street.

Furama Darling Harbour redefines the traditional hotel stay with 370 contemporary guestrooms and suites, each meticulously designed to cater to both business and leisure travelers. The hotel integrates modern amenities with a distinct sense of place, celebrating the rich heritage and vibrant spirit of Sydney.



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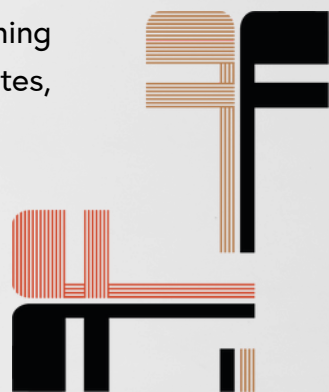
Furama Darling Harbour is dedicated to forging strong community partnerships within Sydney and its local council, aiming to become a pivotal connection point in the local area. The hotel's ethos is rooted in celebrating local heritage and fostering meaningful connections with guests and the community.

"We are delighted to introduce Furama Darling Harbour as our inaugural property in Australia," said Mr. Melvin Lim, Hotel Manager at Furama Darling Harbour. "With its rich history and dynamic atmosphere, Sydney provides the perfect backdrop for our brand to showcase the warmth and authenticity that define Furama Hotels."



Inspired by the dynamic and diverse culture of Darling Harbour and Chinatown, the hotel's lobby and Shipley's Restaurant set to be redesigned to serve as an elevated urban hubs. The interiors, brought to life by the talented designers from CONCEPTCI, seamlessly integrate heritage charm with modern functionality.

Guests will enjoy multi-functional spaces where they can self-check-in, relax in communal areas, and stay connected. Shipley's Restaurant offers an all-day dining experience, featuring a delightful breakfast menu that caters to a variety of tastes, ensuring a satisfying start to the day for every guest.



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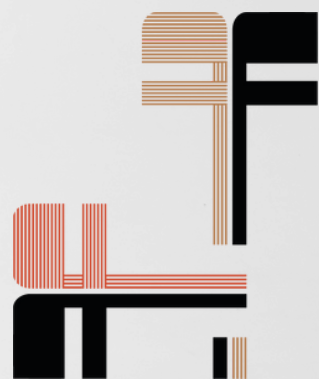
Furama Darling Harbour is more than just a place to stay; it is set to become a new landmark in Sydney's hospitality scene. The hotel invites guests to embark on a journey of cultural exchange and collaboration, experiencing the unique blend of Sydney's heritage and modern vibrancy.

We invite the media and guests to join us in celebrating the arrival of Furama Darling Harbour in Australia on 1 July 2024. An official invitation will follow soon.

For more information or to book your stay, please visit www.furama.com.au.

Follow us on Instagram and Facebook @FuramaDarlingHarbour for the latest updates and special offers.

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About Furama Hotels International

Furama Hotels International (FHI), a Singapore-based hotel management company, is committed to providing excellent accommodation choices in the Asia Pacific region. As one of the largest global hotel chains situated in Singapore, FHI manages more than 40 hotels, villas and resorts, availing over 7500 rooms with an increasing inventory, as the company continues to expand.

An award-winning chain of mid-range hotels situated in the vibrant Asia Pacific region, Furama hotels offer leisure and business travelers alike a well-appointed backdrop to indulge in restful play and invigorating work. Be pampered by our warm service from the heart as you immerse yourself in unique cultures and insightful experiences on your journey.

Our commitment to green initiatives also ensures that the refreshing journey away from home is supported by eco-friendly and sustainable practices where guests can relax and luxuriate in the best possible environment.

For more information, please visit www.furama.com

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