



## Furama Hotels International appoints Regional Marketing Communications Manager

Singapore, 4 June 2015 – **Furama Hotels International (FHI)** has announced the appointment of Tay Li-lin as Regional Marketing Communications Manager.

In her new capacity, Li-lin will develop, drive and oversee the marketing and communications functions for Furama properties under the Furama, FuramaXclusive and FX brands in the region. She is responsible for developing and implementing marketing and public relations strategies to drive the positioning of the brand, business and performance goals.

Li-lin has more than 12 years of experience in the hospitality, publishing and public relations industries. Prior to her new role, Li-lin drove public relations and marketing communications activities at Crescendas Group, including Crescendas Hospitality Management where she was instrumental in the rebranding for the Group and Aqueen Hotels, garnering important international and local publicity. She has also held several positions at Pan Pacific Singapore & Parkroyal on Beach Road between 2001 and 2010.

“As an award-winning brand and a vibrant hospitality owner-operator in Singapore, synergising our regional marketing and communications strategies across three hotel brands will be beneficial to driving brand awareness, affiliation and enhancing the performance of our hotels.” says Welly Jamin, VP of Operations for FHI. “Li-lin’s dynamism will be integral in driving this function and supporting our hotels in the region”.

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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 (Australia, China, Indonesia, Malaysia, Singapore, Taiwan and Thailand). As one of the largest global hotel chains situated in Singapore, FHI manages more than 60 hotels, villas and resorts, availing over 7500 rooms with an increasing inventory, as the company continues to expand. FHI is committed to promoting memorable guest experiences through personal service, thoughtful gestures and designs, with the guest as the priority at all times.

The three brands under FHI include Furama - four-star business hotels; FuramaXclusive – luxurious boutique hotels, villas and resorts; and FX Hotels - essential service boutique hotels. For more information about FHI and the full range of services, please visit [www.furama.com](http://www.furama.com).