

## **MEDIA RELEASE**

### **Mantra Group joins Tourism Accommodation Australia**

12 August 2013: One of Australia's largest, and fastest growing, hotel companies – the Mantra Group – has joined Tourism Accommodation Australia (TAA). Mantra Chief Executive Officer, Bob East, will join the Board of TAA from 1 September.

With the Mantra Group joining TAA, the accommodation industry advocacy group will represent 24 of Australia's major accommodation chains, with over 800 members in the hotel, serviced apartment, motel, resort and vacation ownership sectors.

Mantra has been the fastest growing hotel group in Australia in recent years, with a portfolio today of more than 110 hotels, resorts and retreats operating under the Peppers, Mantra and BreakFree brands. Mantra's network ranges from hotels and self-contained apartments to upscale resorts and retreats. Properties are located in every Australian capital city, as well as many of Australia's premier resort and regional destinations.

"It's a very significant advantage for us to have Mantra Group join TAA. It's without doubt one of Australia's most dynamic hotel groups under Bob East's leadership," said TAA Chairman, Tony South.

"TAA considers it imperative that all sectors of the industry are properly represented. Mantra is one of the most diverse operators in the country, with a wide range of hotel styles and business models, a quality brand collection, and extensive coverage across the country.

"We believe that with Mantra's full involvement added to that of TAA's existing members, TAA will play an even stronger role in advocating on behalf of the industry."

Mantra CEO Bob East, who has been instrumental in expanding the Group from 41 properties in 2006, when he joined, to more than 110 properties in 2013, said he was delighted to join the TAA Board.

"The organisation is well structured and has a clear mandate to serve the needs of the accommodation industry," he said. "Mantra Group will now become an active participant. We will work hard to promote the very tangible benefits this industry delivers now and to capitalise on its incredible future potential."

Bob East joins an illustrious Board, chaired by Tony South and comprising hotel leaders: Peter Crinis (Crown), Bill Edwards (IHG), Ashley Spencer (Hilton), Iqbal Jumabhoy (Silver Needle), Nigel Greenaway (Eureka), Sean Hunt (Starwood), Robert Dawson (Hyatt), Trent Fraser (Choice), Barry Robinson (Wyndham), Peter Hurley (AHA) and Rodger Powell (TAA).

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