

HAYMAN

GREAT BARRIER REEF

Hayman Appoints GHC As PR Partner For Asia

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Hayman, Australia's celebrated private island destination in one of the world's most spectacular natural settings, the Great Barrier Reef, has appointed Grebstad Hicks Communications (GHC), a specialist in the promotion of luxury lifestyle, hospitality and travel, as PR partner in Asia.

The iconic Australian destination presents a pristine island experience of remoteness and unrivalled natural beauty, while at the same time pampering guests with exceptional luxury and sensory pleasure.

Hayman is set to introduce new levels of resort excellence as it embarks on a 5-year strategic vision for the resort including a collection of stunning new Beach Villas designed by renowned architect Kerry Hill and the first ever Hayman Private Residences and Hayman Marina Residences, set to redefine luxury lifestyle home ownership.

"Hayman is going through an exciting period over the coming months and GHC is the perfect partner to help us raise our profile in Asia" said Lloyd Donaldson, Head of Hotel Investment for Mulpha Australia Limited and Managing Director of Hayman.

Grebstad Hicks Communications is Asia's most dynamic boutique public relations agency, specialising in travel, tourism, hospitality, property and luxury lifestyle.

The company was established in 1998 by Lynn Grebstad and Paul Hicks and now employs more than 40 PR professionals in Hong Kong, Singapore, Shanghai and Beijing providing communications advice, strategy and services.

"We are delighted to be working with Hayman, one of the world's most stunning and iconic resorts and are looking forward to maintaining its strong presence in Asia and beyond," said Paul Hicks, Founding Partner of Grebstad Hicks Communications.

Hayman is owned by Mulpha Australia Limited and is a member of the prestigious organisation, The Leading Hotels of the World.

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Issued by Grebstad Hicks Communications on behalf of Hayman
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