**ADINA APARTMENT HOTELS NAMED NUMBER ONE AUSSIE BRAND IN CHINA**

**14 June 2019:** Adina Apartment Hotels has been named the overall top Australian brand and the number one tourism brand in China in the Australian Brands in China Index 2019 released late last week as announced in the Australian Financial Review.

Researchers from Monash University, partnering with Digital Crew, surveyed 9000 Chinese consumers, aged between 24 and 67, in the rising middle-class sector to gauge their perceptions of more than 100 Australian-owned brands. In an abrupt change from the previous year where fast-moving consumer goods dominated the research, this year tourism and alcohol brands reigned supreme.

TFE Hotels’ (Toga Far East Hotels) spacious apartment product, Adina Apartment Hotels, was recognised as the number one Australian brand offering Chinese consumers value-for-money and quality.

Adina Hotels also received the highest scores for social responsibility, practicality, value and the second highest score for perceived quality, beating out Qantas and XXXX for the overall top spot.

TFE Hotels Chief Revenue Officer, Shaizeen Contractor, said it was pleasing to see such strong recognition from one of the largest travelling markets in the world, particularly as the Adina brand and other TFE Hotels’ brands continue to grow globally.

“In 2018, Chinese travellers eclipsed other key source markets as the largest inbound market for arrivals, total spend and visitor nights in Australia, and we’ve continued to see steady growth from this market,” she said. “We are thrilled that Chinese consumers have recognised Adina Hotels as a market leader.”

Ends.

To download the ABC Index contact Digital Crew: <https://www.digitalcrew.com.au/product/abc-index-2019/>

**WHO ARE TFE HOTELS?**TFE Hotels (Toga Far East Hotels) is an international hotel group head quartered in Australia and operating in Australia, New Zealand, Germany, Denmark and Hungary. It has a portfolio of five established hotel brands - Adina Hotels, Vibe Hotels, Travelodge Hotels, Rendezvous Hotels and TFE Hotels Collection.

**ABOUT ADINA APARTMENT HOTELS**The Adina brand comprises 36 Adina Apartment Hotels and Adina Serviced Apartments in Australia, New Zealand and Europe. The former offers stylish apartment living with the services and amenities you’d expect from a hotel property including 24-hour reception, pools, free WiFi, intimate meeting spaces or gym facilities. By contrast, Adina Serviced Apartments offer fully equipped serviced apartments and offer on-call service, homely comforts and comfortable living. Serviced Apartments are the ideal choice for those wanting a home away from home that’s a perfect fit for one or more.

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