21 February 2020 **TFE Hotels Announces PR Partnership with Klick X**

TFE Hotels (Toga Far East Hotels) has appointed award-winning integrated communications agency Klick X as their Australia and New Zealand representatives, with a specific focus on new openings and targeted projects. TFE’s in-house team led by Jodi Clark, Head of PR will continue to look after the existing portfolio.

TFE Hotels is Australia’s international hotel group, operating across Australia, New Zealand, Germany, Denmark and Hungary. Their current portfolio consists of five established hotel brands - Adina Hotels, Vibe Hotels, Travelodge Hotels, Rendezvous and TFE Hotels Collection.

The hotel management company is entering a period of extensive growth with the launch of a dynamic new lifestyle brand and more than 26 hotels in the pipeline including contemporary new properties pushing the envelope in terms of innovation and design. TFE Hotels Collection, Adina Hotels, Travelodge Hotels and Vibe Hotels are all fast gaining momentum in Australia and New Zealand whilst Adina Hotels is also expanding rapidly in Europe.

TFE Hotels’ Head of PR, Jodi Clark, said as the Australian-based hotel group was in the midst of enormous change, it was important to choose a PR partner who really understood the changing face of hospitality.

“There’s no denying that our FRP for PR services was hotly contested,” she said. “What we really wanted was an agency that understood hotels, understood the markets in which we operate and the future of these markets, and one that had passion to match our own.”

“We’re chuffed to be working with Klick X on a variety of projects and new openings including the flagship Vibe Hotel Melbourne (pictured left), which will throw open its doors in April.”

Kim McKay, Founder and Director of Klick X says, “It’s such an exciting time to be in partnership with Australia’s leading international hotel group.”

“This is a nostalgic partnership for me, having been the Marketing Director for TFE, prior to launching Klick X, where I had the privilege of launching one of the country’s first lifestyle brands to market, with Vibe Hotels. We are excited to showcase groundbreaking work in partnership with the TFE roster of brands."

TFE Hotels will open 26 new hotels, across six brands and seven countries, over the next four years.

Ends.

**WHO ARE TFE HOTELS?**

TFE Hotels (Toga Far East Hotels) is an international hotel group headquartered 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.

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