

Trilogy Hotels announces new signings and openings of Crowne Plaza Sydney Airport and Crowne Plaza Macquarie Park

Trilogy Hotels will soon oversee nearly 1,700 rooms across seven key hotel assets

Holiday Inn Sydney Airport and Courtyard by Marriott, Sydney-North Ryde will both rebrand as Crowne Plazas, after undergoing refurbishments

This partnership marks Trilogy's first white-label franchise deals within the IHG Hotels & Resorts Australasian estate



SYDNEY, Australia (July 16, 2024) – Independent hotel management company Trilogy Hotels continues to rapidly grow its pioneering portfolio of investment-grade hotel assets, announcing its latest agreements to manage **Holiday Inn Sydney Airport** and **Courtyard by Marriott, Sydney-North Ryde**, with both properties soon to be rebranded as premium Crowne Plazas.

With the independent operating model evolving from the traditional management approach, hoteliers Frank and Wade Huang of *Star Millennium Pty Ltd* have appointed Trilogy Hotels as hotel managers, adopting the predominant management model in the US and Europe. Trilogy Hotels will run the day-to-day operations of both hotels and drive the operational and bottom-line profit performance. IHG Hotels & Resorts under a franchise agreement will provide exceptional branding and distribution capabilities.

Trilogy Hotels has already begun operations for **Holiday Inn Sydney Airport** and will spearhead its transition to **Crowne Plaza Sydney Airport**, slated for September 2024. As part of the rebrand for the 252-room hotel, Trilogy will oversee further refurbishments to its guest rooms, lobby, conference rooms, and food and beverage outlets, following a significant \$15M refurbishment in 2022.

With its reputation as one of Sydney Airport's best hotels, ideally located adjacent to Australia's major international gateway airport and Domestic Airport and only fifteen minutes from the CBD, **Crowne Plaza Sydney Airport** will further align with the modern travellers' ever-changing needs, taking full advantage of the rising travel and local corporate market.

Trilogy Hotels begins operations for **Courtyard by Marriott, Sydney-North Ryde** on 1 January 2025, with the hotel's transition to **Crowne Plaza Macquarie Park**. The 196-room hotel is situated within the thriving Macquarie Park business precinct, often referred to as 'Sydney's Silicon Valley' and will undergo a light refurbishment. The property will continue to capitalise on corporate demand with infrastructure projects underway, such as the new North Western Sydney Metro line.

Under its innovative independent hotel management model, Trilogy Hotels provides an operating platform and access to systems, training, and team development. In this landmark deal, Trilogy will build a team of portfolio leaders and operate these teams for Star Millennium across their other hotels.

Trilogy Hotels CEO Scott Boyes is proud to manage these prime assets as they evolve and declares these deals as “defining moments for the hotel industry.”

“Trilogy Hotels is delighted to be appointed by a wonderful family of hoteliers, the Huang Family, to manage their iconic properties. I have known Frank and Wade for many years, and we are thrilled to forge this new path with them. Together, we will be driving growth with a common set of values and a shared vision for how hotels should be operated. We are grateful to Frank and Wade for putting their trust in us and are excited about our partnership and journey ahead,” says Scott Boyes, CEO of Trilogy Hotels.

“We believe both of our assets have so much to gain from this new model with our accomplished partners Trilogy Hotels, and IHG Hotels & Resorts,” says Wade Huang, Director of Star Millennium Pty Ltd. “This is an exciting milestone and we look forward to taking full advantage of Trilogy’s agile, bespoke and experienced approach to hotel operations.”

“Under the Trilogy ecosystem, a hotel brand plays a crucial role, and both hotels will leverage Crowne Plaza’s strong and globally established branding and IHG’s phenomenal customer base, loyalty program, and distribution network to help drive bookings,” says Boyes. “It’s fantastic to work alongside Matt Tripolone and the IHG Hotels & Resorts team on this exciting new partnership. Together with our teams, we are committed to creating an amazing hotel experience for our guests.”

“We are honoured to have been chosen by Star Millennium as the partner to brand these two well-known Sydney hotels. It’s exciting to see the Crowne Plaza brand continue to go from strength to strength, building on its reputation as one of the world’s best-known and loved premium hotel brands among corporate and leisure travellers alike. We look forward to further strengthening our wonderful partnership with Frank and Wade in the coming years and working with Trilogy Hotels on these two hotels,” says Cameron Burke, Director of Development at IHG Hotels & Resorts.

Trilogy Hotels’ innovative strategies at the **Crowne Plaza Sydney Airport** include improving efficiency by embracing new technology systems, building on service touchpoints, and making engagement with the nearby airport easier for guests, through launching a new exclusive airport shuttle service.

Founded in late 2023 by Scott Boyes, Tony Ryan and Grant Alchin, Trilogy Hotels set out to make hotel owners feel more connected to their investments. As a local company, Trilogy can stay agile and flexible to drive successful outcomes for its hotel owners, customising guest experiences with local nuances to increase guest satisfaction and curating a staff culture of personal growth.

With the signing of both properties, Trilogy Hotels is pleased to soon operate nearly 1,700 hotel rooms across seven investment-grade assets. As Trilogy’s portfolio expands, it will continue to embrace market challenges, emerging technologies and evolving guest preferences.

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About Trilogy Hotels

Formed in 2023, Trilogy Hotels brings independent operational excellence to the hotel industry in Australia and New Zealand for investment-grade assets. Backed by the significant industry experience of each of its best-in-market teams, Trilogy offers a new chapter of growth for the region’s hotel industry. Trilogy Hotels operates and has signed deals to operate nearly 1,700 hotel rooms across seven key hotels including; Mercure Sydney, Ibis Sydney World Square, Mercure Canberra, Fairmont Resort Blue Mountains, Pullman Sydney Penrith, Holiday Inn Sydney Airport (rebranding Crowne Plaza Sydney Airport) and Courtyard by Marriott, Sydney-North Ryde (rebranding to Crowne Plaza North Ryde). Find out more at trilogyhotels.com.au.

About IHG Hotels & Resorts

[IHG Hotels & Resorts](https://www.ihg.com) [LON:IHG, NYSE:IHG (ADRs)] is a global hospitality company, with a purpose to provide True Hospitality for Good.

With a family of 19 hotel brands and [IHG One Rewards](https://www.ihg.com/one-rewards), one of the world’s largest hotel loyalty programmes, IHG has more than 6,300 open hotels in over 100 countries, and a development pipeline of over 2,000 properties.

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Image caption: header: Left (Holiday Inn Sydney Airport), Right (Courtyard by Marriott, Sydney-North Ryde)