



For immediate release

## Trendy RedTail Bar by Zouk opens at Resorts World Genting

### Marvelous ambience, food and company all set to awe customers

**Genting Highlands, 19 December 2017** – Created by the team behind Asia’s best nightclub, Zouk Singapore, Zouk Genting is set to revolutionize Malaysia’s nightlife scene with four distinctive destination zones, Zouk Beach, Zouk Club, Capital (opening in Q2 2018) and RedTail Bar by Zouk (“RedTail”), all under one roof, allowing patrons to enjoy endless luxury in an array of ambiances.

RedTail, covering 4,289 sq ft, is able to accommodate up to 150 guests—and while it is designed to be a millennial magnet, it will appeal to patrons of all ages.

A new-style gaming bar, RedTail which opens at Resorts World Genting in January 2018, will add to the vibrant nightlife scene of the resort as it redefines how the chic and sophisticated spend their leisure hours. Offering the perfect setting for pre-club drinks and group celebrations, RedTail boasts exciting features including a Beer bar, Tiki bar, and light meals and snacks. RedTail will also regularly host competitions and opportunities to go head-to-head against players across the world with exciting, real time e-gaming tournaments.

Guests can enjoy exciting cocktails while they indulge in a variety of games like Xbox E-Games, Beer Pong, darts, and pool, or simply sit back and relax while listening to cool live music or watching their favourite sports on screen. RedTail offers many unique concoctions and dishes—for example, the Zouk-inspired sour plum shot, a bestseller in Singapore and part of the Zouk DNA, will be brought to RedTail as well. Another unique offering at RedTail are cocktail classes for patrons that would make perfect team-building activities for corporations.

The very atmosphere of the place also celebrates culture and arts—RedTail being a big supporter of the Southeast Asian art scene. The décor showcases murals, graffiti art, handcrafted lighting and sculptures, and guests can feast their eyes on bespoke pieces by up-and-coming local talents.

Guests will also without doubt find the mascot of RedTail charming. Xiao Hong the Red Panda boy embodies the RedTail spirit as he is fun, popular, sociable, adventurous and playful—matching the vibe of the place.

## **The brains behind RedTail**

The entertainment-driven social gaming lounge was conceived by the brains behind Genting Hong Kong's Lifestyle division, Lim Keong Hui (Executive Director of Genting Hong Kong) and Andrew Li (Zouk Consulting Pte Ltd's CEO). The duo wanted the perfect pre-game spot to hang out; a pre-drinking spot offering patrons the opportunity to build up to a big night in a lively and fun atmosphere.

Additionally, Zouk Consulting Pte Ltd's General Manager, Joseph Ryan, who is currently spearheading the development of several Zouk-branded entertainment outlets and festivals for Resorts World Genting, has a formidable track record that includes managing tour events for superstar Madonna.

“While being an obvious millennial magnet thanks to its varied offerings, RedTail can cater for all age groups. The venue is perfectly equipped for celebrations and group gatherings of all sizes, and lovers of all kinds of music, games and sports,” said Ryan.

For more information, call +603 2718 1118 or visit [www.redtailgenting.com](http://www.redtailgenting.com)

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## **About Genting Hong Kong Limited (“Genting Hong Kong”)**

Genting Hong Kong is a leading corporation principally engaged in the business of cruise and cruise related operations along with leisure, entertainment and hospitality activities.

As a pioneer in the Asian cruise industry, Genting Hong Kong took on the bold initiative to grow the Asia-Pacific as an international cruise destination with the founding of Star Cruises, “The Most Popular Cruise Line in Asia”, in 1993. In 2015, to further expand its cruise portfolio in the region, Genting Hong Kong launched Dream Cruises, “Asia’s Luxury Cruise Line” to cater to the Asian luxury market. The same year, Genting finalized the acquisition of Crystal Cruises, recognized as “The World’s Most Awarded Luxury Cruise Line” to extend Genting Hong Kong’s reach in the global up-scale market. Genting bought three shipyards in Germany in 2016, collectively known as “MV Werften”, to build cruise ships up to 200,000 gross tons for its three cruise brands, following the purchase of Lloyd Werft the previous year which specializes in building Megayachts and other newbuilds.

Initiating the Group’s foray into land-based attractions, Resorts World Manila was the first integrated resort in the Philippines when it opened in 2009. A one-stop, non-stop entertainment and leisure destination, Resorts World Manila features world-class entertainment, unique events, and exciting lifestyle options throughout its extensive premises. Genting Hong Kong’s investment in iconic Singapore nightlife brand Zouk – a world-class entertainment institution and trendsetter in Asia’s dance music scene, and perennial top-ten fixture in the annual DJ Mag Top 100 Clubs global poll - further diversifies the company’s appeal to a younger and more dynamic clientele.

## **About Resorts World Genting**

Resorts World Genting (“RWG”) is a premier leisure and entertainment resort in Malaysia. It is equipped with over 10,000 rooms spread across 7 hotels, theme parks and entertainment attractions, dining and retail outlets, international shows and business convention facilities. The Group has embarked on a 10-year master plan to reinvigorate and transform Resorts World Genting under the Genting Integrated Tourism Plan (“GITP”).

Resorts World Genting has introduced various new facilities and attractions under the GITP, which includes the new Theme Park Hotel, First World Hotel Tower 3, the new Awana SkyWay cable car system and the initial phase of the SkyAvenue lifestyle mall and SkyPlaza.

The recent opening of the Genting Highlands Premium Outlet (a property of Genting Simon Sdn Bhd, a joint venture between Genting Plantations Berhad and Simon Property Group) also complements the new and existing offerings at RWG.

Meanwhile, the indoor theme park and retail outlets in First World Plaza are currently closed for a complete makeover. Other attractions and facilities under the GITP, which includes the world’s first Twentieth Century Fox World theme park, are expected to unfold from next year onwards.

## **About Zouk Consulting Pte Ltd**

Zouk is a 26 year-old brand that provides a world-class clubbing experience by pushing the boundaries of electronic dance music, and was ranked Asia’s best club by DJ Mag in their 2017 Top 100 polls. Aside from club offerings, the brand expanded to the great outdoors in 2000 and has consistently brought in class international DJs to spin at its annual dawn-to-dusk music festival, ZoukOut, happening at Siloso Beach that attracts up to 40,000 people.

Acquired by Genting Hong Kong in October 2015, Zouk Consulting Pte Ltd is now the company that oversees all club operations in Singapore, onboard Genting Dream; and soon to come, Genting Highlands and Las Vegas.

Zouk has since evolved into an all-encompassing global lifestyle brand as the company will see new forays into the Food & Beverage sector, with RedTail being its first brain child and more concepts in the near future to be announced.

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