



# The rise and growth of hotels

in South-East Asia

# INTERNATIONAL **HOTELS IN SOUTH-EAST ASIA**

With 600 million people residing in South-east Asia and 121 million international arrivals expected in the region this year, it is no wonder that international hotel chains are vying to expand in the 10 member states. TTG Asia South-east Asia and finds out what their ambitions are



# **AccorHotels**





Luxury Raffles, Fairmont, Sofitel Legend, SO Sofitel, Sofitel, onefinestay, MGallery by Sofitel, Pullman and Swissôtel

### Midscale and boutique

Novotel, Mercure, Mama Shelter and Adagio

ibis, ibis Styles and ibis budget

Grand Mercure, The Sebel and hotelF1

# PRESENCE IN SOUTH-EAST ASI



#### **Raffles**

Indonesia (one), Cambodia (two), Singapore (one), the Philippines

#### **Fairmont**

Indonesia (two), Singapore (one), the Philippines (one)

Thailand (four), Vietnam (two), Laos (one), Indonesia (one), Cambodia (two), Singapore (two), the Philippines (one)

### **MGallery by Sofitel**

Thailand (eight), Vietnam (five), Laos (one), Indonesia (four), Myanmar (one)

### **Pullman**

Thailand (seven), Vietnam (four), Indonesia (three), Malaysia (five)

### **Swissotel**

Thailand (three), Singapore (two)

#### **Grand Mercure**

Thailand (three), Vietnam (one), Indonesia (four), Singapore (one)

Thailand (20), Vietnam (six), Indonesia (23), Myanmar (two), Singapore (one), the Philippines (one), Malaysia (two)

### Mercure

Thailand (eight), Vietnam (three), Laos (one), Indonesia (18), Singapore (one), the Philippines (one), Malaysia (one)

Thailand (10), Vietnam (two), Laos (one), Indonesia (20), Singapore (two)

# **Ibis Styles**

Thailand (seven), Indonesia (19), Myanmar (one), Singapore (one), Malaysia (three)

### **Ibis Budget**

Indonesia (10)

### **EXPANSION PLANS**

AccorHotels is now strongly represented with hotels in all the countries in South-east Asia with the exception of Brunei. In the pipeline are over 110 hotels across South-east Asia with more than 50 of them in Indonesia. Across Asia Pacific, AccorHotels has over 345 hotels in development. Some of the flagship hotels coming up include the Sofitel Singapore City Centre, Sofitel Kuala Lumpur Damansara, Mercure Bangkok Sukhumvit 11 and Pullman Myanmar Mingalar.

### **DID YOU KNOW**



- AccorHotels opened its first hotel in Asia in Singapore in 1982
- · AccorHotels has more than 230 hotels in South-east Asia
- · AccorHotels opens on average, at least one hotel per week in Asia Pacific on average
- AccorHotels has 760 hotels and 153,549 rooms currently, with a strong pipeline of over 345 hotels scheduled to open over the next five years
- AccorHotels is the largest hotel group in Singapore, with 12 hotels and more than 5400 rooms across the city









# **Best Western Hotels & Resorts**

# BRANDS 📸

Best Western, Best Western Plus, Best Western Premier, Executive Residency by Best Western, Vib, BW Premier Collection and Glo

# PRESENCE IN SOUTH-EAST

#### **Best Western**

Indonesia (seven), Laos (one), Malaysia(two), Myanmar(three), Thailand (three), the Philippines (four)

#### **Best Western Plus**

Indonesia (three), Thailand (two), the Philippines (three)

#### **Best Western Premier**

Indonesia (five), Malaysia (one), Thailand (three)

# **EXPANSION PLANS**

Best Western Hotels & Resorts continues to develop its portfolio of hotels across Asia. The Best Western Plus brand is looking to develop further in the Philippines. Meanwhile in Malaysia, a new Best Western Premier hotel is coming to the Genting Highlands and a Best Western Plus is rising in Kuching. The company is eyeing Cambodia, Vietnam and Laos for further development, as well as a potential return to Singapore.

# DID YOU KNOW

- Best Western Hotels & Resorts operates 107 hotels in Asia
- Best Western's regional pipeline now stands at 49 hotels and nearly 10,316 keys
- Most recently Best Western unveiled SureStay, its revolutionary white label concept aimed at capturing the huge market of unbranded hotels
- · Best Western has signed Vib projects in several key Asian cities, including Bangkok, Danang, Vientiane and Yangon
- In 2016, the company was named as Asia's Best Midscale Hotel Chain by TTG Asia Media's TTG Travel Awards

# In 2016, the company was named Asia's Best Midscale Hotel Chain by TTG Asia Media

# **Carlson Rezidor Hotel Group**

## BRANDS A



Quorvus Collection, Radisson Blu, Radisson, Radisson RED, Park Plaza, Park Inn by Radisson, Country Inns & Suites by Carlson

#### **PRESENCE IN SOUTH-EAST ASIA**

Radisson Blu the Philippines (one)

Brunei (one), Indonesia (one)

Radisson

Park Inn by Radisson the Philippines (two)

# **EXPANSION PLANS**

Vietnam is a strong emerging market that the organisation has vested interest in, hence the company entered the market with the signing of Radisson Blu Cam Ranh Bay in 2015.

## DID YOU KNOW 🎬



- · Radisson Blu Plaza Bangkok has six F&B venues including multi-award winning Italian restaurant, Attico, and the recently opened highest rooftop craft beer bar, Brewski
- Radisson Suites Bangkok Sukhumvit features gourmet fine dining restaurant, Punjab Grill
- Overlooking the Gulf of Thailand, Radisson Blu Resort Hua Hin is a sophisticated beachfront resort for a holistic getaway. With a vineyard less than an hour's drive away, the hotel makes a perfect escapade



# **Four Seasons**



### Four Seasons

Indonesia (three), Malaysia (one), Singapore (two), Thailand (three), Vietnam (one)

# **EXPANSION PLANS**

In early 2018, the chain will add Four Seasons Hotel Kuala Lumpur into their collection and is striving to continue growing the portfolio in South-east Asia. Among their next few openings include hotels in key locations such as Bangkok and Hanoi.

# DID YOU KNOW 🎬



- Singapore was the entry point for Four Seasons Hotels and Resorts in Asia Pacific in 1982
- The latest South-east Asian addition is Four Seasons Resort The Nam Hai in Vietnam which opened in December 2016
- Four Seasons Tented Camp Golden Triangle, located on the banks of River Ruak, in Chiang Rai overlooks both Myanmar and Laos
- Indonesia has the most diverse collection of Four Seasons properties: a beach resort, a lush riverside resort and an urban hotel

# Hilton

# BRANDS &



Hilton Hotels & Resorts, Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Canopy by Hilton, Curio – A Collection by Hilton, DoubleTree by Hilton, Tapestry Collection by Hilton, Embassy Suites by Hilton, Hilton Garden Inn, Hampton by Hilton, Tru by Hilton, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations

#### **PRESENCE IN** SOUTH-EAST ASI

#### **Hilton Hotels & Resorts**

Indonesia (two), Malaysia (four), Myanmar (two), Singapore (one), Thailand (five), Vietnam (one)

#### DoubleTree by Hilton

Indonesia (one), Malaysia (two), Thailand

#### **Conrad Hotels & Resorts**

Indonesia (one), the Philippines (one), Singapore (one), Thailand (two)

#### Hilton Garden Inn

Indonesia (one), Singapore (one), Vietnam



# EXPANSION PLANS 🞢

There are currently nine Hilton Garden Inn properties in the pipeline for South-east Asia. The chain will also be introducing the ultraluxury brand Waldorf Astoria to Thailand and Indonesia - marking the brand's debut in South-east Asia. Myanmar and Vietnam are also potential markets for the company.

# DID YOU KNOW 🍹



- · Hilton Singapore was the first hotel in Asia to achieve Marine Stewardship Council and Aquaculture Stewardship Council Chain of Custody certifications in 2015
- Hilton opened the first Hilton Vocational Training Centre at the Hilton Nay Pyi Taw in 2015, to groom local talent and train young people in Myanmar for international standard vocational education
- Since June 2014, Hilton Singapore and Conrad Centennial Singapore have started collecting used bars of soap from guest rooms, as part of its soap recycling programme in Singapore
- The first DoubleTree by Hilton property in South-east Asia was opened in Kuala Lumpur on 6 August 2010, and today, there are nine DoubleTree by Hilton properties in the pipeline in South-east Asia

# Myanmar and Vietnam are potential markets for Hilton

# **InterContinental Hotels Group (IHG)**

# BRANDS #



InterContinental Hotels & Resorts, Kimpton Hotels & Restaurants, Hotel Indigo, Even Hotels, Hualuxe Hotels and Resorts, Crowne Plaza Hotels & Resorts, Holiday Inn Hotels & Resorts, Holiday Inn Express, Staybridge Suites, Candlewood Suites, IHG Rewards Club

#### **PRESENCE IN** SOUTH-EAST ASIA



## **InterContinental Hotels & Resort**

Cambodia (one), Indonesia (three), Malaysia (one), Singapore (one), Thailand (four), Vietnam (four)

## **Hotel Indigo**

Singapore (one), Thailand (one)

### **Crowne Plaza Hotels & Resorts**

Indonesia (three), Laos (one), Singapore (one), Thailand (two), Vietnam (two)

### **Holiday Inn Hotels & Resorts**

Indonesia (seven), Malaysia (three), the Philippines (two), Singapore (two), Thailand (nine) Holiday Inn Express

Indonesia (nine), Malaysia (one), Singapore (three), Thailand (five)

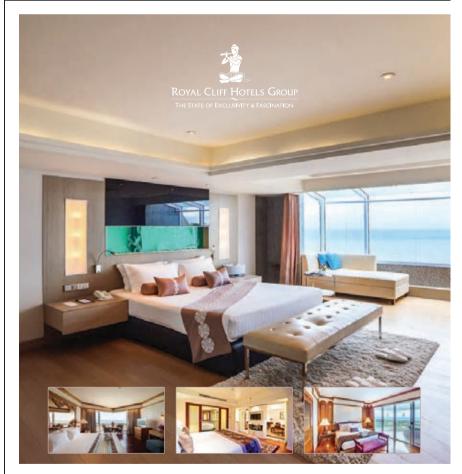
### **EXPANSION PLANS**

Over the next three to five years, InterContinental Hotels Group (IHG) will double their presence in South-east Asia with 58 hotels in the development pipeline, including Indonesia, Thailand, Vietnam, Malaysia, Singapore, the Philippines, Laos, and Myanmar - marking the group's entry into the country. IHG is bringing the Hotel Indigo brand to more countries in South-east Asia, with nine hotels and resorts opening in the next three to five years in Indonesia, Malaysia and Thailand.

## DID YOU KNOW



- · Approximately three people check in to a Holiday Inn branded hotel or resort every
- The first Holiday Inn Express in South-east Asia was the Holiday Inn Express Bangkok Siam, which opened in Bangkok, Thailand, in 2012
- IHG launched the Hotel Indigo brand in South-east Asia in 2015 with the Hotel Indigo Bangkok Wireless Road in Thailand
- In 2017, IHG introduced the Crowne Plaza brand to Laos, marking the group's entry into the country with the newly opened Crowne Plaza Vientiane
- Indonesia has IHG's largest development pipeline in South-east Asia, with 22 hotels and resorts due to open in the next three to five years



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# **Marriott International**

# BRANDS #

Bulgari, The Ritz-Carlton and The Ritz-Carlton Reserve, St. Regis, W, Edition, JW Marriott, The Luxury Collection, Marriott Hotels, Westin, Le Méridien, Renaissance Hotels, Sheraton, Delta Hotels by Marriott, Marriott Executive Apartments, Marriott Vacation Club, Autograph Collection Hotels, Tribute Portfolio, Design Hotels, Gaylord Hotels, Courtyard, Four Points by Sheraton, SpringHill Suites, Fairfield Inn & Suites, Residence Inn, TownePlace Suites, AC Hotels by Marriott, Aloft, Element, Moxy Hotels, and Protea Hotels by Marriott

#### **PRESENCE IN SOUTH-EAST ASIA**

**Aloft Hotels** Malaysia (one), Thailand (one)

**Autograph Collection** 

Indonesia (one), Malaysia (two) **Bulgari Hotels & Resorts** 

Indonesia (two) **Courtyard by Marriott** Indonesia (two), Thailand (one)

Fairfield Inn by Marriott Indonesia (one)

**Four Points by Sheraton** 

Indonesia (eight), Malaysia (three), Singapore (one), Thailand (one) JW Marriott

Indonesia (three), Malaysia (one), Singapore (one), Thailand (two), Vietnam (two)

Le Méridien

Cambodia (one), Indonesia (two), Malaysia (three), Singapore (one), Thailand (seven), Vietnam (one)

**Marriott Executive Apartments** Indonesia (one), Thailand (four)

**Marriott Hotels & Resorts** Malaysia (three), the Philippines (three), Singapore (one), Thailand (six)

Renaissance Hotels

Malaysia (three), Thailand (three), Vietnam (one)

**Sheraton** 

Indonesia (seven), Malaysia (one), Singapore (one), Thailand (four), Vietnam (three)

St. Regis

Indonesia (one), Malaysia (two), Singapore (one), Thailand (one)

**The Luxury Collection** Indonesia (two), Malaysia (one), Thailand (three)

The Ritz Carlton

Indonesia (five), Malaysia (one), Singapore (two), Thailand (one)

**Tribute Portfolio** Indonesia (two), Singapore (one) W Hotels

Indonesia (one), Singapore (one), Thailand (two)

**Westin Hotels** 

Indonesia (two), Malaysia (two), Singapore (one), Thailand (two)

## **EXPANSION PLANS**

Marriott has nearly 100 hotels with nearly 25,000 rooms across 18 brands in the pipeline across eight markets in South-east Asia, including Cambodia, Indonesia, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam.

Marriott International is entering Myanmar in 2018 with the opening of Sheraton Yangon Hotel. In the near future, Marriott will debut Edition in Indonesia, Singapore and Thailand. Marriott's edgiest affordable brand, Moxy Hotels will also make its debut in Indonesia.

# **DID YOU KNOW**



- Marriott has nearly 100 hotels with nearly 25,000 rooms under construction in South-east Asia
- Marriott International will debut its Sheraton brand in Yangon, Myanmar in 2018. This will be the company's first hotel in Myanmar
- The new JW Marriott Phu Quoc Emerald Bay, located on Phu Quoc Island, has a truly unique design. Its design is inspired by the concept of an academy of learning, with each building and venue carrying the academic narrative
- The eco-conscious brand Element made its debut in South-east Asia when Element Kuala Lumpur opened n April this year
- The Dining Room at The House on Sathorn, part of W Bangkok, has recently been recognised as one of Asia's Best 50 Restaurants

# Meliá Hotels International

# BRANDS 2



Sol House and Sol Beach House)

## **PRESENCE IN SOUTH-EAST ASIA**

and Circle by Meliá

Gran Meliá Hotels & Resorts Indonesia (one)

Meliá Hotels & Resorts

Indonesia (three), Malaysia (two), Vietnam (three), Myanmar (two)

**Sol Beach House** Indonesia (two), Thailand (one),

Vietnam (one)

**Sol House** Indonesia (one)

Innside by Meliá Indonesia (one)

# **EXPANSION PLANS**

Meliá Hotels International will be consolidating the bleisure profile and in the years ahead they will expand the brands Gran Meliá Hotels & Resorts, Meliá Hotels & Resorts, and Sol House into Southeast Asia.

### **DID YOU KNOW**



- · Indonesia was the first international destination for Melia with the opening of Meliá Bali in
- By 2020 they will have 35 hotels operating in Asia Pacific, 27 of which will be in South-east Asia
- · Innside by Meliá is the new contemporary urban brand which marked its debut in South-east Asia when it opened in Indonesia this year





# **Wyndham Hotel Group**

# BRANDS



Super 8, Days Inn, Howard Johnson, TRYP by Wyndham, Ramada Worldwide, Ramada Encore. Microtel Inn & Suites by Wyndham, Hawthorn Suites by Wyndham, Wingate by Wyndham, avelodge, Knights Inn, Baymont Inn & Suites, Wyndham Garden, Wyndham Hotels and Resorts, Wyndham Grand, Dazzler Hotels, Esplendor Boutique Hotels, and Dolce Hotels and Resorts

#### **PRESENCE IN SOUTH-EAST ASIA**

**Wyndham Grand** Thailand (one)

### Wyndham

Indonesia(two), Thailand(one), Vietnam(one)

Wyndham Garden

Indonesia (one)

Indonesia (three), Malaysia(one), the Philippines(one), Singapore(one), Thailand (five)

**TRYP** by Wyndham Myanmar (one)

Microtel Inn & Suites by Wyndham the Philippines (13)

**Days Inn** Indonesia(one), the Philippines(five), Singapore(one), Thailand (one)

# EXPANSION PLANS

Wyndham Grand Phuket Kalim Bay recently opened as the region's first Wyndham Grand in Phuket. This brand is set to further expand in Myanmar with the opening of the 260-room Wyndham Grand Yangon Royal Lake in

The Wyndham brand has also been gaining traction in the region. Last year, they were the first international chain to enter Halong with a five-star hotel, Wyndham Legend Halong Bay. This year, they will be opening Wyndham Soleil Danang in phases.

Ramada is rapidly growing its footprint in Malaysia with three hotels in the pipeline for 2018. The brand entered South-east Asia this year with TRYP Yangon Hotel. There are also plans to introduce this brand into the

## DID YOU KNOW 🖳



- Wyndham Soleil Danang will be the tallest building in the coastal city located in central Vietnam when it opens
- Since 2016, Wyndham Hotel Group has secured five managed hotels under the Days Inn, Ramada, Wyndham Garden and Wyndham brands in Indonesia's key locations – Jakarta, Bali and Surabaya
- · The Wyndham brand entered South-east Asia in 2015 with the opening of Wyndham Sea Pearl Resort Phuket
- · Wyndham is the largest hospitality company in the world with over 8,000 hotels. In China, they are the first global hospitality company to reach the 1000th hotel milestone in 2015

# **HOME-GROWN HOTEL CHAINS IN SOUTH-EAST ASIA**

Home-grown hotel groups in South-east Asia has been strengthened over the past few decades. TTG Asia profiles the most prominent of them with growing presence in this region



# **Ariva Hospitality**



237 Alexandra Road, #04-18, The Alexcier Singapore 159929



stayariva.com





Midscale Ariva Hotels, Ariva Serviced Residences, Super City by Ariva, Hotel Football

Boutique mid-scale by Ariva, Santa Grand

# PRESENCE IN SOUTH-EAST ASIA

Santa Grand Singapore (five)

Ariva Hotels Indonesia (two)

by Ariva Malaysia (two), Indonesia (one)

**Ariva Serviced Residences** Malaysia (two), Singapore (one), Thailand (two)

# MISSION

We aspire to be the leading international hospitality company and partner of choice for our guests, colleagues and business partners.

## KEY BACKGROUND

The chain was co-founded by Cameron and Jean-Claude in October 2008, and was later acquired as a subsidiary of Rowsley Ltd in February 2017.

### KEY MILESTONES 💷

2009 First management contract in Beijing, China – Ariva Beijing West Hotel & Serviced Apartment

2010 Appointed to manage World Expo @ Shanghai

2010 First property opens in Thailand – Ariva Ivy Servizio Thonglor Serviced Residences

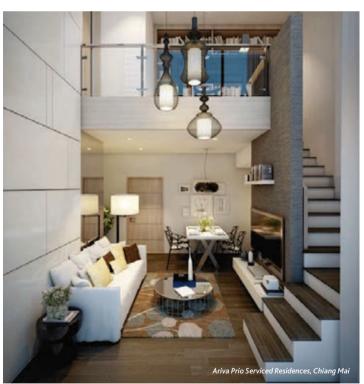
2011 First property opens in Malaysia – Ariva Gateway Kuching Serviced Residences

2016 Appointed management for five Santa Grand Hotels in Singapore

• 2017 Acquired by Rowsley Ltd

2017 Signed master agreement with Angel Corporation for properties in Chiang Mai, Bangkok and Hwa Hin; with the first property opening in July 2017 - Ariva Prio Serviced Residences Chiang Mai

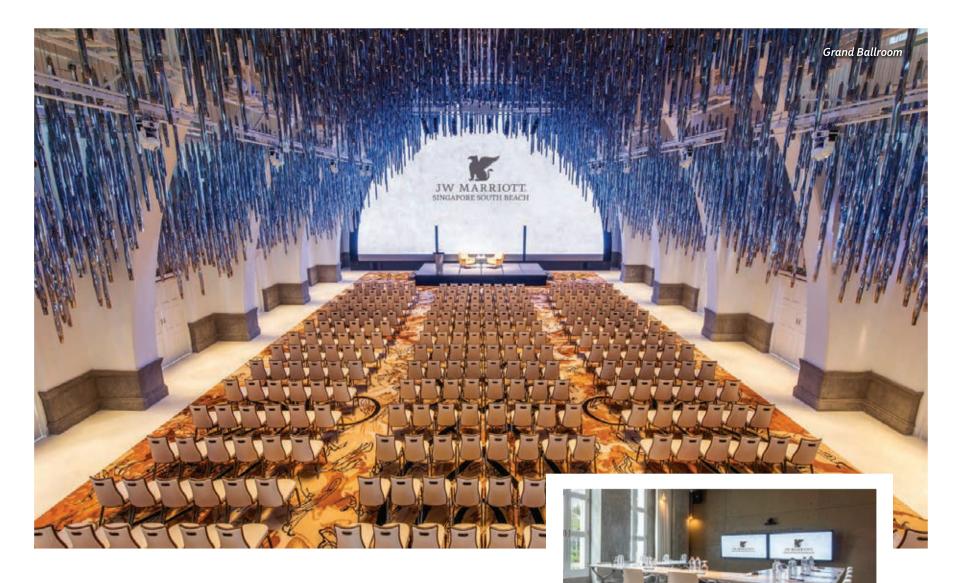
2017 Launched a new brand – Super City by Ariva; first property opening in Shanghai in August







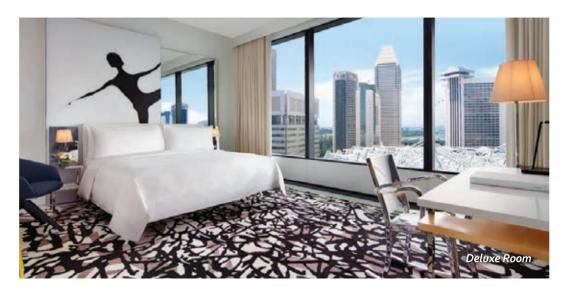




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Terms and conditions: Meetings or events must be confirmed by 31 December 2017. Added value rewards are subject to the number of rooms booked. Meetings or events must be held between 1 September 2017 and 31 December 2018. All prices are in Singapore dollars and subject to 10% service charge and prevailing government taxes.



# **Alila Hotels and Resorts**

CORPORATE OFFICE:

Thong Teck building, Singapore 228218

alilahotels.com

(65) 6735 8300

### BRAND STRUCTURE

Luxury

PRESENCE IN SOUTH-EAST ASIA

Indonesia (eight)

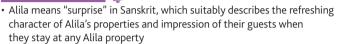


Alila is a hospitality luxury boutique hotel brand, managed by a team that embraces the values of passion, innovation, authenticity, social responsibility and community engagement, to create, operate and deliver well- rounded, personalised management services to our shareholders and heartfelt experiences to guests.

#### BACKGROUND

Founded in 2001, the group is championing for green initiatives and community involvement projects in Asia. Alila Hotels & Resorts first launched with flagship properties in Indonesia before expanding globally in 2004 and establishing a hub in Singapore.

# DID YOU KNOW 🍟



- · Alila Hotels and Resorts embrace Alila's spirit of giving back to the community through a "Gift-to-Share" programme, pledging to make donations to local causes with every booking
- In 2009, Alila Villas Uluwatu in Bali became the first hotel built to EarthCheck standards in Indonesia
- In 2015, Alila Hotels and Resorts joined Commune Hotels & Resorts making Alila, Commune's first top tier boutique hotel brand

# **Akaryn Hotel Group**

### CORPORATE OFFICE:

3 Ladprao Soi 95, Ladprao Road, Klongchaokhunsingh, Wangthonglang, Bangkok 10310 Thailand



akaryngroup.com 📞 (66) 0 2514 8112

# BRAND STRUCTURE

Luxury

#### **PRESENCE IN SOUTH-EAST ASIA**

Thailand (five) Laos (one) Vietnam (one)

# MISSION

Dedicated to providing rewarding lifestyles and destinations offering rejuvenation and fulfillment.

## **BACKGROUND**

The first property Aleenta Hua Hin - Pranburi Resort & Spa opened in 2003 as Akaryn Hotel Group's pioneer project. The group has since expanded further and now owns and manages boutique luxury properties with distinguished styles.

## KEY MILESTONES 🔟

- 2003 Opening of Aleenta Hua Hin Pranburi Resort & Spa
- 2016 Opening of Aleenta Phuket Phang Nga Resort & Spa
- 2010 Opening of Akyra Samui
- 2011 Opening of Akaryn Samui
- 2015 Opening of Akyra Manor Chiang Mai
- 2016 Opening of Akyra Thonglor Bangkok

# The Ascott Limited

## CORPORATE OFFICE:

#30-01, Capital Tower, 168 Robinson Road Singapore 068912



the-ascott.com



# BRAND STRUCTURE

The Ascott Limited operates the following brands – Ascott, Citadines and Somerset, along with The Crest Collection and lyf.

The premier Ascott The Residence brand provides refined luxurious living in elegant apartments. Citadines Apart'hotel offers independent travellers the flexibility to choose the services they require.

is designed for families with young children. The Crest Collection is a prized selection of some of Ascott's most prestigious and unique luxury serviced residences. Designed by millennials for millennials, lyf is a new co-living concept that connects guests with like-minded

# PRESENCE IN SOUTH-EAST ASIA



Indonesia (four), Malaysia (two), the Philippines (two), Singapore (two), Thailand (one), Vietnam (one)

## Citadines

Indonesia (six), Malaysia (six), the Philippines (six), Singapore (two), Thailand (eight), Vietnam (five)

Indonesia (three), Malaysia (seven), the Philippines (six), Singapore (two), Thailand (seven), Vietnam (12), Myanmar (one), Laos (one), Cambodia (two)

The Crest Collection Thailand (one)

Singapore (one)

# <u>MISSION</u>

**Our Customers** 

We create great customer value and experiences through high-quality products and services.

We develop high-performing people and teams through rewarding opportunities.

### **Our Investors**

We deliver sustainable shareholder returns and build a strong globa network of capital partners.

### **Our Communities**

We care for and contribute to the economic, environmental and social development of communities.

### **BACKGROUND**



The Ascott Limited is a Singapore company that has grown to be one of the leading international serviced residence owner-operators. It has over 30,000 operating serviced residence units in key cities of the Americas, Asia Pacific, Europe and the Middle East, as well as over 22,000 units which are under development, making a total of more than 52,000 units in over 300 properties.

Ascott pioneered Asia Pacific's first international-class serviced residence with the opening of The Ascott Singapore in 1984. In 2006, it established the world's first Pan-Asian serviced residence real estate investment trust, Ascott Residence Trust. Today, the company boasts over 30 years of industry track record and award-winning serviced residence brands that enjoy recognition worldwide.

# KEY MILESTONES I



- 2004 Ascott fully acquired the European Citadines Apart'hotel chain, expanding its suite of brands to three: Ascott, Citadines and Somerset
- 2006 Ascott established the world's first pan-Asian serviced residence real estate investment trust, the Ascott Residence Trust, which was listed on the Singapore Stock Exchange
- 2014 Ascott secured its first franchise agreements and entered Vientiane in Laos and Bali in Indonesia
- 2016 Ascott crossed 50,000 units globally with a record of over 10,000 units added in the year, placing it well on track to achieve its target of 80,000 units globally by 2020



# **Banyan Tree Hotels & Resorts**

shareholders.

# <u>MISSION</u>

Indonesia (two), Thailand (five), Laos (one), Vietnam (one),

Indonesia (one), Thailand (two), Laos (one), Vietnam (one)

We want to build globally recognised brands which, by inspiring exceptional experiences among our guests, instilling pride and integrity in our associates and enhancing both the physical and human environment in which we operate, will deliver attractive returns to our

## **BACKGROUND**

Singapore 588182

CORPORATE OFFICE:

🔑 banyantree.com/en 📞 (65) 6849 5888

Banyan Tree Holdings Limited is a leading international hospitality brand that manages and develops premium resorts, hotels and spas. From a single boutique resort in Phuket that launched in 1994, Banyan Tree has grown into a multi-business operator globally.

# KEY MILESTONES 💷

- 1994 The Group's flagship resort Banyan Tree Phuket was launched in Thailand's Laguna Phuket
- 2000 The Angsana brand was launched with the opening of Angsana Bintan, Indonesia
- 2001 Banyan Tree Spa Academy is set up to train therapists and research new treatment recipes and techniques
- 2014 Banyan tree celebrated its 20th anniversary and the group also launched its third brand, Cassia that year

### BRAND STRUCTURE

Luxury Banyan Tree

**Upper Upscale** 

Angsana

Midscale, extended stay sector Cassia

Midscale

Dhawa

PRESENCE IN SOUTH-EAST ASIA

#### CORPORATE OFFICE:

Level 15, West Berjaya Times Square Hotel, Kuala Lumpur, No. 1 Jalan Imbi, 55100 Wilayah Persekutuan Kuala Lumpur



🔑 berjayahotel.com 🔪 (03) 2142 9611



BRAND STRUCTURE Mid-scale

# BRAND PRESENCE IN SOUTH-EAST ASIA

Malaysia (seven) the Philippines (one)

# MISSION

Cassia

**Berjaya Hotels & Resorts** 

Thailand (one)

We will continue to embrace our 'never settle' spirit and steadily forge ahead to expand our global footprint. Acquisition is part of our expansion plan, but our company's core values and practices would be the yardsticks of our consideration for expansion.

# **DID YOU KNOW**



As one of the leading hospitality groups in Malaysia, Berjaya Hotels & Resorts is all set to continue its ambitious expansion with the opening of Four Seasons Hotel Kyoto in Japan in December 2016

#### **BACKGROUND**



Berjaya Hotels & Resorts is a member of the Berjaya Corporation Group of Companies, a public listed Malaysian conglomerate. Presently, the group manages Berjaya properties in Malaysia, Asia Pacific and UK. From the exotic island resorts of Tioman, Langkawi and Redang to the city hotels of Kuala Lumpur, Johor Bahru and Penang, Berjaya Hotels & Resorts' prominence in Malaysia is further enhanced by the establishment of international hotels and resorts in the Philippines, Seychelles, Sri Lanka, London and Vietnam.



# **Como Hotels and Resorts**

# BRAND STRUCTURE

Luxury and wellness

#### **PRESENCE IN SOUTH-EAST ASIA**

Indonesia (two), Thailand (two)

## MISSION



Como Hotels and Resorts offers personalised luxury travel experiences at its urban hotels, island resorts, adventure retreats and wellness resorts through individualised service, commitment to holistic wellness and award-winning cuisine.

## CORPORATE OFFICE:

Como House, 6B Orange Grove Road, Singapore 258332



comohotels.com



(65) 6304 1488

## **BACKGROUND**



Established in 1992 by Christina Ong with the launch of her first property Como The Halkin in London, Como Hotels and Resorts is currently celebrating its 25th anniversary of its founding by placing "Como" at the beginning of each property's name.

### DID YOU KNOW 🍱



The anti 'cookie-cutter' approach is what makes Como's special events stand apart, from high-profile weddings on one of the private islands, to corporate event or incentive trips. Whatever the scale, Como obsesses about the detail, turning ambitious ideas into unforgettable, fuss-free occasions

# **Dusit International**

# BRAND STRUCTURE

Upper midscale DusitPrincess Hotels & Resorts Upscale dusitD2 Hotels & Resorts

Upper upscale Dusit Thani Hotels & Resorts Luxury Dusit Devarana Hotels & Resorts

# **Dusit Thani Hotels & Resorts**

Thailand (five), the Philippines dusitD2 Hotels & Resorts

Thailand (two)

PRESENCE IN SOUTH-EAST ASIA

**DusitPrincess Hotels & Resorts** Thailand (six)

## CORPORATE OFFICE:

Dusit Thani Building, 946 Rama IV Road, Bangkok, Thailand 10500



dusit.com

(66) 2200 9999

## **BACKGROUND**



Dusit International was founded in 1948 by Honorary Chairperson Thanpuying Chanut Piyaoui, whose first hotel was the Princess on Bangkok's New Road. Today the company is a leader in hotel management and education and comprises a unique international portfolio of distinctive hotels and resorts.

# DID YOU KNOW



The brand has a fast growing hospitality education division and in 2018, Dusit will open the pioneering Dusit Hospitality Management College, a unique fully integrated hospitality school and hotel in Manila, Philippines

# **MISSION**

Empowering our people to exceed expectations. Always to be the best we need to first look within. We recognise happy employees equate to happy guests, and we are proud to provide every member of the Dusit family with the skills and knowledge they need to deliver personalised service and extraordinary experiences.





# **Far East Hospitality**

### CORPORATE OFFICE:

20 Havelock Road Singapore 059765



stayfareast.com



### BRAND STRUCTURE

#### **BRAND PRESENCE IN SOUTH-EAST ASIA**

Singapore (one) Far East Plaza Residences

Singapore (one) Oasia

Malaysia (one), Singapore (three)

**Orchard Parade Hotel** 

Singapore (one) **Orchard Parksuites** 

Singapore (one)

**Orchard Scotts Residences** 

Singapore (one)

Singapore (one)

**Regency House** 

Singapore (one)

Rendezvous

Singapore (one) **Sri Tiara Residences** 

Malaysia (one)

The Elizabeth hotel Singapore (one)

Village

Singapore (eight)

# MISSION

To extend our signature brand of Singapore-inspired hospitality to a new generation of mid-tier business and leisure travellers.

#### **BACKGROUND**



Far East Hospitality is an International hospitality owner and operator with a diverse portfolio of eight unique and complementary brands of hotels, serviced residences and apartment hotels. Far East Hospitality owns more than 10 hospitality assets and operates a combined portfolio of close to 14,000 rooms under its management across 90 hotels and services residences in seven countries – Australia, Denmark, Germany, Hungary, Malaysia, New Zealand and Singapore, with more in its development

### DID YOU KNOW



- Far East Hospitality Trust is the first and only Singapore-focused hotel and serviced residence hospitality trust listed on the SGX-ST
- Far East Hospitality segments its brands based on travellers' profile
- Far East Hospitality was named Best Employer 2016 by Aon Hewitt
- Far East Hospitality successfully expanded the Oasia brand into Malaysia with its Oasia Suites Kuala Lumpur in 2016

# **Frasers Hospitality Group**

## CORPORATE OFFICE:

Singapore 248373



frasershospitality.com



(65) 6898 0800

# BRAND STRUCTURE

Upper scale Capri, Frasers Mid scale Modena

**SOUTH-EAST ASIA** Fraser Suites Three (Singapore, Thailand, Vietnam)

Fraser Place Four (Indonesia, Malaysia, Singapore, the Philippines)

Fraser Residence Four (Malaysia, Singapore, Indonesia)

Capri by Fraser Three (Malaysia, Singapore, Vietnam)

Modena by Fraser One (Thailand)

# **MISSION**



We aim to be a leading global hospitality group that anticipates and exceeds our customers' evolving expectations through continuous innovation with intuitive service to deliver memorable experiences. We will be the preferred choice for our customers, employees and business partners.

### **BACKGROUND**



Frasers Hospitality Group is a global hospitality operator with Gold-Standard serviced, hotel residences and boutique lifestyle hotels across North Asia, Southeast Asia, Australia, Europe, and the Middle-East. Since our inception in 1998, we have grown from an initial 412 residences in Singapore to 140 properties across 80 key gateway cities and more than 23,400 keys worldwide.

### DID YOU KNOW 🎬



- Frasers Hospitality is recognised as World's Leading's Serviced Apartment Brand and Fraser Suites Singapore as Asia's Leading Serviced Apartment Brand for three and two consecutive years respectively
- As part of their signature Fraser Difference, The Retreat a place created with soft lighting, ambient sounds and massage chairs is very popular with
- Apart from ensuring a consistent level of service across all our properties, they have also introduced a unique diffused scent for each brand. In other words, regardless of which Fraser Suites or Fraser Residence you go to in the world, you would recognise the same familiar scent

# **HPL Hotels & Resorts**

## CORPORATE OFFICE:

50 Cuscaden Road #05-02 HPL House Singapore 249724



🔑 hplhotels.com 🔪 (65) 6734 5250



### **BRAND STRUCTURE**

Midscale

Concorde Hotel & Resorts

**Entertainment themed hotel** Hard Rock Hotels & Resorts

**Boutique** 

The Boutique Collection

Luxury

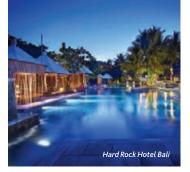
Gili Lankanfushi Maldives

#### **PRESENCE IN SOUTH-EAST ASIA**

Concorde Hotel & Resorts Malaysia (two), Singapore (one)

**Hard Rock Hotels & Resorts** Indonesia (one), Malaysia (one), Thailand (one)

The Boutique Collection Malaysia (three), Thailand (one)



## **BACKGROUND**

Berjaya Hotels & Resorts is a member of the Berjaya Corporation Group of Headquartered in Singapore, HPL Hotels & Resorts is a hospitality management company, operated and wholly-owned by a Singapore mainboard listed company, Hotel Properties Limited (HPL).

While the company started with just two hotels back in 1991, HPL Hotels & Resorts currently has 11 properties in Asia-Pacific and the Indian Ocean, with



# **Onyx Hospitality Group**

# BRAND STRUCTURE

Midscale Luxury Ozo Oriental Residence Upscale **Serviced apartment** 

Shama

Amari

#### **PRESENCE IN** SOUTH-EAST ASIA

**Amari** Thailand (12), Malaysia (one) **Mosaic Collection** Laos (one), Thailand (12)

**Oriental Residence** Thailand (one)

Thailand (one)

Thailand (one) Shama

### CORPORATE OFFICE:

847 Petchburi Road, Bangkok 10400

onyx-hospitality.com

(66) 0 2255 3767

# MISSION

We strive to become the best mid-sized hospitality company in Asia through the right brands, network, standards, support and culture to create enriching experiences for guests.

### **BACKGROUND**



With world-class standards and the warmth of Asian hospitality perfected over five decades, Onyx Hospitality Group now owns and manages a wide portfolio of properties across the region, and more being rapidly developed over the next few years. In March 2010, the Thailand-based group embarked on a multi-brand expansion plan, introducing Onyx as the parent company of several diverse, yet complementary, brands – Amari, Shama and OZO – each catering to the distinct requirements of business and leisure travellers.

#### DID YOU KNOW



- When Onyx was formed in 2010, there were only 15 hotels in Thailand under one brand. Today, Onyx is a multi-brand hospitality company with presence across seven countries including Thailand, China, Hong Kong, Sri Lanka, Maldives, Bangladesh and Qatar
- Onyx currently has a portfolio of 67 properties, including 42 properties in operation and 25 in development
- As part of its ongoing journey to become the best mid-sized hospitality company in Asia, Onyx Hospitality Group aims to achieve a portfolio of 99 properties by 2024
- In 2017, Onyx will welcome hotels in Malaysia, Vietnam and Laos

# **Pan Pacific Hotels Group**

#### CORPORATE OFFICE:

Singapore 199591



pphg.com

(65) 6808 1180

# BRAND STRUCTURE

Upper-upscale Pan Pacific Hotels and Resorts Upscale

Parkroyal Hotels & Resorts

PRESENCE IN SOUTH-EAST ASIA **Pan Pacific Hotels and Resorts** Indonesia (two), Malaysia (one), Myanmar (one), the Philippines (one), Singapore (four), Vietnam

Parkroyal Hotels & Resorts Malaysia (three), Myanmar (two), Singapore (four), Vietnam (one)

# MISSION



Great brands, great hotels, great people and great relationships.

# **BACKGROUND**



Pan Pacific Hotels Group is an international hotel management company with a global portfolio that spans over 30 hotels, resorts and serviced suites with more than 11,000 rooms including those under development in Asia, Oceania, North America and Europe. It was established in 2007 by UOL Group Limited, and is headquartered in Singapore. The Group comprises two acclaimed brands, Pan Pacific Hotels and Resorts and Parkroyal Hotels &

## DID YOU KNOW 🎬



- Pan Pacific Hotels Group has been named Best Regional Hotel Chain by TTG Asia Media, while Pan Pacific Hotels and Resorts has been ranked Top 25 Business Hotel Brands by Condé Nast Traveler
- Pan Pacific Hotels and Resorts is a founding member of the Global Hotel Alliance, the world's largest alliance of 35 upscale and luxury hotels with over 110,000 rooms in 76 different countries
- More than 80 per cent of Pan Pacific Hotels Group's properties are in Asia Pacific, the largest operating region
- Almost half of the properties in operation (15 out of 32) are ranked among the top 10 hotels in their markets, with another nine in the top 20 on TripAdvisor.com

# **Park Hotel Group**

#### CORPORATE OFFICE: 5 Magazine Road, #02-01



parkhotelgroup.com

(65) 6593 6999

# BRAND STRUCTURE

Luxury **Grand Park** 

Park Hotel

Midscale Destination

#### **PRESENCE IN SOUTH-EAST ASIA**



**Grand Park** Singapore (two)

Park Hotel Indonesia (one), Malaysia (one), Singapore (three)

Destination Singapore (one)

# **MISSION**

With service at the heart of our hospitality, we seek to extend our service philosophy of providing 'Loving Hospitality' to all our guests, partners and associates. Wherever we are, we seek to create unique and memorable travel experiences that bring joy to our guests, while promoting the local culture as well as the betterment of the local community.

### **BACKGROUND**



Established in 1961 and headquartered in Singapore, Park Hotel Group currently owns, develops and manages 16 hotels and resorts across eight countries and 11 cities, as well as over 20 restaurants, bars and meeting spaces across the Asia Pacific. Over the years, they have evolved their portfolio to build distinctive brands that cater to changing customer needs.

# KEY MILESTONES [1]



- 2004 The Law family acquired the well-known Park Hotel in Hong Kong iwith the ambition to grow it to a leading regional hospitality chain
- 2005 the chain acquired Crown Prince Hotel Singapore and shifted headquarters to Singapore
- 2012 The chain launched third party management services and announced the first hotel management partnership with Chip Eng Seng
- 2012 The group was named "Best Regional Hotel Chain" in the TTG Travel Awards, and has held onto that title for five consecutive years
- 2016 the group expands into resorts with the announcement of Park Hotel Nusa Dua in Bali and Grand Park Kodhipparu in Maldives



# **Seda Hotels**

\_\_\_ Seda BGC, 30th Street cor. 11th Avenue, Bonifacio Global City, Taguig City, Metro Manila 1634 Philippines



🔑 sedahotels.com 🔪 (63) 2945 8888



# BRAND STRUCTURE

Four-star

BRAND PRESENCE IN SOUTH-EAST ASIA

the Philippines (six)

# **MISSION**

Genuine service from the heart.

#### **BACKGROUND**



The first and flagship hotel, Seda BGC, opened in December 2012. The chain is fully-owned and managed by Ayala Land Hotels and Resorts Corp.

# DID YOU KNOW 🎬



- · Seda was the first hotel brand in Asia to be certified as a Guest Service Property by the American Hotel and Lodging Educational Institute (AHLEI) in 2014, signifying its conformity and commitment to international standards of service
- Seda is the Filipino word for "silk", conveying its commitment to providing a seamless hospitality experience
- Seda is set to operate 3,281 rooms around the Philippines by 2019, from its current room inventory of 1,255
- Seda's expansion will see it running hotels, serviced apartments and resorts in the next three years

# **Shangri-La Hotels and Resorts**

### **CORPORATE OFFICE:**

28/F Kerry Centre 683 King's Road Quarry Bay Hong Kong



shangri-la.com



# BRAND STRUCTURE

Luxury

# BRAND PRESENCE IN SOUTH-EAST ASIA

Cambodia (one), Indonesia (three), Malaysia (six), Myanmar (two), the Philippines (five), Singapore (three), Thailand (two)

# MISSION

To delight our guests every time by creating engaging experiences straight from our hearts.

### **BACKGROUND**



Shangri-La Hotel, Singapore was first established in in 1971. Today, the Hong Kong-based Shangri-La Hotels and Resorts is Asia Pacific's leading luxury hotel group, owning and/or managing over 95 hotels and resorts throughout Asia Pacific, North America, the Middle East and Europe, with a room inventory of over 40,000.

### KEY MILESTONES [1]



- Shangri-La Hotel, Singapore was the very first hotel in the group and opened on 23 April 1971
- 1982 Shangri-La International Hotel Management Ltd. is founded
- 1984 First hotel in China opens in Hangzhou
- 1989 First Traders hotel opens in Beijing
- 2010 Shangri-La enters the European market with Shangri-La Hotel, Paris

# **Sukosol Hotels**

### CORPORATE OFFICE:

477 Si Ayuthaya Rd., Phaya Thai, Bangkok 10400 Thailand



sukosolhotels.com



### BRAND STRUCTURE



# PRESENCE IN SOUTH-EAST ASIA





# **MISSION**

To bring guests the best collection of soulful and bespoke hotels in Thailand.

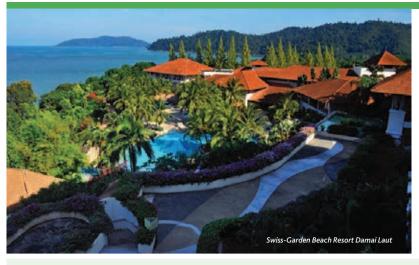


Sukosol Hotels is owned and managed by the Sukosol family, led by Kamala Sukosol, a well-known jazz singer and philanthropist. The family are all artlovers, so every hotel features many of the owner's own arts and antiques on display for guests to view. Sukosol Hotels is not a chain, but a boutique collection of hotels, able to offer a uniquely Thai experience to all guests.

### DID YOU KNOW



- The Sukosol in Bangkok used to be called Siam City Hotel, and has been completely renovated in the last five years
- The Siam is already the number one rated hotel in Bangkok on TripAdvisor
- The Siam is the only luxury hotel located in the historical Dusit area of Bangkok with all the palaces, temples and museums
- · Wave Hotel in Pattaya is inspired by the stunning artistic style of Miami's South Beach and is also on Beach Road, with sea views in every room





# **Swiss-Garden International Hotels, Resorts & Inns**

#### CORPORATE OFFICE:

Level 4, South Tower, Swiss-Garden Residences, 2A, Jalan Galloway, 50150

swissgarden.com

(60) 3 2725 1333

# BRAND STRUCTURE

Upper upscale Swiss-Grand Hotels & Residences, Swiss-Garden Beach Resorts

Mid scale Swiss-Inn

#### **PRESENCE IN SOUTH-EAST ASIA**

Swiss-Garden Hotels & Residences Malaysia (five)

**Swiss-Garden Beach Resorts** Malaysia (two)

Swiss-Inn Malaysia (three)

# **MISSION**

Swiss-Garden International Hotels, Resorts & Inns' distinctive style of service is a reflection of our commitment to a refined travel experience. Our brand exudes the warm hospitality that makes us truly exceptional, attributed to our quest to attain service excellence.

#### **BACKGROUND**



OSK Group's hospitality business is spearheaded by Swiss-Garden International (SGI) and SGI Vacation Club (SGIVC). Swiss-Garden International was established in 1991 as a home-grown hospitality brand. They currently manage and operate 11 hotels and residences with an inventory of approximately 2,500 rooms across Malaysia, and one property in Australia.

# KEY MILESTONES [1]

- 2011 Opening of the Swiss-Garden Residences Kuala Lumpur
- 2014 Opening of Swiss Garden Hotel & Residences Melaka and Swiss-Garden Resort Residences Kuantan
- 2015 Opening of D'Majestic Place by Swiss-Garden
- 2016 Opening of Swiss-Inn Johor Bahru

# **Tauzia Hotels**

### CORPORATE OFFICE:

🔑 tauzia.com 🔍 (622) 1526 5223

## BRAND STRUCTURE

**Budget** Midscale Pop! Harris, Fox Harris

**PRESENCE IN** 

Indonesia (21) Yello

Indonesia (three) Harris, Fox Harris Indonesia (20)

Pop!

**SOUTH-EAST ASIA** 

Harris Vertu, Preference Indonesia (two)

Upscale **Economy** Harris Vertu, Preference Yello

# MISSION



Create an innovative and personalised line of products for each specific market. To provide a cost effective service while maintaining quality and efficiency for customer satisfaction.

## **BACKGROUND**



Established in 2001, the brand pioneered with the idea to introduce hospitality concepts centered on the principle that it should be simple, unique and friendly.

### KEY MILESTONES 🛄



- 2001 Tauzia is established in 2001 in Jakarta, Indonesia
- 2002 Launch of Harris Hotels
- 2009 Launch of Preference Hotels
- 2010 Launch of Pop! Hotels
- 2011 Master franchise agreement with Worldhotels
- 2012 Launch of Yello Hotels
- 2017 Launch of Harris Vertu

# **YTL Hotels**

# CORPORATE OFFICE:

Starhill 9, Muse Floor, Starhill Gallery, 181 Jalan Bukit Bintang





# BRAND STRUCTURE

Luxury

#### **PRESENCE IN SOUTH-EAST ASIA**

Indonesia (one), Malaysia (13), Thailand (two)

# MISSION

At YTL Hotels, we are committed to creating unique and differentiated experiences for guests staying at each at our properties. Our brand promise of Treasured Places, Treasured Moments means YTL Hotels holds itself to the highest standards, with first class service and operational excellence as our key drivers.

### **BACKGROUND**



YTL Hotels owns and manages a prestigious collection of award-winning resorts, hotels, boutique experiences and spa villages with a hospitality footprint across Malaysia, Thailand, Indonesia, China, Japan, Australia, France and the United Kingdom.

With each new experience that it presents, the company strives to embrace and highlight the natural essence of culture, character and tradition of its surroundings. YTL Hotels is the hospitality arm of YTL Corporation Berhad.

# DID YOU KNOW



- · Apart from hotels and resorts, YTL Hotels also owns the Eastern & Oriental Express, operated by Belmond Management Limited, that offers guests a one-of-a-kind luxury travel option when travelling between Singapore, KL
- YTL Hotels owns four properties under Marriott International's Autograph Collection, with two in KL, Malaysia, - The Majestic Hotel and Hotel Stripes – and two in the United Kingdom – The Glasshouse Hotel and The Threadneedles Hotel
- YTL Hotels' latest acquisition is The Threadneedles Hotel, their fifth property in the UK
- In 2016, YTL Hotels acquired three properties in the UK The Glasshouse Hotel in Edinburgh, The Academy Hotel in London, and Monkey Island in
- YTL Hotels advocates genuine sustainable practices, with sustainability initiatives at the core of their business



