

A ROOM WITH A VIEW: SWISSÔTEL THE BOSPHORUS, ISTANBUL UNVEILS STUNNING NEW WEST WING

Istanbul, February 2015 – Marking the completion of the first stage of a majestic renovation, 198 newly designed guestrooms and suites are now open in the west wing of Swissôtel The Bosphorus Istanbul, a flagship property for Swissôtel Hotels & Resorts and a member of the Leading Hotels of the World.

Conceived by renowned interior design, Khuan Chew of KCA International, the contemporary new look lets the light of the Bosphorus flood into the guestrooms, fusing the very best of Swiss sophistication, precision and simplicity, with the warmth of Turkish culture. From the colours of the Bosphorus and the cityscape, to the textures of the Dolmabahce Gardens, the entwining influences of both Europe and Asia are present in each space. The Bosphorus strait shimmers into view thanks to Chew's emphasis on floor to ceiling windows in every room and suite, ensuring guests have a real sense of place each time they return.

And the room renovation is merely the beginning; the hotel's full renovation will see the re-design of the renowned Gaja Rooftop and pool, a new restaurant, and the introduction of seven glamorous Loft Suites – bringing high-life loft living to the banks of the Turkish metropolis with full height brick stone walls, duplex accommodation and statement steel staircases.

"The opening of the beautiful new rooms in the hotel's west wing marks the completion of an incredibly exciting first phase in our renovation project," explains Gerhard Struger, general manager, Swissôtel The Bosphorus, and regional vice president Turkey & Eastern Europe. "Guests will relish the spectacular views and exquisite design which truly highlight the unique location of our hotel on the banks of the Bosphorus."

A member of the Leading Hotels of the World and awarded *Europe Luxury Hotel 2013* by World Luxury Hotel Awards, Swissôtel The Bosphorus is a five-star hotel in the heart of Istanbul on the European banks of the Bosphorus. With 65 acres of historical gardens and 497 guestrooms and suites, the hotel offers a diverse collection of restaurants and bars that leave absolutely nothing to be desired. The hotel's award-winning Pürovel Spa & Sport offers luxurious holistic spa treatments from all over the world.

Swissôtel The Bosphorus, Istanbul also offers guests Swissôtel Living, the brand's residential concept, with 63 elegant apartment suites. Guests can enjoy privacy at their own pace, as well as use of the full range of hotel services including an exclusive rooftop pool.

The west wing of Swissôtel The Bosphorus Istanbul opens in February 2015, with 167 Classic Guestrooms, 28 Corner Rooms, and three Suites. The seven Loft Suites will be completed in May 2015. Full renovation work will be

complete in Spring 2016. For all bookings and further information on SwissôtelThe Bosphorus, please visit swissotel.com/istanbul.

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About Swissôtel Hotels & Resorts

Swissôtel Hotels & Resorts got its start in Switzerland, a country known for big mountains and equally high standards of living. Its contemporary Swiss style and locally inspired flair attracts business and leisure travellers who enjoy high-end hotels but prefer fresh innovation to stale pretension. Conveniently located where travellers want to be, Swissôtel provides guests with the opportunity to stay in the heart of city centres worldwide where access to business and shopping districts are right around the corner. Swissôtel properties can be found in over 30 well-located properties around the world, with many more in development. As guests of the world, every Swissôtel upholds Swiss sustainability standards. In fact, Swissôtel has a mission: to treat guests, team members, and the environment with equal respect. Swissôtel is part of FRHI Hotels & Resorts, a leading global hotel company with over 110 hotels under the Raffles, Fairmont, and Swissôtel brands. But no matter how international Swissôtel becomes, just like the country it was founded in, it remains a small hotel at heart. For more information or reservations, please visit swissotel.com.

About KCA International, Khuan Chew

Formed in 1989 in London, KCA works with a clientele from all over the world for interiors ranging from royal palaces to luxurious lofts and penthouses, urban hotels to beach and mountainous retreats, and metros to super yachts. KCA also designed the well-known Burj Al Arab Hotel, Dubai and Swissotel The Bosphorus Istanbul's residential building, Swiss Living. Most recently in November 2014, Khuan received the much-coveted Lifetime Achievement Award at the prestigious Commercial Interior Design 2014 Awards (CID).