

SWISSÔTEL TO ENTER INDONESIAN MARKET; SIGNS NEW 170-ROOM RESORT IN BALI

- Swissôtel Bali scheduled to open in 2017-

SINGAPORE, July 7, 2015 – Swissôtel Hotels & Resorts, a leading brand in the FRHI Hotels & Resorts (FRHI) portfolio, today announced that it has entered into an agreement with resort developer PT. Bali Ragawisata to manage Swissôtel Bali, a new 170-room resort scheduled to open in late 2017.

Situated on a striking cliff top in Bukit Pandawa, an expansive and upscale master-planned resort development, Swissôtel Bali will enjoy an enviable location on the island, mere minutes from top attractions favoured by international jet-setters and a short drive from the Ngurah Rai (Denpasar) International Airport.

Designed by TONTON Studio, a leading design firm with extensive experience in high-end hotel development across Indonesia, the resort will offer scenic views of the Indian Ocean from stunning guestrooms featuring spacious outdoor balconies. Completing the guest experience will be a private beach club, four exquisite dining outlets including a spectacular bar, the brand's signature Pürovel Spa & Sport, and 400 square metres (4,300 square feet) of indoor meeting space with outdoor function areas.

"This is an exciting new addition for the Swissôtel brand and a perfect complement to our company's growing portfolio of city and resort destinations throughout Asia and worldwide," said Wayne Buckingham, senior vice president, Asia Pacific, FRHI Hotels & Resorts. "In keeping with Swissôtel's brand promise of promoting quality in life, the resort will offer a very inspiring atmosphere which will be bolstered with local attributes authentic to the locale. To be pairing an unbelievable resort product with the natural paradise that is Bali is nothing short of magic."

"We are extremely pleased to be partnering with FRHI on this new Swissôtel resort project and look forward to working with them to create a truly world-class property," said Djie Tjian An, PT. Bali Ragawisata. "Bali is a thriving holiday destination popular with travellers from all over the world who are looking for the ultimate mix of relaxation, adventure and cultural flair; Swissôtel will deliver against this and more."

Located between Java and Lombok, Bali is an island with a population of 3.9 million. It is one of Asia's leading vacation hotspots and the largest tourist destination in the country, recording more international arrivals than Jakarta, the capital city of Indonesia. In addition to its world-famous beaches, Bali is renowned for its highly developed arts, including traditional and modern dance, sculpture, painting, leather, metalworking, and music.

Swissôtel Hotels & Resorts, renowned for its Swiss inspired hospitality, is extending its international reach with plans to open a number of new developments in the coming years.

Projects are slated for China, India, Russia and Turkey as well as other exciting destinations globally.

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About Swissôtel Hotels & Resorts

Conveniently located where travellers want to be, Swissôtel Hotels & Resorts provides guests with the opportunity to stay in the heart of more than 30 top locations worldwide, where they can confidently explore the very best each destination has to offer. Synonymous with all there is to love about Switzerland, the brand remains true to its roots, successfully combining genuine Swiss hospitality with intelligent design and local flair. With social responsibility at the forefront and a genuine commitment to positively impact the destinations it calls home, every Swissôtel upholds industry-leading sustainability standards and is committed to treating guests, colleagues, and the environment with equal respect. This all comes together to provide guests with peace of mind that is authentically Swiss. Part of FRHI Hotels & Resorts, a leading global hotel company that also operates the Fairmont and Raffles brands, the Swissôtel portfolio offers business and leisure guests an authentic and local travel experience that is full of energy, passion and vitality. For more information or reservations, please visit [swissotel.com](https://www.swissotel.com).

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