

Frasers Hospitality expands in Middle East and Africa to tap into business and tourism growth

New openings will mark the Group’s entries to Saudi Arabia and Africa



Fraser Suites West Bay, Doha

Singapore, 30 March 2017 – As part of its global growth strategy, Frasers Hospitality Group, a division of Frasers Centrepoint Limited, is expanding its global presence with eight new properties in the Middle East and Africa. The new properties will increase Frasers Hospitality Group’s global footprint to more than 1,500 units across both regions.

The recent launch of Fraser Suites West Bay, Doha marks the first of eight properties to open, making it the group’s second operating property in Qatar and the fifth in the Middle East. The group’s operating properties in the region – Fraser Suites Diplomatic Area Bahrain, Fraser Suites Seef Bahrain, Fraser Suites Doha and Fraser Suites Dubai - all enjoy an average occupancy rate of over 75%.

The Fraser Collection	Aberdeen Bahrain Bangkok Barcelona Beijing Belfast Birmingham Brighton Brisbane Bristol Budapest	Cambridge Cheltenham Chengdu Doha Dubai Dundee Edinburgh Frankfurt Geneva Glasgow Guangzhou	Hanoi Harrogate Henley-on-Thames Ho Chi Minh City Istanbul Jakarta Kuala Lumpur Leeds Liverpool London Manchester	Manila Melbourne Nanjing Newcastle New Delhi Osaka Oxford Paris Perth Poole Reading	Riyadh Seoul Shanghai Shenzhen Singapore St Andrews Sydney Tianjin Turbridge Wells Wimbledon Winchester	Wuhan Wuxi York Abuja (2017) Changsha (2017) Berlin (2017) Gurgaon (2017) Lagos (2017) Nanchang (2017) Brazzaville (2018) Dalian (2018)	Dammam (2018) Hamburg (2018) Johor (2018) Kohbar (2018) Leipzig (2018) Stratford-Upon-Avon (2018) Yangon (2018) Hainan (2019) Jeddah (2019) Penang (2019) Balkpapan (2020)	Putrajaya (2020) Tokyo (2020) Kalkara (2021)
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Frasers Hospitality Group entered the Middle East when it opened Fraser Suites Seef, Bahrain in 2009. Since its entry into the region, the group has been named as Middle East’s Leading Serviced Apartments Brand¹ and Best Serviced Apartment Company in the Middle East². The properties have also been individually awarded as Leading Serviced Apartments within the region³.

Tapping into the region’s business and tourism growth⁴, Frasers Hospitality Group will also enter the Saudi Arabian market for the first time with properties in Jeddah, Khobar and Riyadh. The government’s plans to develop tourist attractions and improve visa issuance for visitors to Saudi Arabia is forecast to boost tourism. Inbound tourism is currently projected to grow 6.1% per annum by 2020⁵. Visitors from the leisure and the business sectors to Jeddah are projected to increase with the expansion of Jeddah King Abdulaziz International Airport and the development of Jeddah Economic City⁶.

The Middle East has emerged as a key business hub, attracting major events and investments such as the World Expo 2020 where 25 million visits⁷ are expected, boosting inbound tourism figures. The Meetings, Incentives, Conferencing, and Exhibitions (MICE) sector has been witnessing steady growth in recent years⁸, opening opportunities for hospitality companies to cater to the rise in business travel.

Openings in Nigeria and the Republic of Congo will mark Frasers Hospitality Group’s first entry into Africa. According to the International Monetary Fund (IMF), Sub-Saharan Africa remains a region of immense economic potential. The World Bank has forecast economic growth in the region to rebound to 2.9 percent in 2017, and rise above 3.5 percent by 2018⁹. Given its growth potential, the continent is a key focus of the group’s global growth strategy.

¹ Middle East’s Leading Serviced Apartment Brand 2013 – 2015 by World Travel Awards

² Best Serviced Apartments Company in the Middle East 2014 by Business Traveller Middle East Awards

³ Bahrain’s Leading Serviced Apartments 2013 – 2016, Qatar’s Leading Serviced Apartments 2013 – 2015, Dubai’s Leading Serviced Apartments 2013 – 2015 by World Travel Awards

⁴ World Travel & Tourism Council, Travel & Tourism Economic Impact 2016 Middle East Report , p.4
<https://www.wttc.org/-/media/files/reports/economic-impact-research/regions-2016/middleeast2016.pdf>

⁵ Colliers International “Market Snapshot: Saudi Arabia Hospitality Market” p.2

⁶ Colliers International “Market Snapshot: Saudi Arabia Hospitality Market” p.2

⁷ Expo 2020, Dubai, Key Facts & Figures <http://expo2020dubai.ae/content/expo2020.aspx>

⁸ Alpen Capital, GCC Hospitality Industry 2016 Report, p.6

⁹ Global Economic Prospects: Sub-Sharan Africa, <http://www.worldbank.org/en/region/af/brief/global-economic-prospects-sub-saharan-africa>

The	Aberdeen Bahrain Bangkok Barcelona Beijing Belfast	Cambridge Cheltenham Chengdu Doha Dubai Dundee	Hanoi Harrogate Henley-on-Thames Ho Chi Minh City Istanbul	Manila Melbourne Nanjing Newcastle New Delhi	Riyadh Seoul Shanghai Shenzhen Singapore St. Andrews	Wuhan Wuxi York Abuja (2017) Changsha (2017) Berlin (2017)	Dammam (2018) Hamburg (2018) Johor (2018) Khobar (2018) Leipzig (2018) Stratford-Upon-Avon (2018)	Putrajaya (2020) Tokyo (2020) Kalkara (2021)
Fraser	Birmingham Brighton Brisbane Bristol Budapest	Edinburgh Frankfurt Geneva Glasgow Guangzhou	Jakarta Kuala Lumpur Leeds Liverpool London Manchester	Osaka Oxford Paris Perth Poole Reading	Sydney Tanjing Tunbridge Wells Wimbledon Winchester	Gurgaon (2017) Lagos (2017) Nanchang (2017) Brazzaville (2018) Dalian (2018)	Yangon (2018) Hanan (2019) Jeddah (2019) Penang (2019) Balikpapan (2020)	

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“The Middle East and Africa are significant growth markets in our global expansion plans. As the regions continue to emerge as business hubs, our properties in key cities will be well positioned to cater to the needs of travelers. By 2026, international tourist arrivals are forecast to total more than 100 million in the Middle East¹⁰ and we are ready to meet the increased demand for Gold-Standard serviced residences. The recent opening of Fraser Suites West Bay, Doha is an example of our confidence in the region. Meanwhile, business spending in Africa is expected to grow from US\$2.6 trillion in 2015 to US\$3.5 trillion by 2025¹¹, which is likely to see an increase in business travel to the region. We are targeting key business centres such as Nigeria’s capital Abuja and Africa’s largest city, and we look forward to expanding our footprint in the region in the coming years,” commented Mr Choe Peng Sum, Chief Executive Officer of Frasers Hospitality Group.

Fraser Suites West Bay is nestled in the heart of Doha. The 396-unit property will attract both long- and short-term stay executives as well as families relocating to Doha. Fraser Suites West Bay, Doha offers fully furnished serviced apartments combined with state-of-the-art guest amenities coupled with Gold-Standard services. The property is well positioned to cater to travellers’ needs as it offers a selection of studios, one, two and three bedroom residences. All apartments are designed by Italian interiors company, Molteni & C, and have separate living and dining areas, enhanced by modern and fully equipped kitchens.

Frasers Hospitality’s global portfolio, including those in the pipeline, stands at 140 properties¹² in more than 80 cities with 23,400 keys worldwide.

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¹⁰ World Travel & Tourism Council, Travel & Tourism Economic Impact 2016 Middle East Report , p.4
<https://www.wttc.org/-/media/files/reports/economic-impact-research/regions-2016/middleeast2016.pdf>

¹¹ Lions On The Move: Realizing The Potential Of Africa’s Economies

¹² Including properties under management contracts

	Aberdeen	Cambridge	Hanoi	Manila	Riyadh	Wuhan	Dammam (2018)	Putrajaya (2020)
	Bahrain	Cheltenham	Harrogate	Melbourne	Seoul	Wuxi	Hamburg (2018)	Tokyo (2020)
	Bangkok	Chengdu	Henley-on-Thames	Nanjing	Shanghai	York	Johor (2018)	Kalkara (2021)
The	Barcelona	Doha	Ho Chi Minh City	Newcastle	Shenzhen	Abuja (2017)	Khobar (2018)	
	Beijing	Dubai	Istanbul	New Delhi	Singapore	Changsha (2017)	Leipzig (2018)	
Fraser	Belfast	Dundee	Jakarta	Osaka	St. Andrews	Berlin (2017)	Stratford-Upon-Avon (2018)	
	Birmingham	Edinburgh	Kuala Lumpur	Oxford	Sydney	Gurgaon (2017)	Yangon (2018)	
Collection	Brighton	Frankfurt	Leeds	Paris	Tanjin	Lagos (2017)	Hainan (2019)	
	Bristol	Geneva	Liverpool	Perth	Tunbridge Wells	Nanchang (2017)	Jeddah (2019)	
	Budapest	Guangzhou	London	Poole	Wimbledon	Brazzaville (2018)	Penang (2019)	
			Manchester	Reading	Winchester	Dalian (2018)	Balikpapan (2020)	

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About Frasers Centrepoint Limited

Frasers Centrepoint Limited (“FCL”) is a full-fledged international real estate company and one of Singapore’s top property companies with total assets of S\$25 billion as at 31 December 2016. FCL has three strategic business units – Singapore, Australia and Hospitality, which focus on residential, commercial, retail and industrial properties in Singapore and Australia, and the hospitality business spanning more than 80 cities across Asia, Australia, Europe, and the Middle-East. FCL also has an International Business unit that focuses on the Group’s investments in China, Southeast Asia, and the United Kingdom.

FCL is listed on the Main Board of the Singapore Exchange Securities Trading Limited (“SGX-ST”). FCL is also a sponsor and its subsidiaries are the managers of three REITs listed on the SGX-ST, Frasers Centrepoint Trust, Frasers Commercial Trust, and Frasers Logistics & Industrial Trust that are focused on retail properties, office and business space properties, and industrial properties respectively, as well as one stapled trust listed on the SGX-ST, Frasers Hospitality Trust (comprising Frasers Hospitality Real Estate Investment Trust and Frasers Hospitality Business Trust) that is focused on hospitality properties.

As a testament to its excellent service standards, best practices, and support of the environment, FCL is the proud recipient of numerous awards and accolades both locally and abroad.

For more information on FCL, please visit www.fraserscentrepoint.com.

About Frasers Hospitality Group

Frasers Hospitality Group, the hospitality arm of Frasers Centrepoint Limited, 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.

Frasers Hospitality Group commits to “anticipate and exceed the evolving needs of executive travellers through continuous innovation”, and providing its customers with the space, family and community away from home. Conceived with the lifestyle preferences of today’s discerning business and leisure travellers in mind, Frasers Hospitality Group has three Gold-Standard serviced residences offerings – *Fraser Suites*, *Fraser Place* and *Fraser Residence*, a modern and eco-lifestyle brand, *Modena by Fraser*, and a design-led hotel residence brand, *Capri by Fraser*. In addition, the group operates two brands of upscale boutique lifestyle hotels in the key cities of UK, *Malmaison* and *Hotel du Vin*.

For more information on Frasers Hospitality Group, please visit www.frasershospitality.com

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	Bahrain	Cheltenham	Harrogate	Melbourne	Seoul	Wuxi	Hamburg (2018)	Tokyo (2020)
	Bangkok	Chengdu	Henley-on-Thames	Nanjing	Shanghai	York	Johor (2018)	Kalkara (2021)
The	Barcelona	Doha	Ho Chi Minh City	Newcastle	Shenzhen	Abuja (2017)	Khobar (2018)	
	Beijing	Dubai	Istanbul	New Delhi	Singapore	Changsha (2017)	Leipzig (2018)	
Fraser	Belfast	Dundee	Jakarta	Osaka	St. Andrews	Berlin (2017)	Stratford-Upon-Avon (2018)	
	Birmingham	Edinburgh	Kuala Lumpur	Oxford	Sydney	Gurgaon (2017)	Yangon (2018)	
Collection	Brighton	Frankfurt	Leeds	Paris	Tanjin	Lagos (2017)	Hainan (2019)	
	Brisbane	Geneva	Liverpool	Perth	Tunbridge Wells	Nanchang (2017)	Jeddah (2019)	
	Bristol	Glasgow	London	Poole	Wimbledon	Brazzaville (2018)	Penang (2019)	
	Budapest	Guangzhou	Manchester	Reading	Winchester	Dalian (2018)	Balikpapan (2020)	

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Awards & Accolades
2016/17

Indonesia's Leading Serviced Apartment Brand 2016
by Indonesia Travel Tourism Industry
Fraser Hospitality Pte Ltd

Outstanding Serviced Apartment Group 2016
by Cityweekend Luxury Homes of China Awards 2016
Fraser Hospitality Pte Ltd

World's Leading Serviced Apartment Brand 2014 - 2016
by World Travel Awards
Fraser Hospitality Pte Ltd

Australasia's Leading Serviced Apartments Brand 2016
by World Travel Award
Fraser Hospitality Pte Ltd

China's Leading Serviced Apartment Brand 2013 - 2016
by World Travel Award
Fraser Hospitality Pte Ltd

Japan's Leading Serviced Apartment Brand 2015 & 2016
by World Travel Award
Fraser Hospitality Pte Ltd

Philippines' Leading Serviced Apartment Brand 2016
by World Travel Award
Fraser Hospitality Pte Ltd

South Korea's Leading Serviced Apartment Brand 2014 & 2016
by World Travel Award
Fraser Hospitality Pte Ltd

Singapore's Leading Serviced Apartment Brand 2016
by World Travel Award
Fraser Hospitality Pte Ltd

Best Serviced Apartment Company
by Human Resource Vendors of the Year Awards 2016
Fraser Hospitality Pte Ltd

Best Smaller Hotel Chain
by Business Traveller Awards 2016
Hotel du Vin

Best Luxury Serviced Residence Brand
by Business Traveller Asia-Pacific Awards 2016
Fraser Hospitality Pte Ltd

Corporate Housing Provider of the Year 2016 – Runner up
by Expatriate Management and Mobility Awards
Fraser Hospitality Pte Ltd

Serviced Apartment Provider of the Year
by China Travel & Meetings Industry Awards
Fraser Hospitality Pte Ltd

Best Serviced Apartment Operator 2013 - 2016
by Travel Trade Gazette (TTG)
Fraser Hospitality Pte Ltd

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England's Leading Serviced Apartment Brand 2014 – 2016
by World Travel Award
Fraser's Hospitality Pte Ltd

Hungary's Leading Serviced Apartment Brand 2013 – 2016
by World Travel Award
Fraser's Hospitality Pte Ltd

Best Serviced Apartment Group
by HRM Asia Readers Choice Awards
Fraser's Hospitality Pte Ltd

For a full and comprehensive list of our awards and accolades, please refer to www.frasershospitality.com

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