

Modena by Fraser Buriram Opens in Asia’s Rising Motorsports Hub

The property is Frasers Hospitality’s fourth addition to its portfolio in Thailand



24/7 fitness centre and swimming pool at Modena by Fraser Buriram in Thailand

Buriram, 13 November 2018 – Frasers Hospitality, a member of Frasers Property Group, has opened its 152-unit hotel residence, Modena by Fraser Buriram in Northeastern Thailand. It is among the first international hotel brands to open its doors in the scenic Buriram Province, offering travellers a myriad of amenities in the heart of Thailand’s fast emerging sports capital, also known for its cultural significance.

“The opening of Modena by Fraser Buriram, our fourth property in Thailand, is set to redefine Buriram’s hospitality landscape as we aim to provide travellers with a unique guest experience where they discover different facets of this beautiful province. Buriram is steeped in rich,

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cultural history and a major sporting hub in Asia, said Ms Tonya Khong, Vice President, Area General Manager (Southeast Asia).

“In addition, guests travelling from Bangkok will also be able to experience the unique Frasers Hospitality touch, which includes catering to every inbound and outbound traveller’s needs,” she added.

Within the property, the vast airy lobby and the landscaped gardens provide a welcome sanctuary of calm as guests step in from the bustling city. The hotel residence also boasts a complete range of facilities, including complimentary WIFI, home entertainment systems, a swimming pool, 24/7 fitness centre, a launderette as well as a restaurant bar to meet the needs of every traveller. In keeping with the property’s theme as a sanctuary, Bistro@M, the property’s open-kitchen concept restaurant, offers all-day dining that showcases the region’s famed Isaan cuisine. Modena by Fraser Buriram also boasts a 240-sqm function room that can be used for corporate or wedding functions.

Conveniently located near the world-class Chang International Circuit race track and the Chang Arena, a FIFA-standard football stadium that is home to Thailand’s leading football team, Buriram United, Modena by Fraser Buriram is ideally located in a prime spot for sports fans. Additionally, guests will have the option to explore nearby cafes, shops, and weekend markets, with Buriram Castle Mall in its vicinity.

“Sports is a key driver of tourism for Buriram, as the province is one of only three venues in Asia contracted to host the FIM Road Racing World Championship Grand Prix (MotoGP), added Ms Khong. “With this renewed interest in sports tourism, we are expecting a surge in local and international travellers which will lead to a huge potential for growth in the hospitality space here.”

Behind the hive of activity surrounding Buriram’s sports scene, the province is steeped in history from the Dvaravati era and Khmer Empire dating back a thousand years ago¹. Home to *Phanom Rung*, an ancient Khmer civilization site located on the top of a dormant volcano, the monumental site is a part of Thailand’s history, and a key attraction for tourists visiting

¹ <https://www.renown-travel.com/northeast/buriram.html>

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the province. In 2005, the temple was submitted to UNESCO for consideration as a future World Heritage Site.

Frasers Hospitality entered Thailand with Fraser Suites Sukhumvit in 2007, later expanding to include Modena by Fraser Bangkok, the brand’s first property outside of China, and North Park Place, a luxury serviced residence located within the exclusive Rajpruek Golf Club in Bangkok in 2016.

Frasers Hospitality’s global footprint stands at more than 150 properties in over 80 cities worldwide with over 24,000 keys².

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² Including properties under management contracts

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About Frasers Property Limited

Frasers Property Limited ("Frasers Property" or the "Company"), is a multi-national company that owns, develops and manages a diverse, integrated portfolio of properties. Listed on the Main Board of the Singapore Exchange Securities Trading Limited ("SGX-ST") and headquartered in Singapore, the Group has total assets of approximately S\$32 billion as at 30 September 2018.

Frasers Property's assets range from residential, retail, commercial and business parks, to logistics and industrial in Singapore, Australia, Europe, China and Southeast Asia. Its well-established hospitality business owns and / or operates serviced apartments and hotels in over 80 cities across Asia, Australia, Europe, the Middle East and Africa. The Company is unified by its commitment to deliver enriching and memorable experiences to customers and stakeholders, leveraging on its knowledge and capabilities from across markets and property sectors, to deliver value in its multiple asset classes.

Frasers Property is also the sponsor of three real estate investment trusts and one stapled trust listed on the SGX-ST. Frasers Centrepoint Trust, Frasers Commercial Trust, and Frasers Logistics & Industrial Trust are focused on retail, commercial, and logistics and industrial properties respectively. Frasers Hospitality Trust (comprising Frasers Hospitality Real Estate Investment Trust and Frasers Hospitality Business Trust) is a stapled trust focused on hospitality properties.

For more information on Frasers Property, please visit frasersproperty.com.

About Frasers Hospitality

Frasers Hospitality, a member of Frasers Property Group, celebrates 20 years of offering memorable experiences to guests through its Gold-Standard serviced, hotel residences and boutique lifestyle hotels across Asia, Australia, Europe, the Middle East and Africa.

Growing from two properties in Singapore to more than 150 properties in over 80 cities, Frasers Hospitality is now one of the world's largest and fastest-growing providers of serviced and hotel residences. Conceived with the lifestyle preferences of today's discerning business and leisure travelers in mind, the global hospitality operator 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, it operates two brands of upscale boutique lifestyle hotels in the key cities of UK, *Malmaison* and *Hotel du Vin*.

With a remarkable list of accolades and awards as recognition of its success, Frasers Hospitality remains committed to anticipating and exceeding the evolving needs of executive travelers with continuous innovation and intuitive service, creating a second home for guests where staff feel like family and residents feel like community.

Frasers Hospitality marks its 20th anniversary this year with a host of activities across properties and online platforms to thank guests, employees and partners for their loyal support. Join the celebrations at www.frasershospitality20.com.

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