

Rise of Millennial Travellers Fuels Robust Global Growth of Capri by Fraser Hotel Residences

19 Capri by Fraser hotel residences to open by 2020 to meet millennial demand



Capri by Fraser, Barcelona / Spain

Singapore, 27 October 2016 – Frasers Hospitality Group, a division of Frasers Centrepoint Limited (“FCL”), recently celebrated the official opening of its first *Capri by Fraser* brand in Barcelona, Spain.

Since the opening of the first *Capri by Fraser, Changi City / Singapore*, the brand has six *Capri by Fraser* properties in operation¹, all of which have all been enjoying steady occupancy of more than 85 percent. To strengthen the *Capri by Fraser* footprint globally, Frasers Hospitality Group will also be taking the brand into 10 new cities over the next four years, which will extend the *Capri by Fraser* portfolio to a total of 19 properties across 16 key cities globally².

¹ *Capri by Fraser, Changi City / Singapore* was opened in 2012, followed quickly by the opening of *Capri by Fraser, Ho Chi Minh City / Vietnam* in 2013, *Capri by Fraser, Kuala Lumpur / Malaysia* in 2014, as well as *Capri by Fraser, Brisbane / Australia* and *Capri by Fraser, Frankfurt* in 2015.

² Including those in the pipeline

The	Aberdeen	Cambridge	Hanoi	Manila	Riyadh	Winchester	Hamburg (2017)
Fraser	Bahrain	Cheltenham	Harrogate	Melbourne	Seoul	Wuhan	Johor (2017)
Collection	Bangkok	Chengdu	Henley-on-Thames	Nanjing	Shanghai	Wuxi	Kunming (2017)
	Barcelona	Doha	Ho Chi Minh City	Newcastle	Shenzhen	York	Lagos (2017)
	Beijing	Dubai	Istanbul	New Delhi	Singapore	Abuja (2016)	Nanchang (2017)
	Belfast	Dundee	Jakarta	Osaka	St Andrews	Changsha (2016)	Balkpapan (2018)
	Birmingham	Edinburgh	Kuala Lumpur	Oxford	Suzhou	Gurgaon (2016)	Hefei (2018)
	Brighton	Frankfurt	Leeds	Paris	Sydney	Stratford-upon-Avon (2016)	Xiamen (2018)
	Brisbane	Geneva	Liverpool	Perth	Tianjin	Khobar (2017)	Yangon (2018)
	Bristol	Glasgow	London	Poole	Tunbridge Wells	Berlin (2017)	Tokyo (2020)
	Budapest	Guangzhou	Manchester	Reading	Wimbledon	Dalian (2017)	

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Mr Choe Peng Sum, Chief Executive Officer of Frasers Hospitality Group, said: “*Capri by Fraser* is one of the fastest-growing brands in our portfolio, from 313 units in one city to more than 3,900 units across 16 cities within the next four years. We are thrilled by the global reception of the *Capri by Fraser’s* fresh and unconventional offerings.”

“Millennials are choosing *Capri by Fraser* as the brand offers a fresh take on business stays. The *Capri* experience offers holistic lifestyle and wellness options, while also providing the millennial traveller with reassuring safety and a prime location.”

“Each property is led by design to ensure guests are surrounded by inspiring art that is contextualised to the host city and created by local artists. The art is located in the guest rooms and in the communal areas. Communal areas are an essential part of *Capri by Fraser* properties as it enables the brand’s emphasis on socialising, interaction and community. Millennials have found this appealing, as the brands uniquely meets their needs for a stylish mobile working space that encourages social interaction, both online and offline.”

Millennial travellers constitute an influential and fast-growing segment among travellers, representing 22% of over one billion international travellers³, and they are expected to increase their travel spending by 40%⁴. The *Capri by Fraser* brand was launched in 2012 specifically to cater to the evolving needs of millennial travellers and meet their demands for value, constant connectivity and an authentic travel experience. To create a seamless online-to-offline experience for today’s tech-savvy travellers, *Capri by Fraser* residences feature efficiencies such as iPad-activated check-ins, e-Concierge, e-Print facilities and complimentary high-speed WiFi Internet connectivity to help travellers remain well-connected throughout their stay.

Catering to the needs of the e-generation is evident throughout all aspects of the *Capri by Fraser* hotel residences. The Spin & Play concept, resisting the usual expensive hotel laundry model, provides laundrettes with the latest games consoles, kickboxing and other happy distractions for the millennial traveller. Guests have further options to destress at the 24-hour gymnasium or at the all-day dining restaurant, bar and deli. Furthermore every guest is

³ WYSE Travel Confederation’s 2016 Global Report on the Power of Youth Travel

⁴ TripBarometer Travel Trends Study 2016 By TripAdvisor, available at:

http://www.ipsos.fr/sites/default/files/doc_associe/tripbarometer_ipsos_tripadvisor_dec2015.pdf

The	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 Suzhou Sydney Tianjin Tunbridge Wells Wimbledon	Winchester Wuhan Wuxi York Abuja (2016) Changsha (2016) Guangzhou (2016) Stratford-upon-Avon (2016) Khartoum (2017) Berlin (2017) Dalian (2017)	Hamburg (2017) Johor (2017) Kunming (2017) Lagos (2017) Nanchang (2017) Balkpapan (2018) Hefei (2018) Xiamen (2018) Yangon (2018) Tokyo (2020)
Fraser							
Collection							

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also given a “pocket of surprise” upon arrival. This includes a voucher that enables guests to focus on unwinding through a complimentary drink, local tour, yoga session or a barista class, amongst others.

In line with its high-tech vibe, meeting and conference facilities are also equipped with the latest audio-visual capabilities including interactive touch-screen panels and integrated whiteboard-projector features.

“The official opening of *Capri by Fraser, Barcelona / Spain* represents a key milestone in our efforts to anchor the brand globally. Since its inception in 2012, the *Capri by Fraser* brand has been well-received by our guests in Asia Pacific, and we are confident in the brand’s growth potential to contribute to our global expansion goal of 30,000 keys by 2019,” Mr Choe Peng Sum added.

Capri by Fraser, Barcelona / Spain

The 97-unit *Capri by Fraser, Barcelona / Spain* offers travellers another choice accommodation in one Europe’s gateway cities, and it marks Frasers Hospitality Group’s entry into the Iberian Peninsula.

Located in the heart of Barcelona’s business district, *Capri by Fraser, Barcelona / Spain* features a selection of deluxe rooms and one bedroom apartments that cater to the evolving needs of a generation that is “always connected”. With complimentary high-speed WiFi Internet access, and state-of-the-art home entertainment system within the hotel residence, *Capri by Fraser, Barcelona* delivers a lifestyle-oriented experience that meets millennials’ demands for great value, seamless connectivity and intuitive service.

The opening of *Capri by Fraser, Barcelona / Spain* will be followed by new openings across Shanghai, Shenzhen, Jakarta, Balikpapan, Johor, Penang, Berlin, Gurgaon and Malta over the next four years.

Frasers Hospitality Group’s global portfolio, including those in the pipeline, stands at 139 properties in more than 80 cities and 22,800 keys worldwide.

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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 Suzhou Sydney Tianjin Tunbridge Wells Wimbledon	Winchester Wuhan Wuxi York Abuja (2016) Changsha (2016) Gurgaon (2016) Stratford-upon-Avon (2016) Kohbar (2017) Berlin (2017) Dalian (2017)	Hamburg (2017) Johor (2017) Kunming (2017) Lagos (2017) Nanchang (2017) Balikpapan (2018) Hefei (2018) Xiamen (2018) Yangon (2018) Tokyo (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\$23 billion as at 30 June 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 North Asia, Southeast Asia, Australia, Europe, and the Middle East. FCL also has an International Business arm 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”). The Company is also the sponsor and its subsidiaries are the managers of three REITs listed on the SGX-ST, Frasers Centrepoint Trust (“FCT”), Frasers Commercial Trust (“FCOT”), and Frasers Logistics & Industrial Trust (“FLT”) 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 (“FH-REIT”) 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

Frasers Hospitality, the hospitality arm of Frasers Centrepoint Limited, is a global hospitality operator with Gold-Standard serviced, hotel residences and boutique lifestyle hotels across Europe, Middle East, North Asia, Southeast Asia and Australia.

Frasers Hospitality 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 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, please visit www.frasershospitality.com

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The							
Fraser							
Collection							

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Awards & Accolades

2016

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

Best Apartment/Suite Accommodation Hotel of the Year
by Australian Hotels Association Awards
Fraser Suites Perth

Best Apartment/Suite Hotel of the Year
by Tourism Accommodation Australia
Fraser Suites Sydney

Outstanding Serviced Apartment Group
by That's Beijing
Frasers Hospitality Pte Ltd

Outstanding Experience for Best Host Award Year 2015-16
by TravelGuru.com
Fraser Suites New Delhi

Luxury Apartments of the Year
by Luxury Travel Guide Awards
Fraser Suites New Delhi

Certificate of Excellence 2016
by Trip Advisor
Fraser Suites Sydney
Fraser Suites Perth
Fraser Suites Singapore
Fraser Suites Sukhumvit
Fraser Suites Chengdu
Fraser Suites Guangzhou
Fraser Suites Top Glory Shanghai
Fraser Suites Insadong, Seoul
Fraser Suites CBD Beijing
Fraser Suites Seef Bahrain
Fraser Suites Diplomatic Area Bahrain
Fraser Suites Dubai
Fraser Suites Queens Gate
Fraser Suites Edinburgh
Fraser Suites Glasgow
Fraser Suites Harmonie Paris La Defense
Fraser Suites Le Claridge Champs-Elysees
Fraser Place Robertson Walk, Singapore
Fraser Place Kuala Lumpur
Fraser Place Manila

Fraser Place Shekou, Shenzhen
Fraser Place Namdaemun, Seoul
Fraser Place Central Seoul
Fraser Place Anthill Istanbul
Fraser Place Canary Wharf
Fraser Residence Kuala Lumpur
Fraser Residence Sudirman Jakarta
Fraser Residence Menteng Jakarta
Fraser Residence CBD East Beijing
Fraser Residence Shanghai

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Fraser Residence Budapest
 Modena by Fraser Zhuankou Wuhan
 Modena by Fraser Putuo Shanghai
 Capri by Fraser, Brisbane / Australia
 Capri by Fraser, Changi City / Singapore
 Capri by Fraser, Kuala Lumpur / Malaysia
 Capri by Fraser, Ho Chi Minh City / Vietnam
 Capri by Fraser, Barcelona / Spain

Travellers' Choice 2016
 by Trip Advisor
 Fraser Suites Singapore
 Fraser Suites Chengdu
 Fraser Place Kuala Lumpur
 Fraser Residence Nankai Osaka
 Fraser Residence Budapest
 Capri by Fraser, Kuala Lumpur / Malaysia

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

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