

**Capri by Fraser brings people-centric tech to Singapore’s CBD on the back of expansion in Southeast Asia, Australia and Europe**  
*Fraser's Hospitality's millennial-focused brand has grown from one to 16 properties globally with innovative concepts that meet the lifestyle needs of e-generation travellers*



*An artist's impression of the lobby at Capri by Fraser, China Square / Singapore*

**Singapore, 10 April 2018** – Fraser's Hospitality, a member of Fraser's Property Group, is gearing up for Capri by Fraser's latest arrival at China Square Central in 2019. Since the opening of Capri by Fraser, Changi City / Singapore in 2012, the brand has now expanded to 14 cities worldwide with over 3,500 rooms in 16 properties. This has extended its footprint

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to Brisbane, Barcelona, Berlin, Frankfurt, Leipzig, Ho Chi Minh City, Johor Bahru, Kuala Lumpur, Penang, Jakarta, Shenzhen, Wuhan, Singapore and Tokyo<sup>1</sup>.

“Capri by Fraser was launched to cater to the unique lifestyle needs of millennial travellers whose needs have evolved and will keep evolving. Designed for the e-generation, Capri by Fraser turned the traditional hotel concept on its head when it combined the facilities and services of a smart hotel with the space and amenities of a serviced apartment, such as kitchenettes. This allows us to serve different segments, from business travellers flying in and out to short-term project groups,” said Mr Choe Peng Sum, CEO, Frasers Hospitality, at the topping out ceremony of Capri by Fraser, China Square / Singapore today.

“We are staying true to our DNA and will be offering high-tech, social and design-led experiences, but kicking it up a notch by digitalising our core and creating an infrastructure that will allow us to layer on new technologies such as voice command and augmented reality. With the millennial desire for seamless connectivity being greater than before, we are building a crucial foundation at Capri by Fraser, China Square / Singapore to meet those needs as the property will be the testbed for innovative experiences that the company is looking to roll out worldwide. However, we are careful never to innovate for innovation’s sake and all initiatives must be user-centric, whether it is for our external or internal guests,” he added.

Among the first innovations that will be rolled out is a guest experience app that leverages chatbot technology and puts a comprehensive range of services at the fingertips of guests, from making reservations and enabling check-ins to requesting for housekeeping.

Technology will not only be harnessed to enhance guest experiences but cut down on mundane time-consuming tasks by employees, so that they can be redeployed to higher-value guest activities. For instance, Capri by Fraser, China Square / Singapore will be one of the first hotels in Singapore to adopt a revolutionary linen delivery process. By attaching RFID tags to items to be washed and having back-of-house robots pick up customised trolley carts from every floor, housekeepers will no longer have to do manual counting and laundry runs.

<sup>1</sup> Cities with existing properties: Singapore (2012), Ho Chi Minh City (2013), Kuala Lumpur (2014), Brisbane (2015), Barcelona (2015), Frankfurt (2015), Berlin (2017), Shenzhen (2017). Cities with properties in the pipeline: Singapore (2019), Johor Bahru (2019), Leipzig (2019), Penang (2019), Jakarta (2019), Tokyo (2020), Wuhan (2020), Kuala Lumpur (2021).

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More significantly, Capri by Fraser, China Square / Singapore is taking the use of robotics and apps one step further by integrating them with workflow management and smart room control systems. For example, a makeup-room request through the app and motion sensors that detect guest occupancy would result in the optimisation of room cleaning order. Through a cloud-based mobile solution, housekeepers would be notified of rooms to be prioritised, reducing guest wait times. In addition, the app has capabilities for in-room controls, which allows for adjustment of lighting.

In line with its high-tech vibe, Capri by Fraser, China Square / Singapore will also transform the gym experience by infusing social elements. Guests will find state-of-the-art technology that gamifies workouts and an interactive fitness system that combines innovative flooring with music and lights for an immersive experience.

Award-winning BLINK Design Group, the appointed interior designer, is drawing inspiration from the property’s heritage location, with rich colours that reflect the multicultural spices and traditional costumes once found here as well as bold and dramatic artwork that recreates lifestyles of yesteryear, from the Malay fishermen to the Samsui women.

Scheduled to open by the first quarter of 2019, Capri by Fraser, China Square / Singapore will have 304 rooms spread across 16 floors. Technology is at the heart of the brand, whether it is allowing guests to connect an unlimited number of devices to its complimentary high-speed Wi-Fi network or the signature Spin & Play rooms, where self-service laundrettes are equipped with the latest game consoles. Communal areas such as the rooftop swimming pool, conference and meeting rooms, and all-day dining will also be built for social interaction.

The hotel residence is part of China Square Central, which is being rejuvenated with more F&B, wellness and service offerings. Surrounded by top companies in the finance, IT, consulting and media industries, the precinct is also home to several co-working spaces.

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**Capri by Fraser, China Square / Singapore Topping Out Ceremony**



*From left: Yoichi Kutsuzawa, Managing Director, Nakano Singapore; Chia Khong Shoong, Group Chief Corporate Officer, Frasers Property Limited; Choe Peng Sum, CEO, Frasers Hospitality; Jack Lam, CEO, Frasers Commercial Trust*

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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 Company is organised around five asset classes with assets totalling S\$28 billion as at 31 December 2017.

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 for customers and stakeholders, leveraging 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 Centrepont Trust, Frasers Commercial Trust, and Frasers Logistics & Industrial Trust are focused on retail properties, office and business space properties and business parks, 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](http://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 travellers 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 travellers with continuous innovation and intuitive service, creating a second home for guests where staff feel like family and residents feel like community.

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Fraser's Hospitality marks its 20<sup>th</sup> 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](http://www.frasershospitality20.com).

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