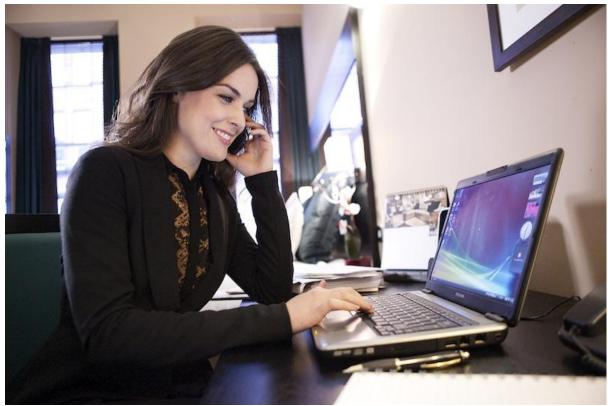


# Frasers Hospitality Launches New 24/7 Call Centre Service

New initiative enhances global accessibility and total approach to meet travellers' needs



Fraser Suites Glasgow

**Singapore, 2 November 2015** – Frasers Hospitality has partnered Sabre Hospitality Solutions to launch its 24/7 global call centre service to provide travellers with round-the-clock assistance on reservations and information on its properties across Europe, Middle East, Africa, North Asia, Southeast Asia and Australia, as part of its 360-degree customer engagement strategy.

Complementing other recent enhancement initiatives including the launch of a new website, a Chinese-focused website and the rollout of its e-Concierge service, the 24/7 call centre service will provide consistent, professional and prompt response to queries on accommodation, location, facilities, amenities within the vicinity, attractions and other essential facts about the city in multiple languages including English, Mandarin, Arabic, Japanese, Korean, German, French and Italian.

The Fraser Collection	Bahrain Bangkok Barcelona Beijing Brisbane Budapest Chengdu	Doha Dubai Edinburgh Glasgow Guangzhou Hanoi Ho Chi Minh City	Istanbul Jakarta Kuala Lumpur London Manila Melbourne Nanjing	New Delhi Osaka Paris Perth Seoul Shanghai Shenzhen	Singapore Suzhou Sydney Tianjin Wuhan Wuxi Al Riyadh (2015)	Frankfurt (2015) Geneva (2015) Abuja (2016) Gurgaon (2016) Al Khobar (2017) Berlin (2017) Dalian (2017)	Johor Bahru (2017) Kumming (2017) Lagos (2017) Nanchang (2017) Balikpapan (2018) Hefei (2018) Tokyo (2018)
						Hamburg (2017)	Yangon (2018) <b>more</b>



Demonstrating its commitment to meeting the evolving needs of its worldwide customers – travellers, travel agents and travel management companies – this latest initiative is in line with Frasers Hospitality's global growth plans to achieve 30,000 units by 2019. "With the growth of our global footprint comes the need to be efficient, timely and accessible in engaging our customers wherever they are," said Ms Joanne Ang, Group Director of Global Sales & Marketing, Frasers Hospitality Pte Ltd.

She added, "With this 24-hour call centre service, we are able to continue providing our customers, most of who prefer live phone call assistance, prompt response anywhere regardless of time zone. It also improves the consistency of our service, provides instant confirmation on reservations and allows us to capture full call centre data for better analysis and planning, which aids in our continuous evaluation of our offerings to better serve our customers."

Frasers Hospitality caters to the different lifestyle needs of a wide spectrum of travellers in various markets with its branded lifestyle offerings: Frasers Gold-Standard serviced residences (Fraser Suites, Fraser Place and Fraser Residence); Modena by Fraser serviced residences for 'road warriors'; Capri by Fraser hotel residences for e-generation travellers; and Malmaison and Hotel du Vin lifestyle boutique hotels.

Frasers Hospitality's global portfolio, including those in the pipeline, stands at 129 properties in 77 cities and more than 21,000 keys worldwide.

- END -

<sup>1</sup> Including properties under management contracts

The Fraser

Hamburg (2017)



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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 above \$\$23 billion as at 30 June 2015. FCL has four core businesses focused on residential, commercial, hospitality and industrial properties spanning 77 cities across Asia, Australasia, Europe, and the Middle-East.

FCL is listed on the Main Board of the Singapore Exchange Securities Trading Limited ("SGX-ST"). The Company is also the sponsor of three real estate investment trusts listed on the Main Board of the SGX-ST. They are Frasers Centrepoint Trust, Frasers Commercial Trust, and Frasers Hospitality Trust (a stapled group comprising Frasers Hospitality Real Estate Investment Trust and Frasers Hospitality Business Trust), which are focused on retail properties, office and business space properties, and hospitality properties, respectively.

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, Africa, North Asia, Southeast Asia and Australia.

Frasers Hospitality commits to "anticipates and exceeds 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 extended stay executive travellers in mind, Frasers Hospitality has three branded Gold-Standard serviced residences offerings – Fraser Suites, Fraser Place and Fraser Residence, a second-tier 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, Malmaison and Hotel du Vin.

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

Hamburg (2017) Yangon (2018)	The Fraser Collection	Bahrain Bangkok Barcelona Beijing Brisbane Budapest Chengdu	Doha Dubai Edinburgh Glasgow Guangzhou Hanoi Ho Chi Minh City	Istanbul Jakarta Kuala Lumpur London Manila Melbourne Nanjing	New Delhi Osaka Paris Perth Seoul Shanghai Shenzhen	Singapore Suzhou Sydney Tianjin Wuhan Wuxi Al Riyadh (2015)	Frankfurt (2015) Geneva (2015) Abuja (2016) Gurgaon (2016) AI Khobar (2017) Berlin (2017) Dalian (2017) Hambure (2017)	Johor Bahru (2017) Kunming (2017) Lagos (2017) Nanchang (2017) Balikpapan (2018) Hefei (2018) Tokyo (2018) Yangon (2018)
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#### Awards & Accolades

#### 2015

Europe's Leading Serviced Apartment Brand 2014 & 2015 by World Travel Award Frasers Hospitality Pte Ltd

England's Leading Serviced Apartment Brand 2014 & 2015 by World Travel Award Frasers Hospitality Pte Ltd

France's Leading Serviced Apartment Brand 2015 by World Travel Award Frasers Hospitality Pte Ltd

Hungary's Leading Serviced Apartment Brand 2014 & 2015 by World Travel Award Frasers Hospitality Pte Ltd

Europe's Leading Serviced Apartments 2014 & 2015 by World Travel Award Fraser Suites Le Claridge Champs-Élysées, Paris

England's Leading Serviced Apartments 2014 by World Travel Award Fraser Suites Queensgate, London

Hungary's Leading Serviced Apartments 2014 & 2015 by World Travel Award Fraser Residence Budapest

Scotland's Leading Serviced Apartments 2014 & 2015 by World Travel Award Fraser Suites Edinburgh

Turkey's Leading Serviced Apartments 2014 & 2015 by World Travel Award Fraser Place Anthill Istanbul

Middle East's Leading Serviced Apartment Brand 2013 – 2015 by World Travel Award Frasers Hospitality Pte Ltd

Bahrain's Leading Serviced Apartments 2013 - 2015 by World Travel Award Fraser Suites Bahrain

Qatar's Leading Serviced Apartments 2013 - 2015 by World Travel Award Fraser Suites Doha

Dubai's Leading Serviced Apartments 2013 - 2015 by World Travel Award Fraser Suites Dubai

> Best Serviced Apartment in China 2015 by Golden Horse Awards Fraser Suites Top Glory Shanghai

Best Serviced Apartments Brand of China 2015 by 10<sup>th</sup> China Hotel Starlight Awards, The Centre of Asia Hotel Forum Frasers Hospitality Pte Ltd

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	Bahrain	Doha	Istanbul	New Delhi	Singapore	Frankfurt (2015)	Johor Bahru (2017)
	Bangkok	Dubai	Jakarta	Osaka	Suzhou	Geneva (2015)	Kunming (2017)
The Fraser	Barcelona	Edinburgh	Kuala Lumpur	Paris	Sydney	Abuja (2016)	Lagos (2017)
	Beijing	Glasgow	London	Perth	Tianjin	Gurgaon (2016)	Nanchang (2017)
Collection	Brisbane	Guangzhou	Manila	Seoul	Wuhan	Al Khobar (2017)	Balikpapan (2018)
	Budapest	Hanoi	Melbourne	Shanghai	Wuxi	Berlin (2017)	Hefei (2018)
	Chengdu	Ho Chi Minh City	Nanjing	Shenzhen	Al Riyadh (2015)	Dalian (2017)	Tokyo (2018)
						Hamburg (2017)	Yangon (2018)



Best Serviced Apartment of China 2015 by 10<sup>th</sup> China Hotel Starlight Awards, The Centre of Asia Hotel Forum Fraser Residence Shanghai

Most Preferred Serviced Apartment for Business Travelers of China 2015 by 10<sup>th</sup> China Hotel Starlight Awards, The Centre of Asia Hotel Forum Fraser Suites Suzhou

Best High-end Serviced Apartment in China 2015 by 10<sup>th</sup> China Hotel Starlight Awards, The Centre of Asia Hotel Forum Fraser Suites Top Glory Shanghai

Best Newly Open Serviced Apartments of China 2015 by 10<sup>th</sup> China Hotel Starlight Awards, The Centre of Asia Hotel Forum Modena by Fraser Zhuankou Wuhan

> Travellers' Choice 2015 by Trip Advisor Fraser Suites Hanoi Fraser Suites Chengdu Fraser Residence Budapest

For a full and comprehensive list of our awards and accolades, please refer to <a href="www.frasershospitality.com">www.frasershospitality.com</a>