

PRESS RELEASE

## 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 operation<sup>1</sup>, 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 globally<sup>2</sup>.

<sup>1</sup> *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.

<sup>2</sup> Including those in the pipeline

The	Aberdeen Bahrain Bangkok Barcelona Beijing Belfast	Cambridge Cheltenham Chengdu Doha Dubai Dundee	Hanoi Harrogate Henley-on-Thames Ho Chi Minh City Istanbul Jakarta	Manila Melbourne Nanjing Newcastle New Delhi Osaka Oxford	Riyadh Seoul Shanghai Shenzhen Singapore St Andrews Su Zhou Sydney	Winchester Wuhan Wuxi York Abuja (2016) Changsha (2016) Gurgaon (2016) Stratford-upon-Avon (2016)	Hamburg (2017) Johor (2017) Kunming (2017) Lagos (2017) Nanchang (2017) Balikpapan (2018) Hefei (2018) Xiamen (2018) Yangon (2018) Tokyo (2020)
Fraser	Birmingham Brighton Brisbane Bristol Budapest	Edinburgh Frankfurt Geneva Glasgow Guangzhou	Kuala Lumpur Leeds Liverpool London Manchester	Paris Perth Poole Reading	Tunbridge Wells Wimbledon	Khobar (2017) Berlin (2017) 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 travellers<sup>3</sup>, and they are expected to increase their travel spending by 40%<sup>4</sup>. 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

<sup>3</sup> WYSE Travel Confederation’s 2016 Global Report on the Power of Youth Travel

<sup>4</sup> TripBarometer Travel Trends Study 2016 By TripAdvisor, available at:

[http://www.ipsos.fr/sites/default/files/doc\\_associe/tripbarometer\\_ipsos\\_tripadvisor\\_dec2015.pdf](http://www.ipsos.fr/sites/default/files/doc_associe/tripbarometer_ipsos_tripadvisor_dec2015.pdf)

	Aberdeen	Cambridge	Hanoi	Manila	Riyadh	Winchester	Hamburg (2017)
	Bahrain	Cheltenham	Harrogate	Melbourne	Seoul	Wuhan	Johor (2017)
	Bangkok	Chengdu	Henley-on-Thames	Nanjing	Shanghai	Wuxi	Kunming (2017)
	Barcelona	Doha	Ho Chi Minh City	Newcastle	Shenzhen	York	Lagos (2017)
<b>The</b>	Beijing	Dubai	Istanbul	New Delhi	Singapore	Abuja (2016)	Nanchang (2017)
<b>Fraser</b>	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)
<b>Collection</b>	Bristol	Glasgow	London	Poole	Tunbridge Wells	Berlin (2017)	
	Budapest	Guangzhou	Manchester	Reading	Wimbledon	Dalian (2017)	Tokyo (2020)

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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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<b>The Fraser Collection</b>							

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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](http://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](http://www.frasershospitality.com)

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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 Nandaemun, 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](http://www.frasershospitality.com)

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