

Frasers Hospitality Expands *Capri by Fraser* Brand to Meet Rising Demand from Millennial Travellers

Capri by Fraser footprint to reach a total of 19 hotel residences¹ across 16 cities by 2021



Capri by Fraser, Berlin / Germany

Singapore, 12 June 2017 – In line with the plan to meet the rising demand from millennial travellers, Frasers Hospitality, a division of Frasers Centrepoint Limited, is expanding its *Capri by Fraser* brand footprint with the opening of *Capri by Fraser Berlin*.

Capri by Fraser Berlin marks Frasers Hospitality’s seventh operating *Capri*-branded property globally and the second in Germany. Frasers Hospitality is on track to expand the brand to a total of 16 cities over the next four years. These cities include Leipzig, Shenzhen, Wuhan, Jakarta, Johor Bahru, Balikpapan, Kalkara and Gurgaon.

“We are thrilled by the positive response to the *Capri by Fraser* brand across the globe. It was created to cater to the evolving lifestyle needs of millennial travellers. Millennials are choosing

¹ Including properties under management contracts

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 Sydney Tianjin Tunbridge Wells Wimbledon Winchester	Wuhan Wuxi York Abuja (2017) Changsha (2017) Berlin (2017) Gurgaon (2017) Lagos (2017) Nanchang (2017) Brazzaville (2018) Dalian (2018)	Dammam (2018) Hamburg (2018) Johor (2018) Kohbar (2018) Leipzig (2018) Stratford-Upon-Avon (2018) Yangon (2018) Hainan (2019) Jeddah (2019) Penang (2019) Balikpapan (2020)	Putrajaya (2020) Tokyo (2020) Kalkara (2021)
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The *Capri by Fraser* brand caters to the needs of the e-generation, evident by its offerings at all hotel residences. The *Spin & Play* concept, resisting the usual expensive hotel laundry model, provides laundrettes with the latest games consoles, kickboxing and other activities for the millennial traveller. Guests have further options to de-stress at the 24-hour gymnasium or at the all-day dining restaurant, bar and deli. Meeting and conference facilities are also equipped with the latest audio-visual capabilities including interactive touch-screen panels and integrated whiteboard-projector features. Furthermore, local activities can be customised for guests seeking an authentic and unique experience.

Core to millennials and *Capri by Fraser* DNA is technology. Apart from state-of-the-art meeting and conference facilities, *Capri by Fraser* is developing a suite of technological initiatives to offer guests an unforgettable stay, where cutting-edge technology is seamlessly integrated into the travel experience at every possible touchpoint.

“The new addition in Germany follows the positive reception to *Capri by Fraser* Frankfurt, which opened in 2015. Berlin is an attractive destination for both corporate and leisure travellers, and the dynamic German city recorded more than 31 million overnight stays in 2016⁴. As Germany’s capital, Berlin benefits from the country’s strong economic growth as the fastest growing advanced economy in 2016⁵, as well as Germany’s reputation as the most attractive business location in continental Europe, with foreign direct investment (FDI) reaching USD\$31.7 billion in 2015⁶. Thus, we are confident that the selection of studio and one-bedroom fully-furnished hotel residences at *Capri by Fraser* Berlin is well-positioned to meet the demands for great value, constant connectivity and personalised service amongst today’s travellers,” Mr Choe continued.

Conveniently situated in the heart of the vibrant German capital, *Capri by Fraser* Berlin offers easy access to international organisations, cultural attractions and popular tourist destinations. Numerous public transportation links are also available in the vicinity, with the closest underground station being 4 minutes away, while the Ostbahnhof train station is 10 minutes away.

⁴ visitBerlin, “Tourism in Berlin 2016”, <http://press.visitberlin.de/en/article/info-chart-berlin-tourism-2016>

⁵ Reported by the Financial Times, “Germany ends 2016 as world’s fastest growing advanced economy” (23 Feb 2017): <https://www.ft.com/content/f3ef3ef3-8e12-3675-b995-d621f9f6114f>

⁶ United Nations Conference On Trade And Development, World Investment Report 2016, Germany Country Factsheet: http://unctad.org/sections/dite_dir/docs/wir2016/wir16_fs_de_en.pdf

	Aberdeen	Cambridge	Hanoi	Manila	Riyadh	Wuhan	Dammam (2018)	Putrajaya (2020)
	Bahrain	Cheltenham	Harrogate	Melbourne	Seoul	Wuxi	Hamburg (2018)	Tokyo (2020)
	Bangkok	Chengdu	Henley-on-Thames	Nanjing	Shanghai	York	Johor (2018)	Kalkara (2021)
The	Barcelona	Doha	Ho Chi Minh City	Newcastle	Shenzhen	Abuja (2017)	Khobar (2018)	
	Beijing	Dubai	Istanbul	New Delhi	Singapore	Changsha (2017)	Leipzig (2018)	
Fraser	Belfast	Dundee	Jakarta	Osaka	St Andrews	Berlin (2017)	Stratford-Upon-Avon (2018)	
	Birmingham	Edinburgh	Kuala Lumpur	Oxford	Sydney	Gurgaon (2017)	Yangon (2018)	
Collection	Brighton	Frankfurt	Leeds	Paris	Tanjin	Lagos (2017)	Hanan (2019)	
	Brisbane	Geneva	Liverpool	Perth	Tunbridge Wells	Nanchang (2017)	Jeddah (2019)	
	Bristol	Glasgow	London	Poole	Wimbledon	Brazzaville (2018)	Penang (2019)	
	Budapest	Guangzhou	Manchester	Reading	Winchester	Dalian (2018)	Balikpapan (2020)	

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Frasers Hospitality’s global portfolio, including those in the pipeline, stands at 148 properties¹ in more than 80 cities with over 23,600 keys worldwide.

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England's Leading Serviced Apartment Brand 2014 – 2016
by World Travel Award
Fraser's Hospitality Pte Ltd

Hungary's Leading Serviced Apartment Brand 2013 – 2016
by World Travel Award
Fraser's Hospitality Pte Ltd

Best Serviced Apartment Group
by HRM Asia Readers Choice Awards
Fraser's Hospitality Pte Ltd

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

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