

辉盛国际在中国市场实现投资组合翻倍的宏伟目标

即将开业的服务公寓标志着辉盛国际正进军新兴城市，如：大连，南昌与合肥



Modena by Fraser Changsha 长沙泊富名致服务公寓

2017年11月03日长沙 – 随着长沙泊富名致服务公寓今天正式开业，星狮地产有限公司旗下的分支机构-辉盛国际管理有限公司（以下简称：辉盛国际）将其在中国运营的物业扩大了一倍。

为了满足日益增长的中国出入境旅游的需求，辉盛国际计划在四年里开业 **14** 家物业，而拥有 **354** 个单元的长沙泊富名致服务公寓是其中之一。选址位于湖南省充满活力的省会城市-长沙具有重要的战略意义。这些新开业的酒店将进一步深化辉盛国际在深圳、上海、天津、南京、成都和武汉等新兴城市的业务，同时将集团的足迹延伸至大连、南昌和合肥等新的城市。

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“中国是我们增长最快的市场，我们很高兴未来四年内在全球第二大经济体-中国的酒店保有量将增加一倍，到 2021 年前，我们计划在 15 个城市增加至 25 个运营酒店。随着中国一线和二线城市酒店的陆续开业，辉盛国际对具有长期增长潜力的中国市场的信心将进一步增强。我们预计，中国强劲的经济增长和收入增长将更大地促进国际和国内旅游市场的发展。为了加快长期的增长势头，我们还将把战略目标瞄准至那些正成为商业和旅游重要中心的二线城市，如：大连、南昌、合肥等。”辉盛国际管理有限公司 CEO 曹炳森先生如是说。

中国的经济增长很可能会继续下去，预计在 2017 年至 2021 年期间实现平均值 6.4%。中国的经济发展提高了大批中产阶级的收入水平。根据世界银行的数据显示，中国的人均 GDP 已经从 2000 年的 959.4 美元上升到 2016 年的 8123.2 美元。随着收入水平的不断提高，中国游客，尤其是千禧一代，已经成为全球旅游行业最大的消费群体之一。

为了更好地了解中国千禧一代的消费心理，最近由辉盛国际委托完成的定制研究报告显示，93%的千禧一代期望在产品 and 体验两方面有所创新。市场调查结果表明，他们最有可能拥抱科技，快速学会使用新的产品，并拥有强大的消费能力。为了迎合这一细分市场日益增长的旅游需求，在 7 月开业的深圳凯贝丽君临海域服务公寓之前面世的长沙泊富名致服务公寓，是一个专门针对千禧一代旅行者的品牌。

“作为中国领先的酒店式服务公寓品牌，我们将继续利用尖端技术，提供个性化、差异化、难忘的旅行体验，以满足中国游客定制化的需求。通过市场调查我们发现，是否具备智能酒店服务成为影响中国 4 亿千禧一代作出酒店预订决策的主要因素。为了加强与精通科技的客人的接触，无论是线上还是线下的接触点，我们都整合了各种各样的活动，例如：电子礼宾服务，由凯贝丽酒店式服务公寓特别策划的电子旅游指南体验服务等。此外，最近我们还更新了名致服务公寓品牌，强调简单、可持续性和整体健康，为寻求隐私保护的客人提供服务。通过吸引中国游客入住我们获奖的海

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外旅游品牌，以加强我们在中国的品牌服务，这将有利于在全球范围内推广我们的品牌。”曹炳森先生补充说。

目前，辉盛国际在中国的投资组合包括发达城市和新兴城市的物业，例如位于北京、成都、广州、南京、上海、深圳、天津、无锡和武汉的酒店式服务公寓。

辉盛国际的全球投资组合，包括正在筹备中的物业，在全球 80 多个城市已达到 148 家物业，超过 23,600 把钥匙。

- 结束 -

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关于星狮地产有限公司

星狮地产有限公司（FCL）是一家经验丰富的国际房地产公司。直至 2017 年 6 月 30 日，其总资产已达到二百五十亿新币，是新加坡最顶级的房产公司之一。星狮地产涵盖三大战略性业务 - 新加坡、澳洲及酒店业，聚焦于两地的住宅区、商业区、零售及工业性产业。而旗下的酒店业资产遍布亚洲、澳洲、欧洲、中东及北非等逾 80 个城市区域，国际业务则集中在中国、欧洲及东南亚一带。

星狮地产在新加坡证券交易所有限公司（SGX-ST）主板市场成功上市，同时亦是三家在新加坡证券交易所主板上市的房地产投资信托公司——星狮地产信托、辉盛商业信托以及辉盛国际信托的基金发起人。三家信托公司分别着手于零售、办公楼、商业区、运输及工业性产业的业务发展，而在新加坡证券交易所上市的合订信托 -- 辉盛国际信托（由辉盛国际地产投资信托与辉盛国际商业信托所合并）则主攻酒店产业管理。

星狮地产以其优质的服务水平与各种最佳实践方案，加上对环境保护的致力关注与支持，荣获海内外奖项与赞誉无数。

欲了解更多关于星狮地产，欢迎浏览官网 www.fraserscentrepoin.com。

关于辉盛国际管理有限公司

作为星狮地产有限公司的分支机构，辉盛国际管理有限公司是一家全球服务公寓运营商，其拥有的金质服务公寓遍布北亚、东南亚、澳洲、欧洲及中东区域。

辉盛国际承诺，将以敏锐的洞察力与持续的创新精神，来满足并超越不断变化的顾客需求，致力提供客户宾至如归的卓越住宿体验。为配合当今商务住客及观光旅者各异的住宿喜好，辉盛国际贴心提供多种不同金质服务等级的酒店式公寓房型 -- 辉盛阁、辉盛坊、辉盛庭、融合现代设计与绿色生活的辉盛名致，以及充满设计感的辉盛凯贝丽。此外，辉盛集团同时也于英国多个主要城市，经营顶级精品式品牌酒店 -- 马梅森酒店及杜文酒店。

欲了解更多关于辉盛国际，欢迎浏览官网：www.frasershospitality.com。

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Awards & Accolades

2016/17

Best Serviced Apartments Company 2017
by Business Traveller Middle East
Fraser Hospitality Pte Ltd

Australasia's Leading Serviced Apartments Brand 2016 - 2017
by World Travel Awards
Fraser Hospitality Pte Ltd

China's Leading Serviced Apartment Brand 2013 – 2017
by World Travel Awards
Fraser Hospitality Pte Ltd

England's Leading Serviced Apartment Brand 2014 – 2017
by World Travel Awards
Fraser Hospitality Pte Ltd

Hungary's Leading Serviced Apartment Brand 2013 – 2017
by World Travel Awards
Fraser Hospitality Pte Ltd

Indonesia's Leading Serviced Apartment Brand 2017
by World Travel Awards
Fraser Hospitality Pte Ltd

South Korea's Leading Serviced Apartment Brand 2014, 2016 & 2017
by World Travel Award
Fraser Hospitality Pte Ltd

Best Serviced Residence Operator 2017
by Travel Trade Gazette (TTG)
Fraser Hospitality Pte Ltd

Best Serviced Apartment Operator of China 2017
by Golden Horse Awards
Fraser Hospitality Pte Ltd

Best Serviced Apartment Brand of China 2017
by 12th China Hotel Starlight Awards, The Centre of Asia Hotel Forum
Fraser Hospitality Pte Ltd

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**Friends of the Arts Award 2017
by Patron of The Arts Awards
Fraser's Hospitality Pte Ltd**

**Indonesia's Leading Serviced Apartment Brand 2016
by Indonesia Travel Tourism Industry
Fraser's Hospitality Pte Ltd**

**Outstanding Serviced Apartment Group 2016
by Cityweekend Luxury Homes of China Awards 2016
Fraser's Hospitality Pte Ltd**

**World's Leading Serviced Apartment Brand 2014 - 2016
by World Travel Awards
Fraser's Hospitality Pte Ltd**

**Japan's Leading Serviced Apartment Brand 2015 & 2016
by World Travel Award
Fraser's Hospitality Pte Ltd**

**Philippines' Leading Serviced Apartment Brand 2016
by World Travel Award
Fraser's Hospitality Pte Ltd**

**Singapore's Leading Serviced Apartment Brand 2016
by World Travel Award
Fraser's Hospitality Pte Ltd**

**Best Serviced Apartment Company
by Human Resource Vendors of the Year Awards 2016
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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