

PRESS RELEASE

Fraser's Hospitality Opens Luxury Serviced Apartments, Fraser Suites Akasaka in Central Tokyo

The property opens with a commitment to #FraserCares, a health and safety assurance to guests that they can book and stay with confidence



The exclusive and high-floor One Bedroom Premier apartments offer well-appointed separate living, kitchen and bathroom areas, and are further complemented with an amazing city view and much-needed privacy

Tokyo, 6 August 2020 – [Fraser's Hospitality](https://www.fraser-hotels.com), a member of Fraser's Property Group, will officially open Fraser Suites Akasaka in Tokyo on 7 August 2020, bringing the luxury of space and tranquillity to Tokyo's Central Business District.

The 22-storey, gold-standard serviced residence is strategically located near major transportation hubs, foreign embassies, the Tokyo Broadcasting System (TBS) Television and is surrounded by major local and multinational corporations. Nestled in an upscale district,

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Fraser Suites Akasaka is home to excellent restaurants that offer a myriad of food and beverage offerings.

As the third-largest economy in the world¹, Japan has always been a strategic market for Fraser's Hospitality, with Tokyo being a key gateway city for business. Despite COVID-19 leading to a temporary halt to tourism, Tokyo has consistently been the most visited city in Japan², and almost four in 10 business travellers on an average stay of more than seven days each time³.

CEO of Fraser's Hospitality, Mr Koh Teck Chuan said: "With domestic travel demand picking up, and discussions for travel bubbles underway⁴, the opening of this property in Tokyo is a harbinger for travel recovery. Over the past few months, there has been a lot of conversation about how travel will look post COVID-19, and we've used the opportunity to redefine and adopt new hospitality standards to ensure the safety and well-being of all our guests and employees."

A recent survey of Fraser World members to gauge travel sentiments post-COVID-19 found that 74 per cent of leisure travellers would prefer to stay at serviced apartments. This underscores the benefits of serviced apartments for both international and domestic travellers. Besides flexibility and privacy, serviced apartments offer amenities and modern conveniences within the comfort of their own apartment.

"With our commitment to #FraserCares underpinning everything we do, the property offers the perfect accommodation for business and leisure travellers looking to resume travel in Japan," Mr Koh Teck Chuan added.

¹ Investopedia, [The Top 20 Economies in the World](#), 18 March 2020

² <https://statistics.jnto.go.jp/en/graph/#graph--inbound--prefecture--ranking>

³ Japan Tourism Agency's "Consumption Trend Survey for Foreigners Visiting Japan". Figures from 2018.

⁴ Time Out, [Japan reveals more details of its planned travel bubble](#), 19 June 2020

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“Fraser Suites Akasaka has adopted heightened measures, including the availability of hand sanitiser in common public areas, access to masks for all guests, as well as increased cleaning and disinfection of high contact points within apartments. In addition, we are keeping pace with changes in travel advisories and amending policies accordingly, as well as extending flexibility on bookings where needed. We would like to assure guests that we are doing all we can to ensure peace of mind while continuing to provide the same quality and thoughtful service,” said Ms Huang Meilin, General Manager of Fraser Suites Akasaka.

Premier commercial and residential district

As a prime commercial and residential district, Akasaka offers a plethora of diverse cultural, shopping, dining and entertainment attractions right at its doorstep. Situated in between the Akasaka, Akasaka-mitsuke and Aoyama-itcho metro stations, guests can also easily access the fashionable neighbourhoods of Roppongi, Shibuya and Ginza. The property is in the vicinity of the Tokyo Bay Zone and old Olympic venues from 1964 in the Heritage Zone, which are popular visitor spots for tourists in the city.

Architectural blend of history, culture and art

World-renowned interior design firm, Hirsch-Bedner Associates, took inspiration from Japanese culture and the surrounding premier district of Akasaka when designing the 22-storey, 224-room, fully furnished serviced residence. Guests are greeted by an intricate traditional *Kumiko* woodworking art piece in the lobby and will be immersed in the local culture as thoughtful design elements of prints and colours inspired by traditional costumes are interspersed throughout the property. It also reflects the landscape and scenery of the beautiful four seasons, and Akasaka’s hilltop location (Akasaka means “red slope”)⁵.

⁵ More details on the interior design inspiration can be found in the property fact sheet.

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Fully furnished deluxe rooms, studios and one-bedroom apartments in Fraser Suites Akasaka, Tokyo range from a commodious 32 sqm to an extremely spacious 60 sqm, larger than the average size of accommodation in the densely populated city. Outfitted with kitchenettes, rain showers and bathtubs, and state-of-the-art home entertainment systems, the apartments are also decorated with high-quality furnishings and have large bay windows that let in natural light and offer unobstructed views of Tokyo’s city skyline, the Tokyo Skytree and Japan’s famed Mount Fuji.

The property offers a comprehensive range of business, lifestyle and wellness facilities including a 24/7 gym, a golf simulator and The Retreat, a conducive space for work and relaxation that comes with massage chairs. The property also houses a dining restaurant where residents and guests can enjoy delectable Japanese and Italian seasonal fare as well as tranquil views of an adjacent garden. Presenting a kaleidoscope of greenery, the garden showcases a variety of plants and trees which will bloom according to the four seasons.

Fraser Suites Akasaka is offering a special opening discount of up to 40% off Best Flexible Rate, which also include late check-out and an exclusive welcome hamper. The ongoing promotion is valid for stays up to and including 30th September 2020.

Fraser's Hospitality's entry into Tokyo comes after the opening of Fraser Suites Hamburg in Europe last year. The new opening brings the hospitality provider's portfolio to more than 140 properties in over 70 cities globally. Fraser's Hospitality also operates Fraser Residence Nankai Osaka, its first serviced residence in Japan.

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<Fraser Suites Akasaka, Tokyo is located in the upscale commercial and residential district of Akasaka>

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<The One Bedroom apartment oversees the skyline of Tokyo>



<The Retreat is a space for relaxation with massage chairs and gentle lighting>

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About Frasers Property Limited

Frasers Property Limited (“Frasers Property” and together with its subsidiaries, the “Frasers Property Group” or the “Group”), is a multi-national owner-operator-developer of real estate products and services across the property value chain. Listed on the Main Board of the Singapore Exchange Securities Trading Limited (“SGX-ST”) and headquartered in Singapore, the Group has total assets of approximately S\$38.7 billion as at 31 March 2020.

Frasers Property's multi-national businesses operate across five asset classes, namely, residential, retail, commercial & business parks, industrial & logistics as well as hospitality. The Group has businesses in Southeast Asia, Australia, Europe and China, and its well-established hospitality business owns and/or operates serviced apartments and hotels in over 70 cities across Asia, Australia, Europe, the Middle East and Africa.

Frasers Property is also the sponsor of two real estate investment trusts (“REITs”) and one stapled trust listed on the SGX-ST. Frasers Centrepont Trust and Frasers Logistics & Commercial Trust are focused on retail, and industrial & commercial 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. In addition, the Group has two REITs listed on the Stock Exchange of Thailand. Frasers Property (Thailand) Public Company Limited is the sponsor of Frasers Property Thailand Industrial Freehold & Leasehold REIT, which is focused on industrial & logistics properties in Thailand, and Golden Land Property Development Public Company Limited is the sponsor of Golden Ventures Leasehold Real Estate Investment Trust, which is focused on commercial properties.

The Group is unified by its commitment to deliver enriching and memorable experiences to customers and stakeholders, leveraging its people, knowledge and capabilities from across markets to deliver value in its multiple asset classes

For more information on Frasers Property, please visit frasersproperty.com.

About Frasers Hospitality

Frasers Hospitality, a member of Frasers Property Group, celebrates 22 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 140 properties in over 70 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.

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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.

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

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