

FOR IMMEDIATE RELEASE

Far East Hospitality To Grow Oasia Brand Locally and Abroad

New ventures in Singapore and Malaysia to meet growing demand from travellers

[Singapore] 22 October, 2015 – Far East Hospitality, the hospitality management arm of the listed Far East Orchard Limited and Singapore’s largest operator of hotels and serviced residences, today unveiled exciting growth plans for the portfolio as it prepares to expand the Oasia brand locally and abroad. Three strategically located hotels and serviced residences will open in Singapore and Malaysia next year – adding over 700 rooms to the growing portfolio.

Making the announcement at the 2015 ITB Asia Conference held at Marina Bay Sands, Mr Arthur Kiong, Chief Executive Officer of Far East Hospitality (FEH) says, “The expansion strategy for Oasia comes at an opportune time. As the region continues to mature¹ and attract a strong stream of international arrivals², we believe we can replicate the success of Oasia Hotel Novena – formerly known as Oasia Hotel Singapore – by bringing Oasia to other key gateway cities in the region, kicking off with Kuala Lumpur in the first quarter of 2016.”

In recent years, Oasia has established itself as not only one of the most well-received hotel under FEH’s diverse portfolio belt, but it has also tracked strong growth in Singapore. The hotel’s popularity was affirmed by hotel guests when it was awarded the TripAdvisor Certificate of Excellence earlier this year for the fourth consecutive year³.

“According to IPSOS’s Asean Pulse report⁴, there is a rising focus on health and well-being globally and in the region. With Oasia’s clear emphasis in providing guests a suite of wellness offerings, the brand has resonated strongly with both our business and leisure guests,” adds Mr Kiong.

For the brand’s first foray outside of Singapore, the 247-apartment Oasia Suites Kuala Lumpur will be making its debut in Malaysia in the first quarter of 2016. Situated in the heart of Kuala Lumpur’s city centre and adjacent to Bukit Nanas, the only surviving tropical rainforest in Kuala Lumpur, Oasia Suites Kuala Lumpur will offer guests a retreat within the city and views of the sprawling greenery next door.

Oasia Hotel Downtown will also be making its entrance in Singapore come the second quarter of 2016 when it opens its doors at 100 Peck Seah Street, a short distance from the Central Business District of Tanjong Pagar. Set against an urban landscape of concrete, steel and glass, the hotel will house over 300 rooms within the uniquely-designed façade that is enveloped by a lush green vertical garden.

In the West Coast region of Singapore, Oasia Residence will open in the last quarter of 2016. Integrated into the Seahill residential development, the 140-unit Oasia Residence will offer full service apartments and facilities such as a swimming pool, gymnasium and a tennis court for guests to enjoy.

HOTELS:

The Quincy Hotel • Oasia Hotel Novena, Singapore • Rendezvous Hotel Singapore
Village Hotel Albert Court • Village Hotel Bugis • Village Hotel Changi
Village Hotel Katong • AMOY • Orchard Parade Hotel • The Elizabeth Hotel

SERVICED RESIDENCES:

Orchard Scotts Residences • Orchard Parksuites • Regency House • Far East Plaza Residences
Village Residence Clarke Quay • Village Residence Robertson Quay
Village Residence Hougang • Village Residence West Coast • Sri Tiara Residences (Kuala Lumpur)

“Today’s announcement for Oasia is an extension of our commitment to furthering our unique brand of Singapore-style hospitality and offering guests a wide range of choices in accordance to their travel needs and styles. We firmly believe that by expanding the Oasia brand locally and abroad, Far East Hospitality will be better placed to continue meeting the needs and demands from the growing pool of middle-class travellers,” says Mr Kiong.

The Oasia brand, launched in 2011, is developed around the values of thoughtfulness and care. This has been translated across all facets of the property from its hotel and room design, through to its service and guest experience. The brand aims to create a personal oasis of calm in the hectic city for its guests, and reflect FEH’s unique Singapore-inspired hospitality.

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Note to Editor:

1 OECD Publishing – “The Emerging Middle Class in Developing Countries”, Development Centre Working Papers, No 295. By Kharas, Homi (2010) and The United Nations World Tourism Organisation: “Travelling Middle Class in Asia to Reach 3.4 Billion by 2033” reported that over the next two decades, the Asian middle class looks to grow almost five-fold, representing over 3.4 billion people by 2033. Asia as a region will continue to lead the world, not only as the fastest growing middle class population, but also the fastest-growing travel region in terms of expenditure. In 2012 alone, the five Southeast Asian nations – Indonesia, Malaysia, Singapore, Thailand and Vietnam – accounted for nearly US\$47 billion in international tourism expenditure, and that number is expected to grow.

2 The UNWTO World Tourism Barometer published in July 2015 found that international tourism demand continued to be robust between January and April 2015 with tourist arrivals increasing 4% worldwide. International tourist arrivals to Asia Pacific rose 5% over the first eight months of 2015 (compared to Jan-Aug 2014).

3 The TripAdvisor Certificate of Excellence Award lauds excellence in service and hospitality and is given to only around ten per cent of businesses listed on the TripAdvisor website that consistently achieve great traveller reviews. To qualify for the award, a business must maintain an overall TripAdvisor bubble rating of at least four out of five, have a minimum number of reviews, and must have been listed on TripAdvisor for at least 12 months.

4 IPSOS’s Asean Pulse report “Bringing you the ASEAN way” found that as the world is seeing growth in importance of health and wellness, ASEAN nations are also seeing the same growth trends. People are starting to focus more on health and prevention rather than waiting until they get sick to treat the symptoms later. Additionally, the Nielson’s Global Health & Wellness Survey conducted in 2014 found that there is a heightened global awareness for health and wellness. The survey also found that among developing countries, there is also a willingness to pay a premium for health benefits and the health categories are also seeing the strongest growth.

About Far East Hospitality

Far East Hospitality Holdings Pte Ltd (Far East Hospitality) is a regional hospitality owner and operator with a diverse portfolio of nine unique and complementary brands of hotels, serviced residences and apartment hotels, including Adina Apartment Hotels, Medina Serviced Apartments, The Marque Hotels, Oasia Hotels, The Quincy Hotel, Rendezvous Hotels, Travelodge Hotels, Vibe Hotels and Village Hotels & Residences.

Far East Hospitality owns more than 10 hotels and operates a combined portfolio of more than 13,000 rooms under its management across close to 90 hotels and serviced residences in seven countries – Australia, Denmark, Germany, Hungary, Malaysia, New Zealand and Singapore, with more in its development pipeline.

Far East Hospitality is a 70-30 joint venture formed in 2013 between Far East Orchard Limited (a listed company under Far East Organization) and The Straits Trading Company Limited. In the same year, Far East Hospitality, through its wholly-owned subsidiary Far East Hospitality Investments (Australia) Pte Ltd, completed a 50-50 joint venture with Australia’s Toga Group.

For more information, visit www.stayfareast.com.

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For media enquiries, please contact:

Christina Tan
Far East Hospitality Management
christinatan@fareast.com.sg
D + 65 6830 6657
M + 65 9671 0128

Veralyne Tan
MSLGROUP in Singapore
veralyne.tan@mslgroup.com
D + 65 6327 0262
M + 65 9173 8939

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