



FOR IMMEDIATE RELEASE

Furama Unveils Rebranded FuramaXclusive Ocean Beach, Seminyak, Bali *Singapore-based hotel management group completes beachfront resort rebranding and continues expansion in Asia Pacific with third property in Bali, Indonesia*

Bali, Indonesia, 1 December 2014 – Furama Hotels International Management (FHI) completes rebranding of **FuramaXclusive Ocean Beach, Seminyak, Bali**. Formerly known as O-CE-N Bali, FHI has taken over the hotel management and rebranded the popular beachfront property. The hotel management group continues its ongoing improvements to enhance the guest experience.

Strategically located between Legian and Seminyak, FuramaXclusive Ocean Beach is the largest all-suite resort in this prime area with direct beachfront access. The property features 115 stylish and spacious rooms including studios, two-bedroom suites and three-bedroom penthouses ideal for those who want it all – space, comfort and incredible location. Designed with contemporary elements of the beach and ocean, all rooms include living areas, well-appointed bathrooms and full kitchenettes for suites. Guests enjoy modern amenities and facilities with swimming pool, whirlpool tubs, a full-service day spa and F&B establishments featuring Mediterranean, Asian and European cuisine – casual all-day beachside bistro The Deck Café, cocktails and tapas bar The Deck Bar & Lounge, fine-dining beachfront restaurant The Deck Seafood Grill and specialty takeaway The Deck Fish & Chips Shop.

Following the rebranding, FHI has launched [One Island, Two Vacations](#) – for couples and families to enjoy two different experiences in a single holiday. Guests may first visit the Legian/Seminyak beachfront resort for a thriving surfing, beach and nightlife scene, with cosmopolitan dining offerings. Thereafter, they may retreat to **Furama Villas and Spa**, located within the tranquil padi fields, immerse in the unique village culture, and explore the world-renown arts centre of Ubud. The Bali twin resorts package comes with the convenience of transfer to/from the airport and between the resorts, as well as various in-resort activities including spa treatments, cooking classes, in-villa BBQ private dinners, yoga, cycling, island tours and many more.

Welly Jamin, Vice President of Operations for FHI, shares: “As a beachfront property, FuramaXclusive Ocean Beach, Seminyak, Bali, will offer our guests more variety of accommodation, in addition to the two existing villa resorts in Ubud. With One Island, Two Vacations, we hope to give our guests a more well-rounded experience of the beautiful island of Bali. While Furama is already one of the biggest hospitality management companies in Singapore with more than 60 Furama, FuramaXclusive and FX hotels spread out over the key cities in the





Asia Pacific region, feedback from our frequent guests in the FURAMA *first* membership loyalty programme indicates that they appreciate and value our increasing presence and network. As such, we continue to grow our portfolio, so as to offer more accommodation options for our loyal guests while enhancing their stay experience with continued improvements.”

About Furama Hotels International

Furama Hotels International (FHI), a Singapore-based hotel management company, is committed to providing excellent accommodation choices in the Asia Pacific region (Australia, China, Indonesia, Malaysia, Singapore, Taiwan and Thailand). As one of the largest global hotel chains situated in Singapore, FHI manages more than 60 hotels, villas and resorts, availing over 7500 rooms with an increasing inventory, as the company continues to expand. FHI is committed to promoting memorable guest experiences through personal service, thoughtful gestures and designs, with the guest as the priority at all times.

The three brands under FHI include [Furama](#) – four-star premier business hotels; [FuramaXclusive](#) – contemporary boutique hotels, villas and resorts; and [FX Hotels](#) – essential service hotels. For more information about FHI and the full range of services, please visit www.furama.com.

Awards & Accolades

- TTG Best Mid-Range Award, Asia Pacific – Furama RiverFront, Singapore
- BCA Green Mark Platinum Award – Furama City Centre & Furama RiverFront, Singapore
- Tri Hita Karana Tourism Award Gold Medal – Furama Villas & Spa Ubud, Bali
- Best Quality Services of the Year World Gold Winner – FuramaXclusive Villas & Spa Ubud, Bali
- Golden Horse Award (Most Potential Hotel Group China) – FX Hotels
- Asia Hotel Awards (Most Progressive Boutique Group of the Year) – FX Hotels

For a comprehensive list, please visit www.furama.com/awards.

About FURAMA *first*

FURAMA *first* membership loyalty programme offers Furama guests exclusive privileges such as discounted online room rates, late check-out, dedicated check-in, complimentary upgrades, rewards and bonus offers amongst other benefits in all Furama and FuramaXclusive hotels.

For more information, please visit www.furama.com/furamafirst.

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