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Furama Introduces FuramaXclusive Ocean Beach, Seminyak, Bali

Singapore-based hotel and resort management group expands portfolio in Asia Pacific with third property in Bali, Indonesia

Bali, Indonesia, 1 October 2014 – Furama Hotels International Management (FHI) today announced the latest addition to its hotel portfolio with **FuramaXclusive Ocean Beach, Seminyak, Bali, Indonesia**. Formerly known as O-CE-N Bali, FHI has begun its takeover process, and is expected to officially rebrand the property on 1 December 2014.

Strategically located at the intersection of 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 ranging from a couple-friendly studio, to a family-oriented two-bedroom suite and a three-bedroom penthouse ideal for large groups of friends or corporate retreats. Designed with contemporary elements of the beach and ocean, all rooms include living areas, well-appointed bathrooms, full kitchenettes for suites, and choice of courtyard, pool or ocean views. Guests enjoy modern amenities and facilities with swimming pool, whirlpool tubs, a full-service day spa and F&B establishments – The Deck Fine-Dining Restaurant, Bistro, Lounge Bar and Fish & Chips Shop. The leadership team at FuramaXclusive Ocean Beach is helmed by Resort Manager, Ms Jennifer Suryadi.

Besides FuramaXclusive Ocean Beach, FHI also manages the Furama Villas and Spa and FuramaXclusive Villas and Spa in Ubud, Bali. Following the completion of the rebranding in Q4 2014, FHI will launch a twin resorts concept for its three properties in Bali. Guests will have the option of first enjoying the Legian/Seminyak beachfront resort for a thriving beach and nightlife scene, as well as its cosmopolitan dining and retail offerings. Thereafter, they can retreat to either of the two properties nestled amongst the padi fields to experience the unique village culture, and explore the world-renown arts centre of Ubud. The twin resorts package comes with the convenience of transfer to/from the airport and between the resorts.

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. 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 **FURAMAfirst** membership loyalty programme indicates that they





appreciate and value our increasing presence and network. As such, we intend to continue growing our portfolio, so as to offer more accommodation options for our loyal guests.”

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
- Asia Hotel Awards (Most Progressive Boutique Group of the Year) – FX

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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