



FOR IMMEDIATE RELEASE

Furama RiverFront and Furama City Centre Invite Guests to #exploreFurama

Furama Singapore properties Introduce New Service Initiatives Targeted at Savvy Independent Travellers

SINGAPORE, 3 April 2017 – **Furama Hotels International** today announced the launch of its new service initiative spearheaded by its two properties in Singapore. To be rolled out at its flagship property, **Furama RiverFront**, and also at **Furama City Centre**, the brand will offer visitors travelling for both business and leisure with convenient, spacious accommodations and a selected range of value-added **#exploreFurama** amenities or activities to enjoy during their stay.

Redefining the 4-star hotel experience, **#exploreFurama** is an exclusive one-of-a-kind programming that features free heritage tours in either Tiong Bahru or Chinatown, complimentary use of bicycles around the city, art and craft workshops, and also free walking or running activities in a scenic three-, five- and 10-kilometre route through the city. Guests are encouraged to go off the beaten path and discover fresh experiences in the city with **#exploreFurama** maps, specially designed and created by the brand, that feature popular attractions along Tiong Bahru, Chinatown and also the Robertson Quay area.

Exchange the treadmill for a self-guided jog or a refreshing walk with our custom **#exploreFurama maps**. With these pocket-sized maps, guests can choose to combine their workout routines with inspiring local scenery around Furama RiverFront Singapore or Furama City Centre.

EXPERIENCE COMPLIMENTARY HERITAGE TOURS

One of the best ways to explore every corner of Singapore's island-state is by foot. Experience this with a complimentary walking tour of heritage-rich Chinatown. Partnering **Singapore Footprints**, an energetic group of young guides from the Nanyang Technological University (NTU Singapore) Tourism & Hospitality Club, Furama City Centre staff members will join guests in the **Singapore Footprints** guided tour of Chinatown that will take visitors through attractions with stories of Singapore's pioneers.

Some of the highlights of the tour include a tour of shops selling paper cars, houses, handphones, and even lingerie - all used in ancient Chinese funeral ritual; visitors can also expect to be introduced to the Yins and Yangs of Chinese traditional medicine; buy wooden red clogs and many other souvenirs. Other highlights of the tour include a visit to Thien Hock Kheng, the oldest Hokkien-Chinese temple in Singapore (winner of UNESCO Asia-Pacific Heritage 2001 Awards for Culture Heritage Conservation Building); beautifully conserved shophouses; quaint Chinese trades stores; Ann Siang Hill, one-time plantation and playground of the rich and influential.

Guests may also choose to explore Chinatown or Tiong Bahru on their own with our **#exploreFurama** maps of the Chinatown area or Tiong Bahru area.

The **#exploreFurama Chinatown map** showcasing must-sees in the area including the Masjid Jamae, the Sri Mariamman Temple, Chinatown Food Street, Buddha Tooth Relic Temple & Museum, Tong Heng Pastries, Al-Abrar Mosque, Thian Hock Heng Temple and Ann Siang Hill Park. The **#exploreFurama Tiong Bahru map** features highlights of the Tiong Bahru area including the Tiong Bahru Market, its famous Bird Corner, the Seng Poh Garden and Dancing Girl Sculpture, The Horse-Shoe Block and Air Raid Shelter, the Tiong Bahru Community Centre, Aeroplane Flats and the Qi Tian Gong Temple.



EXPERIENCE OUR GUIDED GROUP RUNS

In addition, runners of all levels are welcome to join group runs led by Furama City Centre's Front Desk or choose to grab a #exploreFurama map and head out on their own. As part of the guided group runs/ walks, Furama City Centre will also introduce walks/ hikes for guests keen to explore the unbeaten paths at the city including Fort Canning Park, Gardens by the Bay and Southern Ridges.

EXPERIENCE OUR COMPLIMENTARY BICYCLES AND CYCLING TOURS

At Furama RiverFront, guests can take leisure jogs to revitalise their muscles or choose to cycle around the scenic Robertson Quay area. With the popularity of both guided and self-guided bicycle tours growing increasingly, Furama RiverFront offers complimentary bicycles to guests who prefer a first-hand immersive experience of the destination: sights, sounds and smells. Cycling is a good option for independent travellers who prefer to savour less commercially available tourist spots; and also offers an option for travellers who wish to uncover hidden gems like street art, local culture and street food in neighbouring resident neighbourhoods.

In addition, cyclists of all levels are welcome to join in our weekly guided cycling tours led by Furama RiverFront, perfect for guests keen to explore the unbeaten paths in the city. The exploratory group rides led by a Furama staff member will take on a leisure pace, and will visit various places of interest including Robertson Quay, Clarke Quay and Chinatown. Guests can also choose to follow the cycling route feature in the #exploreFurama Alexandra PCN map to experience the area on their own.

EXPERIENCE OUR COMPLIMENTARY CRAFT & SKILL WORKSHOPS

Want to carve a dessert spoon or pipe frosting on a cupcake? Our complimentary craft workshops will provide guests who are interested in unique indoor experiences. Activities such as a coffee brewing class with a professional barista, showmanship cooking class and a table manners class from one of our experienced Food & Beverage professionals, or even fruit carving and cupcake decorating demonstrations by our skilled Chefs. The hotels will also be offering printable colouring activity sheets for targeted at children. These workshops will be a great way to relieve stress through creative thinking.

"Staff are committed to creating unforgettable stays for each of our guests, and with the timely introduction of these #exploreFurama initiatives, we hope to reach out to millennials who are travellers focused on quality and experience. The millennial demographic interacts extensively with technology and their shopping and spending preferences are skewed towards personalised goods and services. Arming guests with these maps of key areas around our two properties allow visitors a much more immersive travel experience. We hope the introduction of these new offerings will showcase the brand's intention to create more engaging service extensions," said Ms. Chan Bee Hong, General Manager, Furama RiverFront.

"Guests today expect more than just a comfortable bed, a good shower and a hearty breakfast. The Internet has made everything more accessible. With our #exploreFurama service extensions, we hope to reach out to a growing group of guests who demand customised and unique experiences. By offering these complimentary group runs and workshops, our hotel staff can keep fit while expanding their creativity," said Mr. Jovian Hun, Hotel Manager, Furama City Centre.

"As we continue to grow our footprint around the world, we are proud to introduce this new service initiation that reinforces our commitment to expanding the Furama brand in key gateway cities and downtown locations and delivering exceptional experiences for our guests," said Mr Eugene Low, Director Brand Marketing, Furama Hotels International.



###

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 business hotels; FuramaXclusive – luxurious boutique hotels, villas and resorts; and FX Hotels - essential service boutique hotels. For more information about FHI and the full range of services, please visit www.furama.com.

About Furama RiverFront

Furama RiverFront, an award winning 4-star premier business hotel, has snapped the Best Mid-Range Hotel, Asia Pacific in the TTG Awards for five consecutive years from 2009 to 2013. The flagship hotel features 615 well-appointed rooms with modern amenities, two restaurants, a lobby lounge, an executive lounge, 13 ballrooms and function rooms. Leisure facilities include an outdoor swimming pool with jacuzzi and a fitness centre. Strategically located at the fringe of the Central Business District, between Chinatown and Orchard Road, commuting to and from the hotel is a breeze.

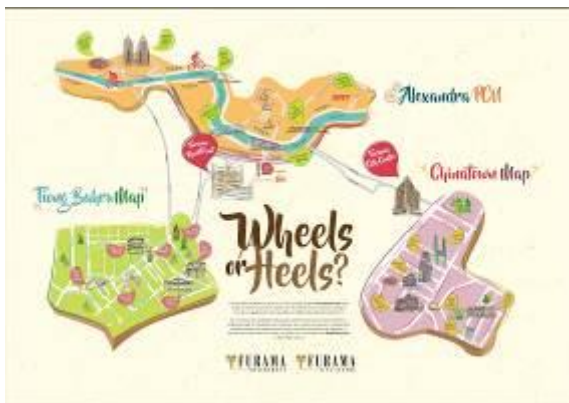
About Furama City Centre

Furama City Centre lies in the heart of vibrant Chinatown, with a rich culture and long-standing history. Just within the vicinity, attractions, wide spectrum of dining options, entertainment and shopping are easily accessible on foot or by public transport. With the freshly refurbished lobby completed in early 2017, the four-star property is now brightly filled with vibrant colours, projecting a modern hotel in the middle of a bustling area in Singapore. The exquisite, 445-room hotel caters to leisure and business travellers, offering them the warmth and comfort in a relaxed and cosy environment. Furama City Centre is committed to creating memorable guests experience with the recent introduction of a series of initiatives and exceptional customer service.

###

Images:

Complimentary #exploreFurama Maps



Complimentary Bicycles at Furama RiverFront Singapore



Complimentary Heritage Tour in Chinatown



###