

YOU'D BE SURPRISED
WHAT CAN DEVELOP FROM
A LITTLE RED ●



THE WORLD'S BEST AIRPORT. THE MOST COMPETITIVE ECONOMY.

And absolutely astounding rankings across the region for highest quality of living, most open economy, lowest taxes, and best healthcare, education, public transportation and personal safety.

These are the laurels not of some sophisticated Western country, but the tiny island nation of Singapore.

Who would have thought a little speck on a map with a history as short as the country is small, could earn these accolades on the global stage? And why do we think we can offer the same kind of track record when we operate a hotel for you?



A BRAND OF HOSPITALITY INSPIRED BY SINGAPORE ITSELF

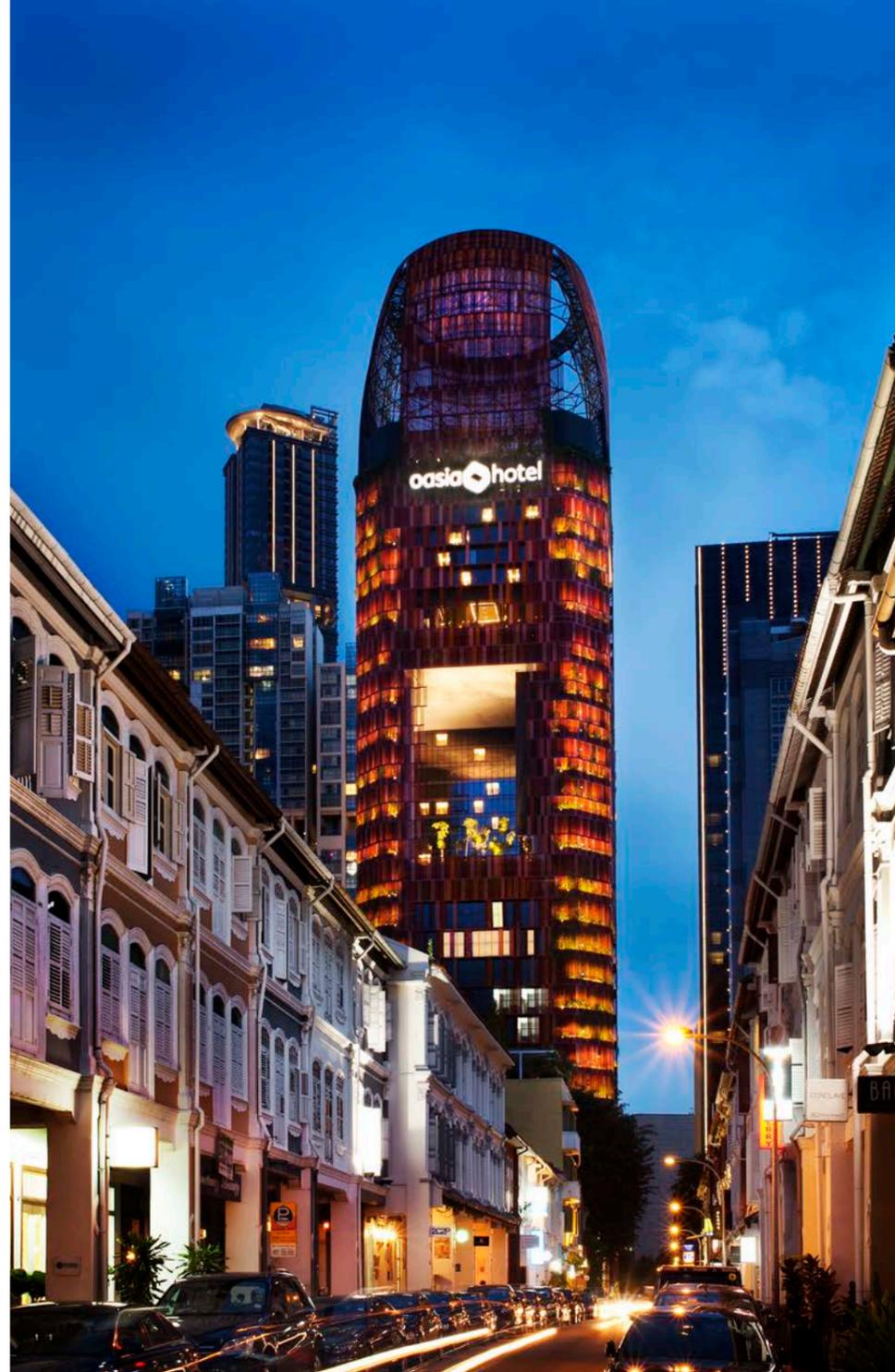
Singapore's success was built on the back of a beautiful constraint.

With no land, natural resources or hinterland to fall back on, our founding fathers were forced to take a very pragmatic approach to running the country, transforming it with tenacity and intensity into a desirable place to live, work, play and do business in.

Far East Hospitality has adopted those principles to great effect.

We are pragmatic in our approach, transparent in our dealings, and prudent in our financial controls. We are collaborative in our partnerships, working tenaciously to gain a deep understanding of our partners' goals, so that we can deliver a shared success. And we are relentless about innovation, constantly forming and refreshing our point of view on the future (especially in a post-COVID world) so that we can help you be ahead of the game.

These are the hallmarks of a home-grown yet world-class brand of hospitality.





AN OPERATOR WITH A DEVELOPER'S SENSIBILITY

Any student of geopolitics will know that Singapore has no right to enjoy the success it does. It is too small in every regard.

Yet it has always punched above its weight because our leaders have instinctively understood the power of partnerships, and forged relationships that recognise the value each partner brings to the table.

We share the same convictions.

We know a good developer brings many assets to the table: Local knowledge and market insight, a good track record, solid financial standing and a strong bias to action. A good operator, on the other hand, knows how to deliver exceptional experiences and operational excellence.

So we poke, prod and pinch every hotel layout to ensure that excesses are minimised, efficiencies are maximised, and the overall floorplate is optimised. We then market your hotel with passion and purpose. Instead of the traditional star-rating system, we carefully position our hotels to deliver what different consumer segments look for, what truly turns their crank. We consistently project those brand positions so that our guests know what they're in for when they choose a particular hotel. And we 'activate' the precinct around each hotel to curate these exceptional experiences.

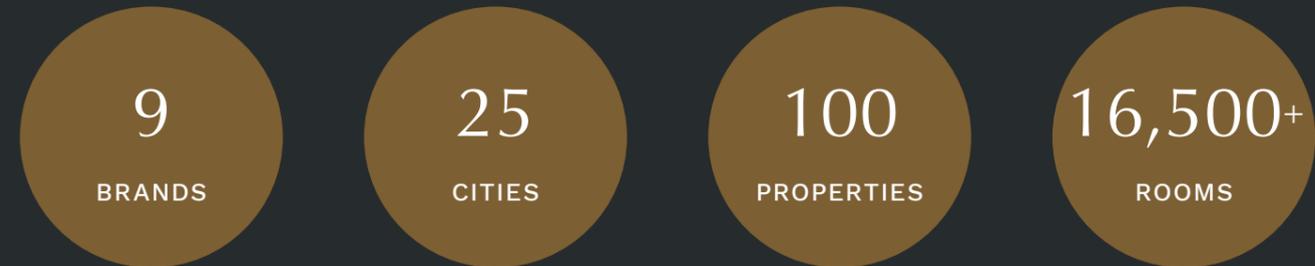
Sensitive segmentation, purposeful positioning, and awe-inspiring activation. Making the most of what we have. This is the essence of Singapore-inspired hospitality.

A LITTLE RED DOT THAT'S TRaversED THE WORLD

Far East Hospitality was first established in the mid-2000s as a dedicated business division under Far East Organisation (Singapore's largest private property developer) to focus on the management of FEO's fast-expanding hospitality portfolio. Backed by more than 50 years of real estate development and management expertise with a track record in hospitality asset enhancements and operations, Far East Hospitality carved a strong presence in Singapore in the mid-tier to upscale hospitality sectors. Its unique style of pragmatic hospitality offers guests fuss-free, authentic, local experiences.

Today we are a regional hospitality owner and operator with a diverse portfolio of nine unique brands of hotels, serviced residences and apartment hotels in eight countries around the world – Australia, Denmark, Germany, Hungary, Japan, Malaysia, New Zealand and Singapore – with more in our development pipeline.

Toga Far East Hotels, our joint venture in Australia, is a leading hotel operator across Australia, New Zealand and Europe managing over 70 strategically located hotels within this portfolio.



Note: Information accurate as of 31 December 2020

AMOY

1 OUR BRAND STORY



The **AMOY** is a boutique hotel located within the Far East Square conservation development that celebrates the pioneering spirit of Singapore's early Chinese immigrants.



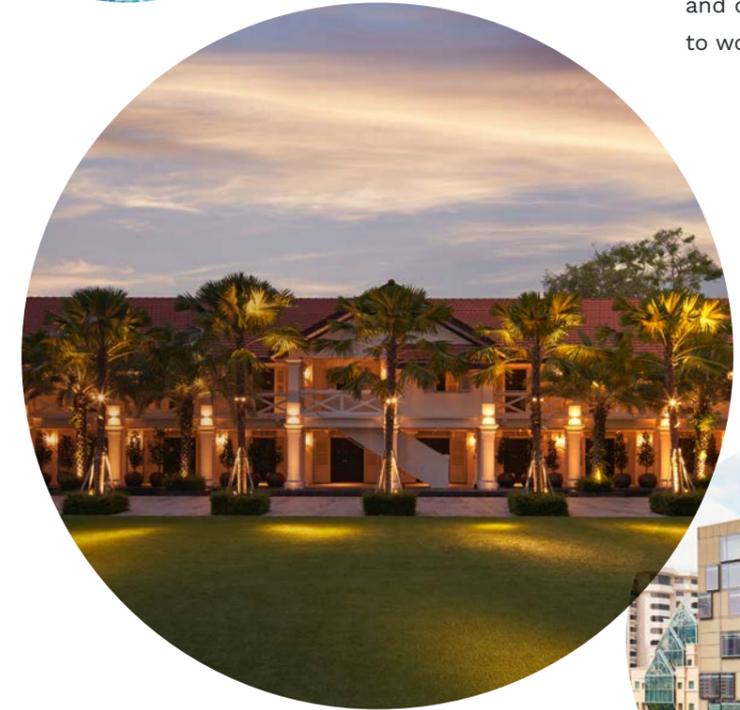
OUR HOTELS ARE LIKE NO OTHER



Within every property resides a story waiting to be told. At Far East Hospitality, we've built a business from finding it, and telling it.

We take a unique approach to positioning our hotels, and building a distinctive brand narrative around each of them.

We work hard to study the market, appreciate the location, and understand your hopes and dreams. Because the best way to get us to work together, is to set you apart.





OUR
GUESTS
ARE LIKE
EACH
OTHER



A strong brand knows its customers. Far East Hospitality understands this intimately. Our diverse brands aren't organised around the traditional star rating system, but carefully positioned to deliver what today's consumers look for in a travel experience.

Consumers today are more mindful, have new priorities, and more realistic expectations. They know what they're paying for, and desire value for money. We craft brands that give them that, then surprise them with little touches that top their expectations. So our guests always find themselves in the company of like-minded, satisfied travellers.





OUR VALUES BRING US FURTHER



Comfort without excess.
Aesthetics without ostentation.
Attention without pretension.
Relevance with elegance.

These are the hallmarks of a brand that's comfortable in its own skin. What you see, is what you get. Earnest, attentive, transparent. A bit like Singapore itself.

We call it 'Singapore-inspired hospitality'. Our guests call it great value.



THE
BARRACKS
HOTEL



2 OUR OFFERINGS



Housed in a striking conservation building on Idyllic Sentosa island, **The Barracks Hotel** is an exclusive heritage hideaway, transporting guests to a cherished time of romance and charm.

PARTNERSHIP MODELS & END-TO-END SOLUTIONS

We offer three partnership models:

- Management
- Franchise
- Shared services

Our project type capabilities cover:

- New build
- Conversion

Our heritage as part of Far East Organisation gives us the competence and credibility to offer a suite of end-to-end solutions to an owner-developer. Depending on your need, you can commission Far East Hospitality to support you in:

- Development management assistance
- Project management assistance
- Project-specific design provision
- Design & technical assistance
- FF&E procurement assistance
- MEP, wayfinding, landscaping, OS&E specifications
- Asset management
- Refurbishment & capital planning
- Financial projection



PRE-OPENING SERVICES

The Far East Hospitality team has the experience and expertise to offer a seamless transition from development to hotel opening. Pre-opening preparation typically begins at least a year in advance of launch; we can assist with:

- Pre-opening budget
- Assembly of a management team
- Staff recruitment, training & induction
- Marketing & public relations, advertising & promotion planning
- Soft opening
- Official launch





SALES & MARKETING

Far East Hospitality is particularly strong in the engine of business growth. Our heritage and track record place us in a good position to offer you:

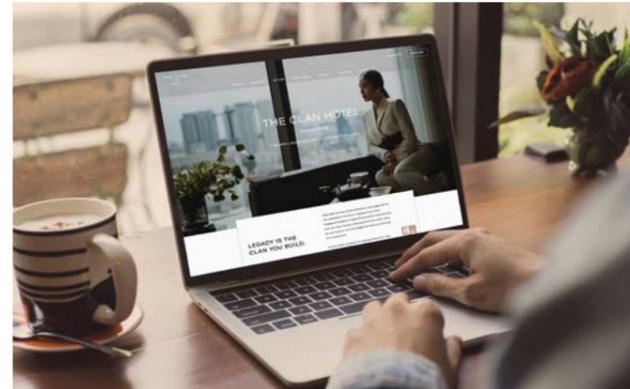
- Demand segment expertise (group & individual; leisure, corporate & wholesale)
- Business analytics capabilities & digital marketing assets
- Sales representation in Singapore as a strategic location from which to support your regional sales function
- An international marketing network in key regions
- A bookers' loyalty programme and qualified database
- Centralised marketing capabilities with in-house expertise
- Specialised meeting, incentive, conference and event marketing teams



HOTEL OPERATIONS, DISTRIBUTION SYSTEMS & CHANNELS

Our team of in-house experts can help owner-developers manage electronic distribution channels with the best practices and tested solutions:

- Hotel website design
- Search engine optimisation (SEO) & search engine marketing (SEM)
- Re-targeting & re-marketing
- Social media marketing (SMM)
- Customer relationship management (CRM)
- Centralised Support: Reservations, mobile booking engine, revenue management, sales network, marketing tools, distribution channels
- Operations Support: Procurement, finance, human capital development, guest experience management





THE
OUTPOST
HOTEL

3

WHAT MAKES OUR
BRANDS DIFFERENT?



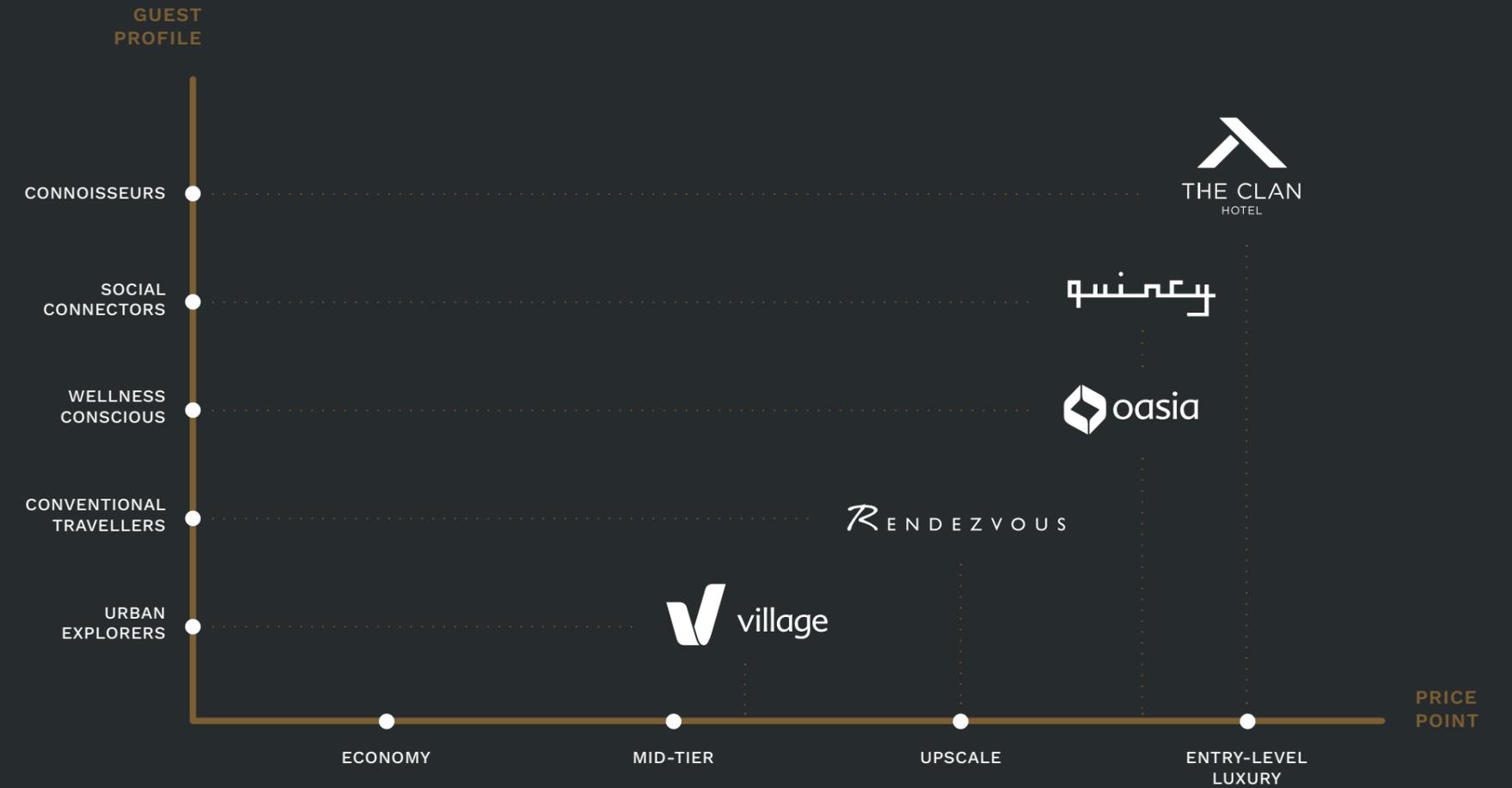
Set on a hilltop overlooking the beautiful Singapore Strait, **The Outpost Hotel** on Sentosa is a romantic island getaway for adventurers in search of an unforgettable holiday experience.

BETTER SEGMENTATION, BETTER SATISFACTION

Far East Hospitality's portfolio of unique and complementary brands presents opportunities for cross-selling initiatives across the different brands and geographic markets, offering guests a great diversity of choices and locations. We target the various niches within the mid-tier to upscale market spectrum by addressing different customer profiles.



BRAND MAP





The **Oasia** brand by Far East Hospitality epitomises a restorative respite in the city that inspires and empowers guests to journey well:

Guests can *Refresh* themselves by resting in a comfortable and rejuvenating environment; they can *Refuel* by partaking of nourishing meals; and they can *Recharge* by indulging in one of the many opportunities to unwind and invigorate the mind and body.

Reflecting the best of Singapore-inspired hospitality, Oasia is elegant and calm, yet empowering. Conceived with the wellness of guests in mind, the restful ambience is complemented by thoughtful, subtle yet attentive hospitality that soothes all the senses.

Oasia is the destination of choice for astute business and leisure travellers who seek wellness within the comfort and familiarity of a city.



Journey Well

DESIGN PERSPECTIVE

Minimalist but functional with the use of natural elements e.g. stone, wood

VISION

To be the destination of choice for the wellness-conscious traveller

POSITIONING

The restorative respite in the city

BRAND PILLARS

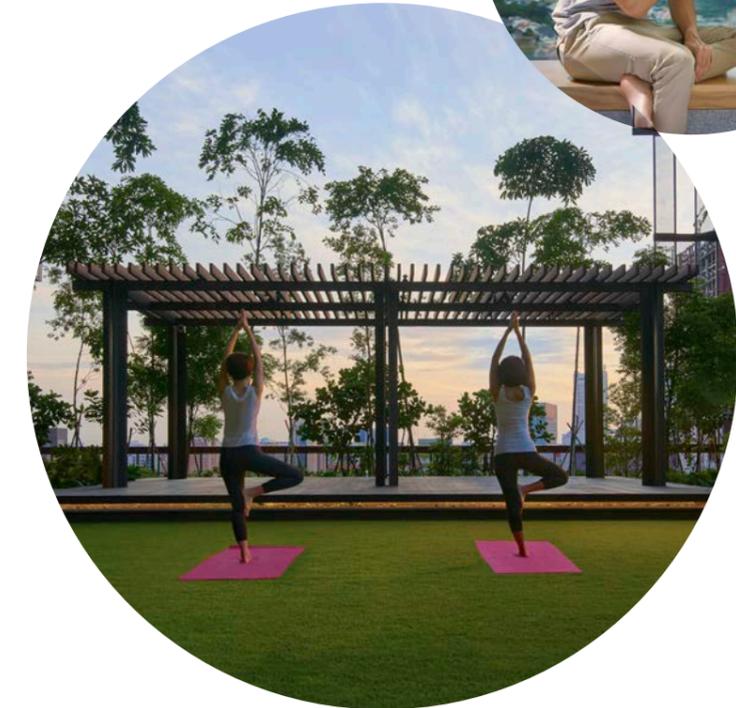
Refresh
Refuel
Recharge

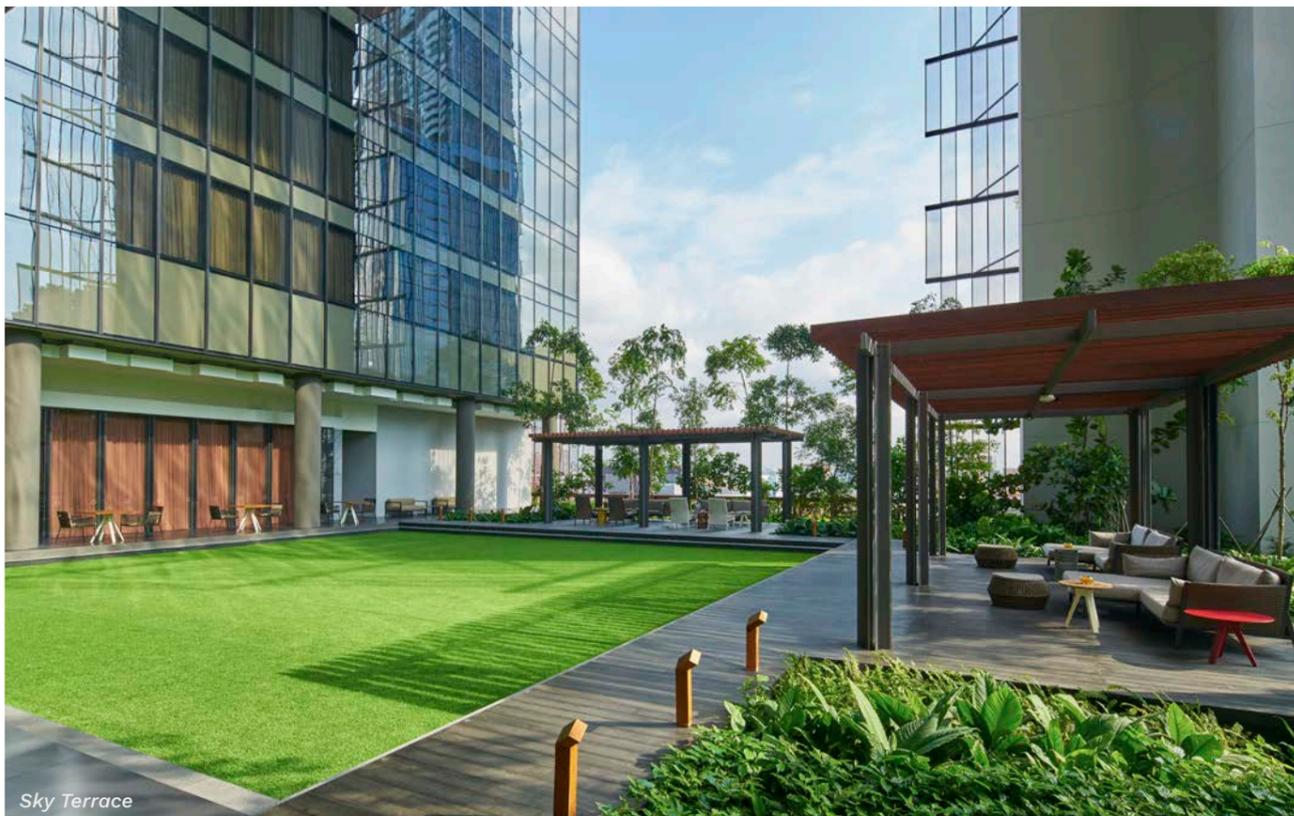
BRAND VALUES

Nurturing
Thoughtful
Rejuvenative

TAGLINE

Journey Well





Sky Terrace

RECOMMENDED ROOM SIZE
23 sqm

SUITES
Club

FOOD & BEVERAGE
All-day dining restaurant
& club lounge

POOL
Required

RECREATIONAL FACILITIES
State-of-the-art fitness
centre, lawn for yoga

EXECUTIVE LOUNGE
Required

GUEST SERVICES
Concierge service required
and portering available



Skyline Pavilion



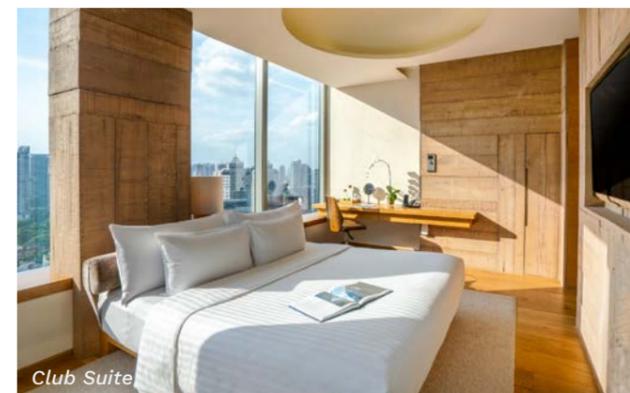
Concierge



Club Room



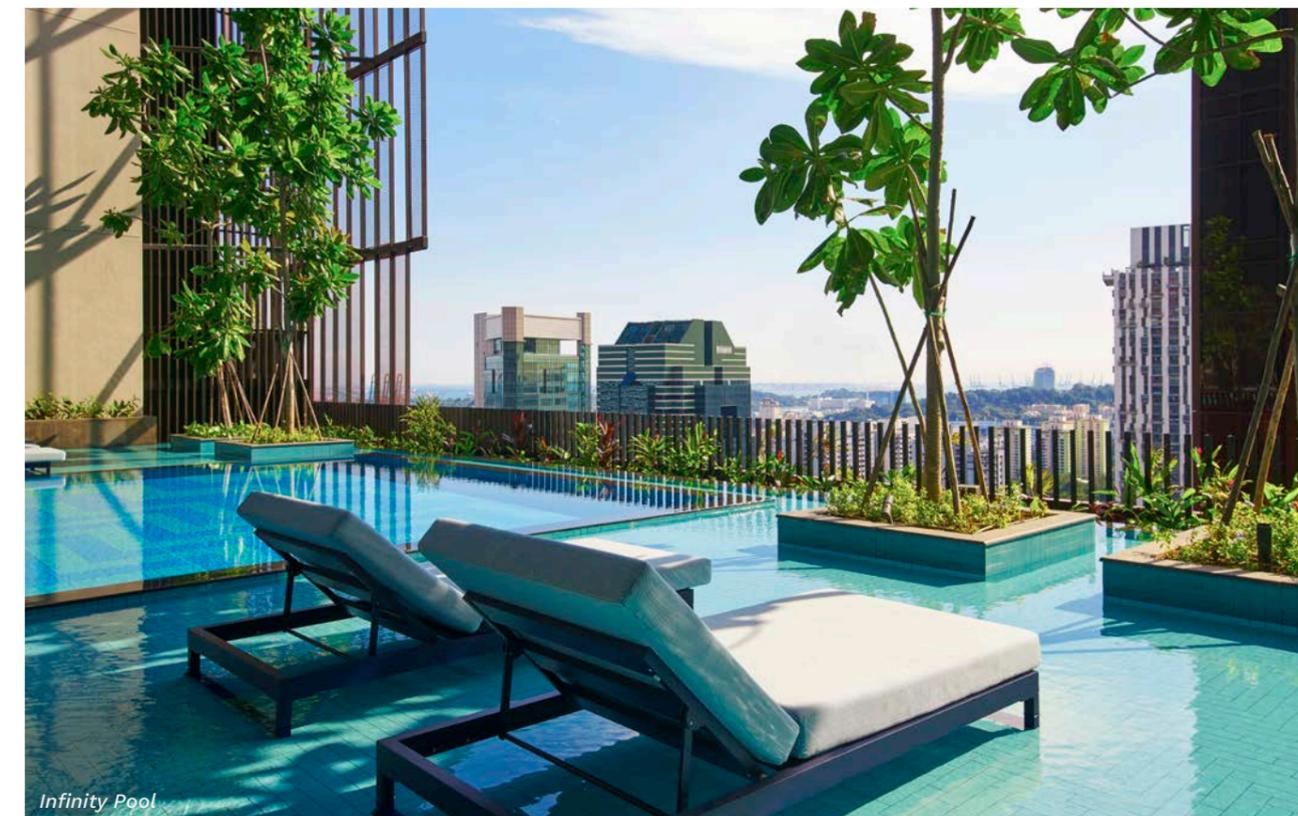
Bar



Club Suite



24-hour Gym



Infinity Pool



The **Quincy** brand by Far East Hospitality curates service offerings and exceptional experiences for social urbanites that cater to the quirky sense of individuality within modern travellers of today.

The Quincy experience begins the moment each guest arrives – but has been planned even before they leave home. Our team has a keen understanding of the kind of guest most likely to be drawn to Quincy, and goes the extra mile to register each guest’s individual preferences.

The result is a wonderful dose of ‘anticipatory hospitality’ – the art of discerning and meeting your needs before they are raised – and a stay unlike any other: One where the senses are engaged and memories are minted, in signature properties located in the most popular lifestyle districts.

Quincy. Come for our different point of view. Leave a different you.



Make Yourself at Quincy

DESIGN PERSPECTIVE
Modern stylish with touches of bold quirkiness

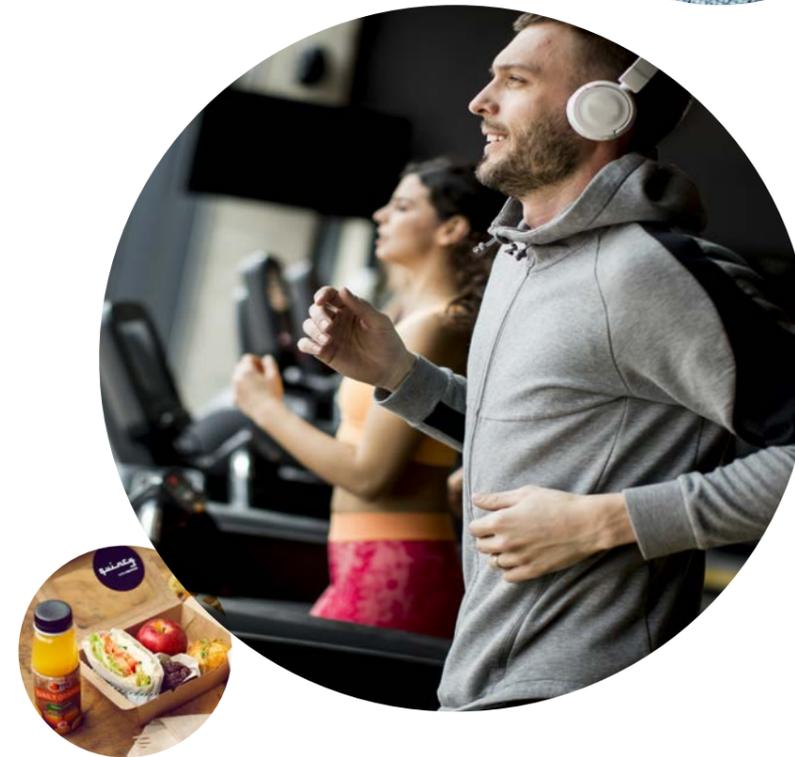
VISION
To be the destination of choice for social urbanites

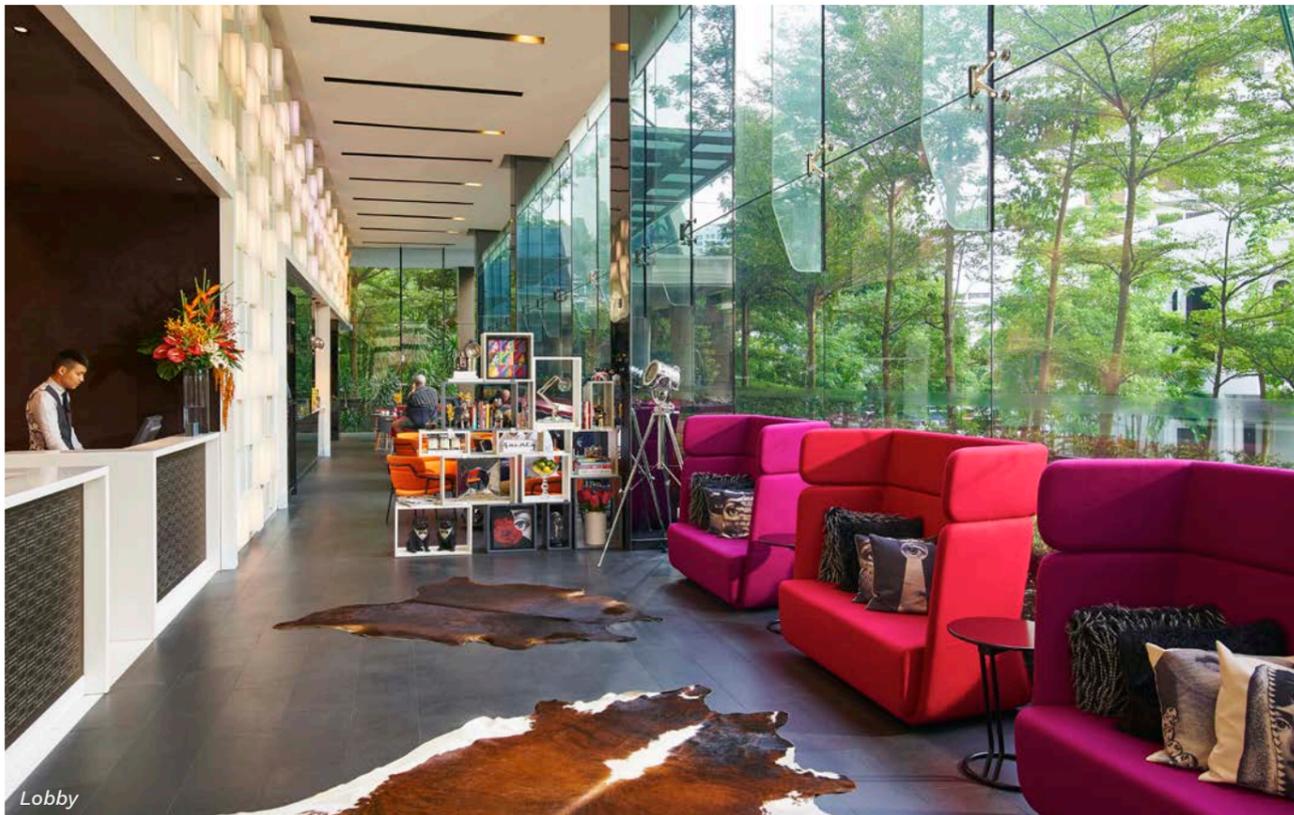
POSITIONING
Where modern hospitality meets bold individuality

BRAND PILLARS
Express
Excite
Experience

BRAND VALUES
Intuitive
Experiential
Upbeat

TAGLINE
Make Yourself at Quincy





Lobby



Gym



Studio Deluxe Room



Pool Deck



All-day Club Lounge



Reception

RECOMMENDED ROOM SIZE
25 sqm

SUITES
Not applicable

FOOD & BEVERAGE
A lounge that provides all-day light refreshments

RECREATIONAL FACILITIES
Fitness centre, steam room and sauna, social spaces

POOL
Required

EXECUTIVE LOUNGE
Not applicable

GUEST SERVICES
Optional

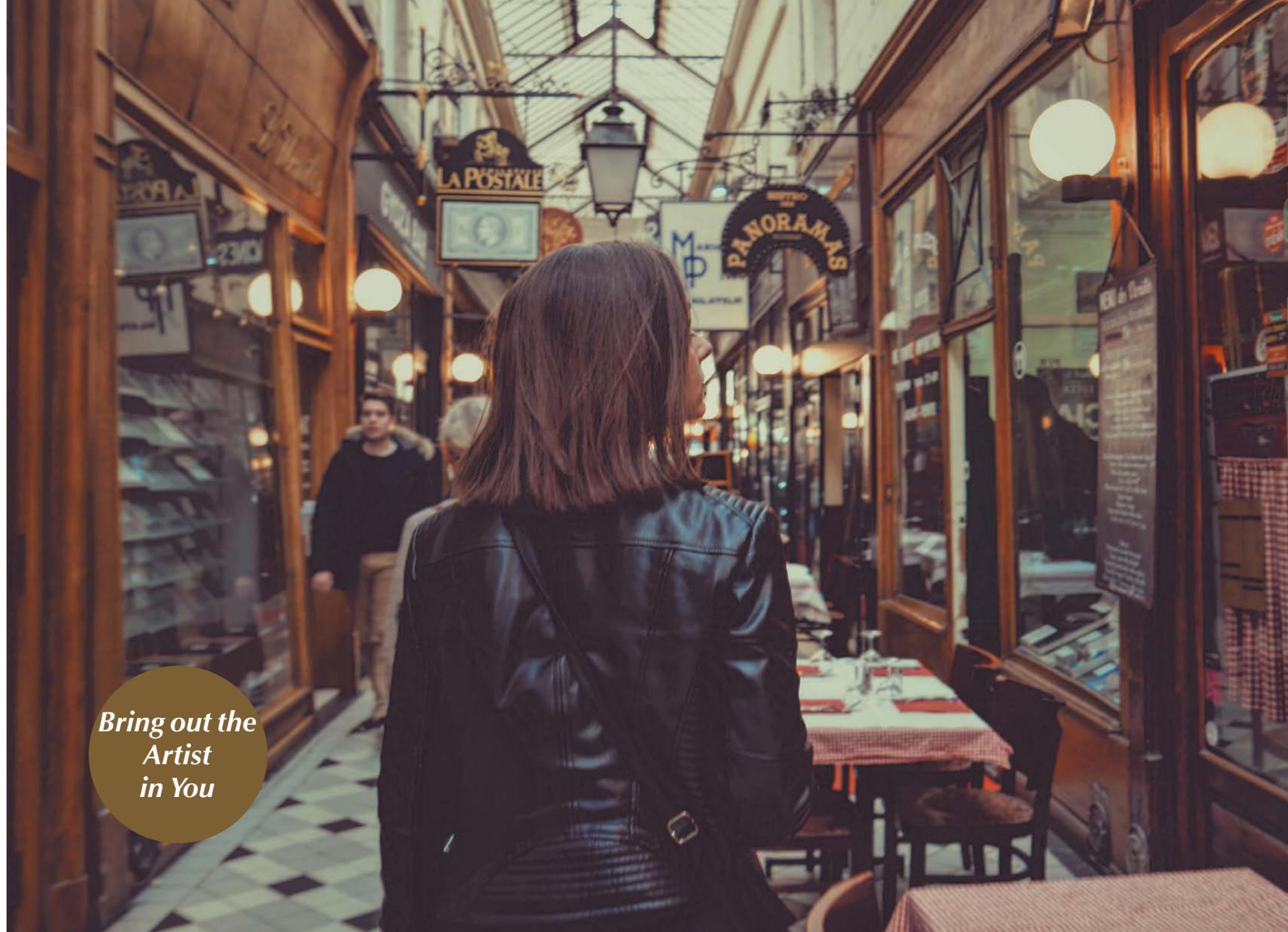


RENDEZVOUS

The **Rendezvous** brand by Far East Hospitality embraces romance – of the past, the present, and life. The brand inspires conventional travellers to connect with the city, explore the culture, and create moments to cherish for the rest of their lives.

Rendezvous' well-sited hotels, imbued with old-world charm, offer guests an ideal base to connect with the city and encounter the best that it has to offer. Each stay becomes a deep dive into culture that makes the world a fascinating place to fall in love with. When life is romanced, guests transport themselves from the mundane everyday to reconnect with their inner selves and awaken their wanderlust as the world comes alive with the sights and sounds of the arts, culture, heritage and shopping surrounding each property.

This is Singapore-inspired hospitality at its best.



*Bring out the
Artist
in You*

DESIGN PERSPECTIVE
Curated display styled in
reminiscence of romance
and nostalgia

VISION
To create a sense of place
for conventional travellers

POSITIONING
Old-world grandeur meets
new-world charm

BRAND PILLARS
Romance the city
Romance the culture
Romance life

BRAND VALUES
Romance
Encounters
Intimacy

TAGLINE
Bring out the Artist in You



RECOMMENDED ROOM SIZE
25 sqm

POOL
Required

SUITES
Club, Executive

EXECUTIVE LOUNGE
Required

FOOD & BEVERAGE
All-day dining restaurant,
club lounge and club bar

GUEST SERVICES
Concierge service required
and portering available

RECREATIONAL FACILITIES
Fitness centre





The **Village** brand by Far East Hospitality reflects the uniqueness of the urban neighborhood where the property is located. The brand delivers memorable experiences that enable guests, for a brief moment in time, to live like a local – by eating, playing and exploring the city just like locals do.

Each property draws inspiration from its surroundings and incorporates those elements into its aesthetic design and the vibe it projects. As each property adopts the personality of the locale it is in, guests are transported to a different world the moment they arrive.

Charming, friendly and cultural – these unique qualities define the Village experience. A stay at the Village is a journey of discovery and a taste of Singapore-inspired hospitality.



Live like a Local

DESIGN PERSPECTIVE
Reflects cultural elements of the surrounding precinct

VISION
To be the destination of choice for urban explorers

POSITIONING
The reflection of an urban neighbourhood

BRAND PILLARS
Eat like a local
Play like a local
Explore like a local

BRAND VALUES
Contemporary
Charming
Local

TAGLINE
Live like a Local



RECOMMENDED ROOM SIZE
18 sqm

SUITES
Club, Family

FOOD & BEVERAGE
All-day dining restaurant

RECREATIONAL FACILITIES
Fitness centre, kids' play area

POOL
Required (family-friendly)

EXECUTIVE LOUNGE
Required

GUEST SERVICES
Concierge service required
and portering available



Far East

COLLECTION

The **Far East Collection** features a unique selection of standalone properties strategically located across Singapore to immerse their guests in the intimacy of their surroundings.

Whatever your desire – be it to base yourself within the bustling heart of Orchard Road shopping, steep yourself in the heritage sights and sounds of Chinatown, or luxuriate in the languid pace and tranquil beaches of Sentosa – you’ll find a property within this brand portfolio that’s inspired by the diverse local culture and distinctive personality of the surrounding area.

The Far East Collection offers an immersive hotel experience for our culturally-inclined guests. As an embodiment of Singapore-inspired hospitality, each hotel is presented with dining, shopping and entertainment options within walking distance.



THE COLLECTION
AMOY
The Barracks Hotel Sentosa
The Clan Hotel Singapore
The Outpost Hotel Sentosa






THE CLAN
HOTEL

The Clan Hotel by Far East Hospitality re-interprets a centuries-old concept of kinship and belonging, expressed in a setting where every aspect has been crafted to make every guest feel like a clansman.

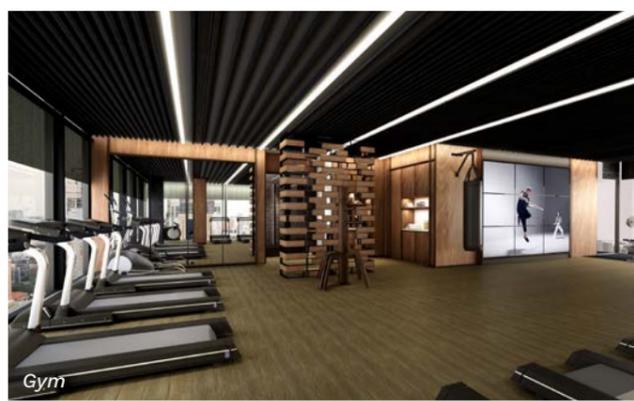
Authentic experiences fused with international expectations. Delightful details that surprise, and a level of quality you can trust. The hospitality sought when you travel, found every time you arrive. This is the promise of The Clan, yet another unique expression of Singapore-inspired hospitality.



Tea Master



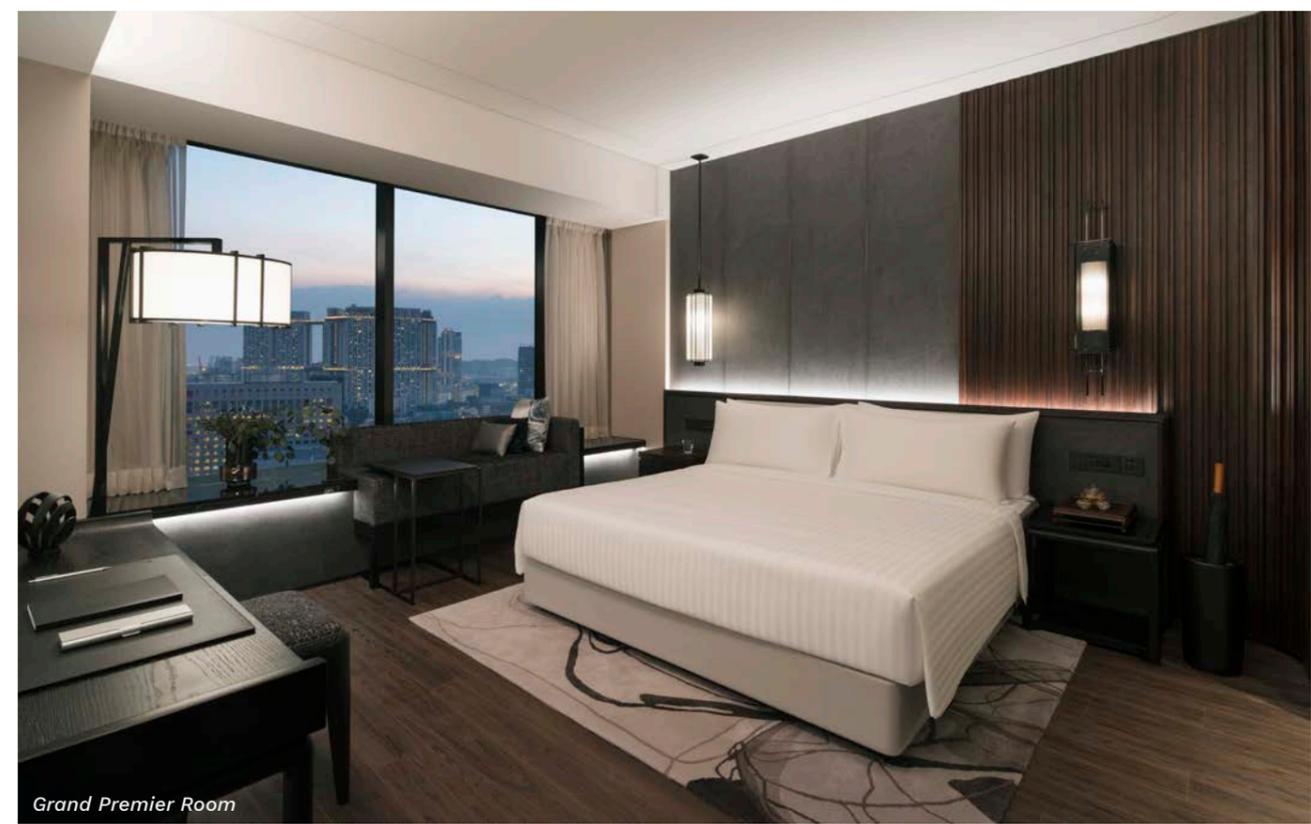
Lounge



Gym



Deluxe Room



Grand Premier Room



Located within the Far East Square conservation development that celebrates the pioneering spirit of Singapore's early Chinese immigrants, the **AMOY** is a boutique hotel offering an intriguing blend of tradition and technology. Here, guests can experience impeccable service and every modern convenience in an intimate setting reflecting the rich tapestry of the trading days of the past.



Rooftop Bar



Deluxe Room



Deluxe Room

THE OUTPOST

HOTEL

Set on a hilltop overlooking the beautiful Singapore Strait, **The Outpost Hotel** on Sentosa is a romantic island getaway for adventurers in search of an unforgettable holiday experience. Your home is glossy black marble combined with crisp white décor, and the island's only rooftop day-to-night lifestyle club. But step outside and you're a world away: hidden paths and forest treks, sandy beaches and coral reefs. Discover your own adventure on the road less travelled.



THE BARRACKS

HOTEL

Housed in a striking conservation building on Idyllic Sentosa island, **The Barracks Hotel** is an exclusive heritage hideaway, transporting guests to a cherished time of romance and charm, offering attention to detail, exquisite service, and an overall timeless experience. Through a renewed interpretation of its colonial past, guests are transported to a place where the past meets the present, and the old encounters the new.



Premier Room with Pool Access Patio



Outdoor Cocktail Reception



The Living Room



Suite



In-room Amenities



Premier Room with Pool Access



Premier Room with Pool Access



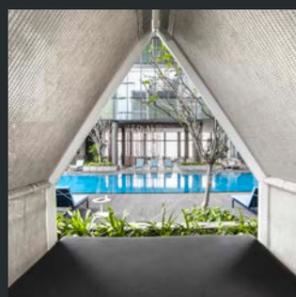
Garden Suite



OASIA
HOTEL
DOWNTOWN

4

HARD WORK
PAYS OFF



The **Oasia** and other hotels in Far East Hospitality's portfolio of brands have won us industry recognition in the past several years. We've worked hard for our success. We'd love to do the same for you.

AWARDS & ACCOLADES

2020

- **Hotels 325 - Top 100 Biggest Hotel Companies in the World 2020**
Far East Hospitality ranked #95
- **TripAdvisor's 2020 Travellers' Choice Awards**
Best Hotels in Singapore:
 - Quincy Hotel by Far East Hospitality ranked #6
 - AMOY by Far East Hospitality ranked #11**Top 25 Hotels for Service in Singapore:**
 - Quincy Hotel by Far East Hospitality ranked #6
 - AMOY by Far East Hospitality ranked #8

2019

- **HR Vendor of the Year - 2019**
Far East Hospitality awarded Best Serviced Apartment Company (Gold)
- **C Trip 2019**
The Outpost Hotel Sentosa (Most Recommended Award)
- **Singapore Hotel Association Awards 2019 (Boutique)**
AMOY by Far East Hospitality rated Best Front Office Department

2018

- **CTBUH Awards 2018**
Oasia Hotel Downtown won Best Tall Building Award
- **Singapore Hotel Association Awards 2018**
Rendezvous Hotel Singapore won Best Front Office / Concierge / Housekeeping Department
- **ULI's Global Awards for Excellence 2017-2018**
Oasia Hotel Downtown won Gold

2017

- **Singapore Tourism Board's Hotel Awards 2017**
Quincy Hotel by Far East Hospitality won Best Singapore Experience
- **Singapore Hotel Association Awards 2017**
Quincy Hotel by Far East Hospitality won Best Boutique Hotel
- **TripZilla's Hotel Awards 2017**
Quincy Hotel by Far East Hospitality won Best Couples Hotel Award
- **Association of Rooms Division Awards 2017**
Best Receptionist of the Year:
Rendezvous Hotel Singapore ranked #2

No surprises.

Behind every organisation is a story that's waiting to be told. Ours has been linked to the history of Singapore and the struggles of our nation's leaders to make an impact beyond this little red dot. In the same way, we've worked hard to build, to earn a story that's worthy to be told.

Now we'd love to hear *your* story, and appreciate *your* strengths. Because we believe that the best partners don't have the same attributes – they have the best understanding of their differences.

Our business development team is ready to meet with you with open hands and an open mind. No agendas and no surprises, just a keen desire to explore how we can perhaps partner with you on a project, and craft a new story that the market will talk about in the years to come. Just contact us for an exploratory conversation. Who knows what we might achieve – together.

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Far East

H O S P I T A L I T Y

fareasthospitality.com