

Fraser's Hospitality unveils its latest German offering situated in a preserved historical landmark

Fraser Suites Hamburg is Fraser's Hospitality's third property in Germany and first in the city



Fraser Suites Hamburg, Germany

Singapore, 2 May 2019 – Fraser's Hospitality, a member of Fraser's Property Group, today launched Fraser Suites Hamburg. Fraser Suites Hamburg occupies the historic Oberfinanzdirektion, a listed building dating back to 1907 located in the prime area of Rödingsmarkt. The opening marks the serviced residence operator's third property in Germany, and its first in Hamburg.

As one of the major heritage buildings in Hamburg, the structure was designed by prominent local architect, the late Albert Erbe and housed the Hamburg tax authorities until 2011. Fraser Suites Hamburg joins a long line of award-winning historical buildings Fraser's Hospitality has preserved, restored and repurposed, such as Fraser Suites Le Claridge Champs-Élysées in Paris; Fraser Suites Kensington and Queens Gate in London; and Fraser Suites Edinburgh and

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Glasgow in Scotland. Frasers Hospitality also operates refurbished heritage buildings for its Malmaison and Hotel du Vin brands.

“Europe is home to many beautiful buildings that are rich in culture and history which become markers of identity for each city. One of Frasers Hospitality’s key goals is to preserve this culture in each city it operates in, helping to regenerate the area while ensuring a responsible handling of a historic landmark like the Oberfinanzdirektion,” said Mr Guus Bakker, Chief Executive Officer for Europe, Middle East and Africa, Frasers Hospitality. “We hope the refurbished Fraser Suites Hamburg will allow guests to immerse themselves in the rich heritage of Hamburg.”

Particular focus was placed on ensuring key features of the building such as the chandeliers and the marble columns in the foyer were extensively restored. Through careful renovation, original features such as the wrought-iron railings of the main staircase have also been preserved. These mindful efforts to retain such features and preserve the building are part of Frasers Hospitality’s vision of creating a vintage but sophisticated atmosphere to provide guests with a sense of home away from home.

Easily recognisable due to its unique shape and façade, Fraser Suites Hamburg has 154 lavishly furnished rooms of which nearly a third are suites. The property boasts deluxe rooms and a variety of studio and one-bedroom apartments. The interior design of Fraser Suites Hamburg sees a mesh of the golden 20s with the light and playful elements of Art Deco style. Modern blues and greys complement the dark red-brown interior which are then accentuated by brass and other high-quality trimmings to add extra elegance. Many rooms within the property overlook the Alsterfleet tributary, one of Hamburg’s most important and prominent rivers.

Guests of Fraser Suites Hamburg will experience the perfect blend of history, culture, business and the arts right at their doorstep, such as Hamburg’s most famous tourist attractions, including the Speicherstadt Warehouse district, the exclusive shopping precinct of Neuer Wall, the city’s central business district, HafenCity, and the Elbphilharmonie Hamburg concert hall.

The property offers a complete fitness suite, 24/7 concierge as well as events facilities. Apartments come with living room areas that have built-in entertainment systems which are coupled with thoughtful touches like a Nespresso machine. A key feature of Fraser Suites is the provision of fully-equipped kitchenettes which is a valuable feature for long stay guests. The inclusion of walk-in closets and bathrooms with a bath tub and rain shower also help guests feel more at home.

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Germany is recognised to be one of the leading countries in Europe as an innovative market which sees high corporate travel and MICE. It is the ninth most visited country in the world and has seen consecutive years of tourism growth culminating in a record 477.6 million overnight stays in 2018¹, with Hamburg seeing 14.5 million overnight stays in the same year², a 5.1% growth compared to 2017.

The entry into Hamburg brings up Frasers Hospitality’s inventory in Europe to more than 5,000 serviced apartments across 35 cities. Frasers Hospitality also operates two other properties in Germany under the *Capri by Fraser* brand in Frankfurt and Berlin.

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¹ <https://www.tourism-review.com/germany-rejoices-over-continual-tourism-boom-news10945>

² <https://www.hamburg-news.hamburg/en/tourism/51-cent-growth-hamburgs-tourism-industry/>

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About Frasers Property Limited

Fraser's Property Limited ("Fraser's Property" and together with its subsidiaries, the "Group"), is a multi-national company that owns, develops and manages a diverse, integrated portfolio of properties. Listed on the Main Board of the Singapore Exchange Securities Trading Limited ("SGX-ST") and headquartered in Singapore, the Group has total assets of approximately S\$33 billion as at 31 December 2018.

Fraser's Property's assets range from residential, retail, commercial and business parks, to logistics and industrial in Southeast Asia, Australia, Europe and China. Its well-established hospitality business owns and/or operates serviced apartments and hotels in over 80 cities across Asia, Australia, Europe, the Middle East and Africa. The Group is unified by its commitment to deliver enriching and memorable experiences to customers and stakeholders, leveraging its knowledge and capabilities from across markets and property sectors, to deliver value in its multiple asset classes.

Fraser's Property is also the sponsor of three real estate investment trusts and one stapled trust listed on the SGX-ST. Fraser's Centrepont Trust, Fraser's Commercial Trust, and Fraser's Logistics & Industrial Trust are focused on retail, commercial, and logistics and industrial properties respectively. Fraser's Hospitality Trust (comprising Fraser's Hospitality Real Estate Investment Trust and Fraser's Hospitality Business Trust) is a stapled trust focused on hospitality properties.

For more information on Fraser's Property, please visit frasersproperty.com.

About Frasers Hospitality

Fraser's Hospitality, a member of Fraser's Property Group, celebrates 21 years of offering memorable experiences to guests through its Gold-Standard serviced, hotel residences and boutique lifestyle hotels across Asia, Australia, Europe, the Middle East and Africa.

Growing from two properties in Singapore to more than 150 properties in over 80 cities, Fraser's Hospitality is now one of the world's largest and fastest-growing providers of serviced and hotel residences. Conceived with the lifestyle preferences of today's discerning business and leisure travellers in mind, the global hospitality operator has three Gold-Standard serviced residences offerings – Fraser Suites, Fraser Place and Fraser Residence, a modern and eco-lifestyle brand, Modena by Fraser, and a design-led hotel residence brand, Capri by Fraser. In addition, it operates two brands of upscale boutique lifestyle hotels in the key cities of UK, Malmaison and Hotel du Vin.

With a remarkable list of accolades and awards as recognition of its success, Fraser's Hospitality remains committed to anticipating and exceeding the evolving needs of executive travellers with continuous innovation and intuitive service, creating a second home for guests where staff feel like family and residents feel like community.

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