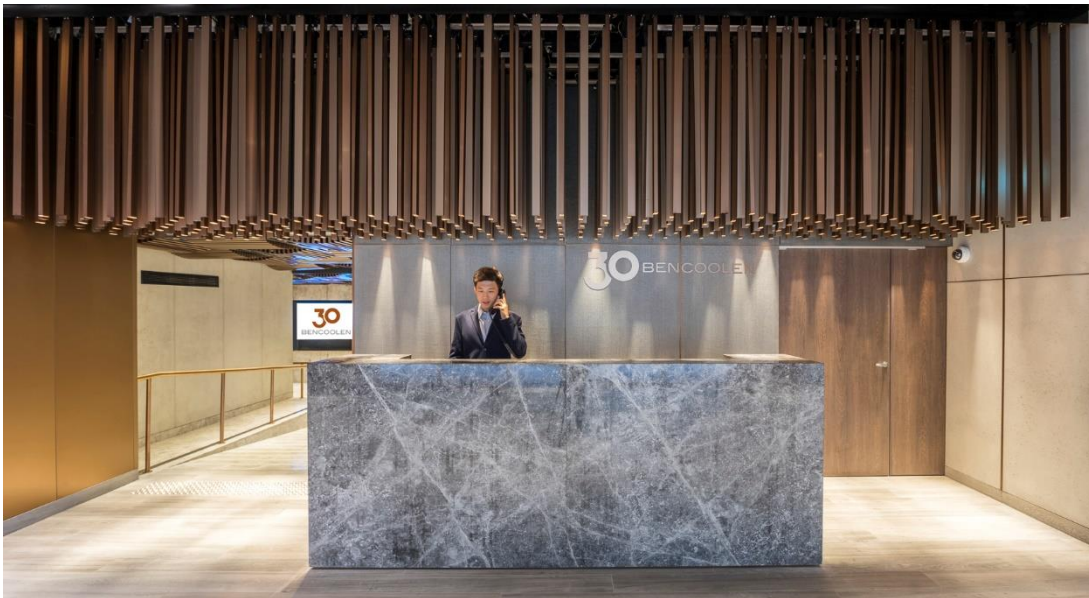


**Bayview Hotel Singapore rebrands to 30 Bencoolen,
Offering Convenience and Comfort with Contemporary Touches**

- Bayview International's flagship hotel in Singapore re-opens after a 1-year transformation
- First hotel in Singapore with
 - Smart in-room solutions system for a more seamless guest experience;
 - Family rooms with two ensuite bathrooms



SINGAPORE –15 January 2018 – Bayview International Hotels & Resorts announced the opening of its flagship hotel in Singapore, **30 Bencoolen**. Formerly known as Bayview Hotel Singapore, the hotel underwent an extensive \$20 million transformation of the hotel over a year. With new and refreshed concepts throughout all aspects of the hotel, from the lobby and guest rooms to the dining spaces, an extraordinary hotel stay awaits. The elegant hotel offers leisure and business travelers a thoughtful combination of convenience and comfort without excess.

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BENCOOLEN



(Façade of 30 Bencoolen)

Centrally located within the vibrant Arts & Cultural district in downtown Singapore, the hotel is a short stroll away from 3 MRT stations (Bras Basah, Dhoby Ghaut and Bencoolen), major attractions and malls. A welcoming respite along the car-lite Bencoolen Street, 30 Bencoolen offers a myriad of options to discerning travelers and locals beyond the locale's arts and culture experiences, in a highly walkable and people-friendly environment.

“Technology is changing faster than ever, and with that, the expectations of modern travelers. That was a key consideration when we envisioned the brand new 30 Bencoolen. At the heart of the transformation is our aim to deliver convenience and satisfaction for our guests – by investing in a hotel that not only delivers exceptional service now, but is able to grow and harness the potential of the latest technology-based solutions. From mobile platforms to communicate directly with the hotel team, a scale-able technology backbone to meet future needs, to work and family-friendly touches, 30 Bencoolen aims to lead the way as a hotel of choice for discerning leisure and corporate guests,” said Kevin Peeris, Bayview International Hotels & Resorts’ Group Regional Head for Business Development.

The hotel combines modernity, comfort, and high-technology experiences in an understated fashion. From the clean wooden strips at the façade and lobby, to the luxurious Italian-made furniture at the restaurant, 30 Bencoolen brings to life a warm and residential quality that blends practicality with a contemporary theme that lets guests feel right at home.

The Hotel's transformation has also achieved **Singapore's first** hotel in harnessing the power of IoT, seamlessly connecting guest rooms with the operations team to deliver a



(Hotel lobby of 30 Bencoolen)

faultless stay experience. All guest rooms are now equipped with Smart Room Control Units that proactively monitor and “communicate” every room's status and any defects with the door locks, lighting and air-conditioning to the operations team in real time before a guest's experience is impacted. As an innovation and productivity collaboration with Republic Polytechnic and the financial support of Singapore Productivity Centre's Applied Research Programme, this initiative also means that staff are less distracted by mundane checks and inspections, and more focused on hotel guests.

30 Bencoolen Pte. Ltd.

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www.30bencoolen.com.sg



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“30 Bencoolen is committed to deliver the best guest experience, and doing so includes solving problems that may not be apparent to our guests, before they even happen. We see greater convenience to our guests as well as higher productivity and efficiency for our team, by putting in place predictive maintenance processes using IoT technologies. And with the infrastructure in place, we look forward to working closely with Republic Polytechnic to continue to innovate and improve the hotel operations”, said Jeffrey Chow, Executive Assistant Manager of the hotel.



(Family Room with two ensuite bathrooms)

Comfort and convenience goes hand in hand for guests even before they step into the hotel. Guests will be able to communicate directly and make enquiries with the hotel team via Whatsapp. The 131 well-appointed rooms and suites are cooled automatically to 22 degrees the moment a guest steps in. Families especially will find themselves right at home, as it is Singapore’s only hotel to provide family rooms with two ensuite bathrooms.

Guests can also opt for rooms with an outdoor balcony for their own private alfresco dining experience. Free WiFi throughout the hotel (only a single login is required), a Handy Phone which provides access to free local and international calls to six countries, a master switch for each room and a self- laundry service are among the many features that target today’s tech and mobile savvy guests.



(Night view of swimming pool)



(Hotel Jacuzzi)

Guests can enjoy the facilities in the Fitness Room, or chill out at the rooftop swimming pool and Jacuzzi. For corporate needs, 30 Bencoolen offers a variety of intimate and medium-sized meeting spaces for up to 150 people, across six meeting rooms, including one with an outdoor cocktail area, for mingling and networking.

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Embracing the concept of a familiar and welcoming respite from the city bustle, **LOCAL Restaurant & Bar** offers casual all-day dining with hearty culinary creations within a comfortable space conducive for interactions. Helmed by award-winning Executive Chef Elvin Chew, LOCAL presents a thoughtfully curated menu that goes back to basics yet transcend the norm, from the use of unconventional ingredients to creative dips that infuse an added dimension to the gastronomical experience. Guests can

also enjoy gourmet coffees or chilled wines in the lounge bar, or try out its signature mocktail – LOCAL Freeze. A dining area on the first floor with full height glass windows offers a relaxed space to enjoy a meal and relax, while a lower deck with an open concept island table top, that can be converted into a more intimate space for larger groups and events.

30 Bencoolen is the latest re-branded hotel under Bayview Collection, part of Bayview International Hotels & Resorts. To mark the opening of 30 Bencoolen, the hotel is offering a special 30% discount off best available rates for all room categories, with complimentary breakfast for room guests, from now till end February 2018.

For more information on 30 Bencoolen, visit www.30bencoolen.com.sg , or join the conversations on www.facebook.com/30bencoolen/ and www.instagram.com/30bencoolen/ .

Hi-res images (Photo Credits: 30 Bencoolen) of the hotel are available at <http://bit.ly/2CVxSww>

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About Bayview International Hotels & Resorts

Offering quality accommodation with a creative and personalised touch, Bayview International Hotels & Resorts is the preferred choice for discerning urban travellers who seek comfort without excess. With its group of 11 hotels and resorts in Singapore, Malaysia, Australia and New Zealand, Bayview International Hotels & Resorts provides different concepts to suit the locale's needs with *Bayview Collection* and *Bayview International*. 30 Bencoolen, in Singapore, is its latest re-branded hotel under Bayview Collection.

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