

FOR IMMEDIATE RELEASE

AQUEEN HOTELS OPENS IN JALAN BESAR

7 May, Singapore – Aqueen Hotels & Resorts announces the opening of a third property in Jalan Besar, after two successful properties in Balestier Road and Lavender Street. Aqueen Jalan Besar Hotel is slated to be fully operational by June 2014. It will add another 75 rooms to the Aqueen Hotels inventory, offering business and leisure travellers value accommodation at competitive prices.

“We are delighted to be a part of the dynamic travel industry in Singapore. Aqueen Hotels & Resorts continually seeks new locations and services to enhance the stay of value-conscious travellers seeking accommodation. The Aqueen Jalan Besar Hotel will provide travellers with another accommodation choice catered to their needs and at the same time, be able to enjoy the ‘Aqueen Experience’ – quality service and hospitality. We are confident that Aqueen Jalan Besar will offer quality, affordable accommodation and be the choice accommodation for travellers in Singapore”, says Mr Bernard Ng, Chief Operating Officer of Crescendas Hospitality Management. The opening paves the way for another location at Paya Lebar slated to open in late 2014.

Unique in design, Aqueen Jalan Besar Hotel’s façade complements and accentuates the surrounding conservation area. Surbana International Consultants Pte Ltd, the architect behind Aqueen Jalan Besar Hotel, developed it with the concept of ‘Contemporary Singapore Eclectic’, reminiscence of the Jalan Besar Heritage infused with the spirit of the area which is known for its distinct baroque street frontages as well as terracotta finishes and glazed ceramic tiles.

Location

Nestled at the junction of Jalan Besar and Kitchener Road, the seven-storey building is located in close proximity to the cultural neighbourhood of Little India, with its rich, colourful heritage and culinary offerings. Conveniently connected by a network of public transport systems, the location offers easy accessibility to the Central Business District, Singapore’s main shopping belt in Orchard Road and other historical, cultural and entertainment areas.

Rooms & Amenities

Aqueen Jalan Besar hotel will offer a total of 75 well thought-out rooms. Decorated in rich brown tones, the rooms come with quality finishes for a relaxing, cosy ambience. Each contemporary-designed room will feature amenities such as a plug-and-play media hub portal for interconnectivity between electronic devices and complimentary high-speed internet access. An in-room safe (14"-laptop size) and security-enhanced keycard access provide assurance to guests during their stay. Handicap-friendly rooms are also available.

The Superior and Deluxe Rooms come with a choice of twin or queen beds to suit travellers' needs. Each room offers home-away-from-home essentials and comforts while selected Premier Rooms are fitted with a king-size bed and bath tub, perfect for unwinding after a long day.

Guests enjoy complimentary breakfast with their room, promising an energising start to any day.



230 Jalan Besar
Singapore 208906
T: +65 6426 0999
F: +65 6426 0990

For reservations or more information, please visit aqueenhoteles.com, email reservations@aqueenhoteles.com or call +65 6867 6867.

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Media Contact

Ms Tay Li-lin
Senior Manager, Marketing & Communications
lilintay@crescendas.com
T: +65 6692 6919
M: +65 9627 0298



About Aqueen Hotels & Resorts

Aqueen Hotels & Resorts is a chain of value hotels catered to business and leisure travellers and managed by Crescendas Hospitality Management. Aqueen Hotels currently has two properties conveniently located in Balestier Road and Lavender Street. Aqueen Hotel Lavender has been awarded a 'Certificate of Excellence 2013' and recognised as the 'Top 20 Trendiest Hotel 2012' by TripAdvisor. Aqueen Hotels & Resorts has a portfolio of three hotels throughout Singapore and it set to expand its presence in South Asia by 2015. Guests can unwind in contemporary and comfortable interiors while attentive staff provide discrete, genuine and efficient service, a unique Aqueen Experience.

For more information, visit aqueenhotels.com

About Crescendas Hospitality Management

Crescendas Hospitality Management (CHM) encompasses Specialist Hospitality and Hotel Operations & Management. CHM owns, franchises, leases or manages hotels under the Aqueen Hotels & Resorts brand. It also manages the Arena Country Club in Singapore.

Aqueen Hotels offers value accommodation for business and leisure travellers in convenient locations, promising a personal approach to hospitality that will leave guests with a memorable experience. Arena Country Club offers resort-style facilities with ample rooms.

CHM is part of Crescendas Group, a company with multi-industry portfolios in Property, Hospitality, Technology, Distribution and Manufacturing and is headquartered in Singapore.

For more information, visit crescendas.com