

For Immediate Release

## L HOTEL SEMINYAK WINS “BEST OVERSEAS HOTEL OF THE YEAR 2015” BY THE BEST DESIGN HOTELS AWARD IN SHANGHAI 2015



**Bali, 22 March 2015-** L Hotels & Resorts is pleased to announce her latest accolade “Best Overseas Hotel of The Year 2015” awarded to her flagship L Hotel Seminyak in Bali at the annual “The Best Design Hotels Award” held the Ritz Carlton Shanghai, Pudong recently in January 2015.

This prestigious award presentation is in its 6th year, primarily aimed to recognize and pay tribute to boutique hotels with good design in both architecture and experience. This year's theme is based on “Intellectual Shape and Delicate Mind”. In the past, the award focuses on giving honours to more than 400 hotels over Greater China, but has now open up to include overseas properties, outside China.

The judging process was based on 50% voting by the judging panel (comprising of prominent Chinese architects like Mr Liang Jing Hua, Mr Hao Lin, Mr Li Ying to artists such as Fashion Designer Ms Li Hongyan, Pianist Mr Zhao Yinyin, artist Ms Cui XiuWen and Designer Mr Lv YongZhong) and the remaining 50% was voted by public through we-chat and weibo.

For the overseas hotel award category, the editorial team of the award organizer will first research on the property and provide their views, thereafter,





the professional judging panelists will make their vote. The judging criteria is based on architectural style, interior décor, unique personalized elements, facilities and services to location and guest experience satisfaction.

The structure of this Awards is categorized into “ Hardware Design”, “Experience Design” and “ General Awards”.

“We are proud of this winning and it will certainly allow the L Hotels & Resorts brand to gain better recognition amongst the China market. L stands for “Live Life”, the hotel's epitome of embracing Life and the key feature is personalization in every frontier of the Brand's innovation and service delivery.” remarks Adeline Quek, Director- Brand Management, Sales & Marketing.

Creating a unique experience, complementing the heritage of the place with designer interiors is a strong DNA for L Hotel Seminyak. Including the highly praised Personalised Butler team whom guests have so far appreciated and return again and again to their ‘home’ here to be pampered by our distinguished butlers.

“Our butlers are trained, in addition to their experience, to serve with attention, dedication and to tailor make individual experiences that create memories” says Adeline.

Since opening, L Hotel Seminyak has won numerous awards. (Favourite Resort – Asia Pacific 2013, voted by Global Agents of SLH), (“One of The Top Three Best Boutique Hotels 2013”- Hospitality Investment World Indonesia) and (“Country Winner- Luxury New Hotel”- World Luxury Hotels Awards 2013).

There are plans to expand and open in Ubud another L Resort in the near future, as a continuity of offering guests experiential stays in different precincts in Bali, to showcase the charms of other areas and our people personalities to evoke and delight.

**Corporate Address**

77 High Street #02-11  
High Street Plaza S179433  
T. +65 6338 2069 F. +65 6339 5843

L Hotels & Resorts Private Limited Co. Reg. No: 201105357M



**Hotel Address**

Jalan Raya Petitenget  
No. 8L Seminyak Bali 80361  
T. +62 361 473 3147 F. +62 361 473 0247  
E. enquiry@thelhotels.com



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## L HOTELS AND RESORTS PTE LTD

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L Hotel Seminyak is a quintessential boutique hotel brand and member of Small Luxury Hotels of The World ( SLH). It is conceived & managed by L Hotels & Resorts Pte Ltd in Singapore. The first and iconic L hotel opened in Bali in September 2012.

The 30-Suite room hotel is a contemporary and chic property which plans to expand in Asia Pacific . Its unique feature is in service personalisation and designer-led guest experiences, providing the discerning traveller a refreshing, intimate and engaging perspective of new age hospitality. The L Collection seeks to accentuate the tradition of a destination and combine with modern aesthetics to create an exclusive, private, and unique small luxury property.

Recent awards include "Leading Romantic Hotel Indonesia 2013' by Indonesia Travel & Tourism Awards 2013/2014; "One of the Top Three Best Boutique Hotels 2013" – Hospitality Investment World Indonesia and "Favourite Resort Hotel( Asia Pacific SLH 2013.

The Group has in the pipeline a probable mapped site in Seminyak (just a stone's throw from L Hotel) and Ubud in Bali as well as Lombok, to develop the next L Property. It is open as well to collaborations – Joint Ventures, Partnerships and Management Contracts.

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### Hotel Address

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No. 8L Seminyak Bali 80361  
T. +62 361 473 3147 F. +62 361 473 0247  
E. enquiry@thelhotels.com



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## FOR MEDIA CONTACT AND PROPERTY ENQUIRIES

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People in charge: **Ms. Adeline Quek**  
Director- Brand Management, Sales &  
Marketing Email: [adeline@thelhotels.com](mailto:adeline@thelhotels.com)  
Or [adeline@shanticollection.com](mailto:adeline@shanticollection.com)

Mobile: +65 97501526  
+62 81 337 675 771 (Indonesian Number)  
Available what's app

Indonesian office: **Ms. Zara Siagian**  
Marketing Communications Executive  
Email: [pr@shanticollection.com](mailto:pr@shanticollection.com)  
M: +62 811 388 7752

**Ms. Ana Dewi**  
GM - L Hotel Seminyak  
Email:  
[gm@thelhotels.com](mailto:gm@thelhotels.com)  
HP:+62 813 37769175

**Ms. Ari Jonti**  
Reservation Agent  
[Enquiry@shanticollection.com](mailto:Enquiry@shanticollection.com)  
Jalan Drupadi No.4, Seminyak  
Bali 80361 Indonesia  
Tel: + 62 361 734 656  
Fax: + 62 361 730 160

Singapore office: 77 High Street, Opposite The Treasury  
#02-11 High Street Plaza  
Singapore 179433

Tel: +65-63382069  
Fax: +65-6339 5843

Website: [www.thelhotels.com](http://www.thelhotels.com)  
[www.shanticollection.com](http://www.shanticollection.com)

Contact for booking: [enquiry@shanticollection.com](mailto:enquiry@shanticollection.com)  
[adeline@shanticollection.com](mailto:adeline@shanticollection.com)

### Corporate Address

77 High Street #02-11  
High Street Plaza S179433  
T. +65 6338 2069 F. +65 6339 5843

L Hotels & Resorts Private Limited Co. Reg. No: 201105557M



### Hotel Address

Jalan Raya Petitenget  
No. 8L Seminyak Bali 80361  
T. +62 361 473 3147 F. +62 361 473 0247  
E. [enquiry@thelhotels.com](mailto:enquiry@thelhotels.com)

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HOTELS & RESORTS  
SEMINYAK BALI

**Corporate Address**

77 High Street #02-11  
High Street Plaza S179433  
T. +65 6338 2069 F. +65 6339 5843

L Hotels & Resorts Private Limited Co. Reg. No: 201105357M



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Jalan Raya Petitenget  
No. 8L Seminyak Bali 80361  
T. +62 361 473 3147 F. +62 361 473 0247  
E. enquiry@thelhotels.com