



PRESS RELEASE



ALILA HOTELS & RESORTS SET TO UNVEIL 3 NEW PROPERTIES IN 2014

Alila Hotels & Resorts, a leading Asian boutique hotelier, is to add three new properties to its lifestyle collection in 2014 - Alila Jabal Akhdar, Alila Seminyak and Alila Fort Bishangarh.



For more details, please contact Paul

ALILA JABAL AKHDAR, OMAN, ALILA SEMINYAK, BALI AND ALILA FORT BISHANGARH, INDIA ARE THE LATEST ADDITIONS TO ALILA'S PORTFOLIO

Alila Hotels & Resorts, a leading Asian boutique hotelier, is to add three new properties to its lifestyle collection in 2014. Marking the group's entry into the Middle East, Alila Jabal Akhdar Oman will open in March, followed by Alila Seminyak Bali and Alila Fort Bishangarh Jaipur- India in late 2014.

ALILA JABAL AKHDAR - ALILA'S FIRST RESORT IN THE MIDDLE EAST

Alila Jabal Akhdar will be the first luxury resort in the stunning mountainous region of Jabal Akhdar in Oman. Set 2000 metres above sea level, under two hours' drive from Muscat, the resort will provide access to one of Oman's most spectacular and untapped areas.

Overlooking a dramatic gorge with views of the Al Hajar Mountains, Alila Jabal Akhdar, which means 'Green Mountain' in Arabic, will be a haven for the adventurous, nature lovers and those seeking an escape from the desert heat. The resort will feature 78 rooms, six loft suites, a cliff-side restaurant, pool, Spa Alila, fitness centre and two Jabal Villas, with two bedrooms, its own pool, Jacuzzi and steam room.

The design of the resort is richly inspired by the Omani culture, evident in its traditional artisanal craftsmanship and the use of locally sourced materials. The Rose is the inspiration for much

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of the interior design, as the Jabal Akhdar region is famous for its fragrant pink roses that blanket the mountainside in springtime. The area is also renowned for its fresh fruits, in particular pomegranates, which during September and October transform the area into a fruit paradise. The fruit will feature as a staple ingredient in Spa Alila Jabal Akhdar signature treatments.

New 'Alila Experiences' will be crafted especially for the resort, centred upon five themes covering cultural learning, conscious living, active spirits, culinary arts and couple celebration, enticing guests to discover the history and culture of the region. The Alila Experience strives to create 'surprisingly different' authentic destination experiences - from palm-shadowed picnics in remote Wadis to 1001 Stars-lit-dinners at the edge of the mountains.

ALILA SEMINYAK – ALILA'S FIFTH RESORT IN BALI

The second Alila property to open in late 2014 will be Alila Seminyak, Bali. Cocooned along a pristine beach on Bali's southwest coast, the hotel is minutes from all the hottest destinations on the island - from high-end designer boutiques, art and antique galleries and trendy nightspots, to fine dining establishments and uber-chic cafes - yet offering a private retreat away from the maddening crowd.

Designed as a secret garden, the tropical resort will feature 240 chic, contemporary rooms and well-thought-out facilities, combining a calm and restful atmosphere with the cosmopolitan buzz of Seminyak. In addition, the guest rooms at Alila Seminyak will include 'The Suites', an exclusive collection of rooms and one penthouse that are available for sale. Distinguished by generous living spaces and luxurious fittings, The Suites are designed for comfort to exude the feel of a private home.

ALILA FORT BISHANGARTH – ALILA'S FIRST HERITAGE PROPERTY

The final Alila property to launch next year will be Alila Fort Bishangarth, a heritage fortress that is being lovingly restored and transformed in the Bishangarth Village in India's Jaipur District. Positioned on a granite hill in the Aravalli mountain range, with spectacular 360-degree views, the all-suite resort will feature 59 stately suites, elegantly furnished with large bay windows, daybeds and large bathrooms with footed bathtubs.

Leisure facilities within the fort will include an outpost of the acclaimed Spa Alila, two restaurants, an all-day coffee lounge, a bar and cigar room, wine cellar and library. The public areas will include a pool, pool terrace and juice bar, fitness centre and a 'play soldiers club' for children.

Alila Fort Bishangarh will become the third Alila property in India, joining the elegant Alila Diwa Goa and the chic Alila Bangalore to further strengthen the group's Indian offering.

ALILA'S ENVIRONS

All three properties have been designed with the local surrounding environment in mind, ensuring the natural beauty of the regions is preserved. Strong eco-credentials are core to all of Alila's existing resorts alongside stylish, relaxing environments and superb hospitality. Alila Jabal Akhdar is the first hotel project in the Sultanate to be built to LEED gold specifications and all properties will adhere to strict EarthCheck standards.

Alila Hotels & Resorts currently has 21 new developments in the pipeline, seven of which are due to open in the next two years. Alila continues to expand with exciting new hotels and resort developments in key destinations, including Malaysia, China, India, Indonesia and Indochina.

FOR MORE INFORMATION VISIT:

More information on Alila Hotels
www.alilahotels.com