Beat: Travel

HILTON Debuts LXR HOTELS & RESORTS In SOUTH EAST ASIA With UMANA BALI

COMBINING WELLBEING, CULTURE & COMMUNITY

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USPA NEWS - Global Hospitality Leader Hilton announced on December 18, 2023, the Opening of Umana Bali, LXR Hotels & Resorts, marking the Brand's First Resort in South East Asia. Umana Bali joins the Exclusive Collection of LXR Hotels & Resorts Properties, which celebrates the Timeless Pursuit of Personal Adventure in the World's most alluring Destinations, offering Travelers a New Taste of Luxury defined by Individuality and Immersive Local Experiences.

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"LXR Hotels & Resorts presents a Tremendous Opportunity for Hilton's Asia Pacific Luxury Growth. Following the Brand's Successful Regional Launch in Kyoto, welcoming another Stunning LXR Resort in Bali underscores our Commitment to expanding our World-Class Luxury Brands in the most Sought-After Destinations. With its Coveted Location and Exclusive Positioning, Umana Bali is set to shape a New Generation of Luxury Travel in Bali," said Alan Watts, President, Asia Pacific, Hilton.

Umana Bali, owned by PT Surya Semesta Internusa Tbk and managed by Hilton, brings a New Experience to the Island Paradise. "We are thrilled to be collaborating with Hilton to introduce South East Asia's first LXR Property in Bali, a Destination beloved by Domestic and International Visitors alike and vital to Tourism in Indonesia and the Region," said Johannes Suriadjaja, President Director, PT Surya Semesta Internusa Tbk.

Perched on the Island's Southernmost Tip at Ungasan, Umana Bali boasts some of the Destination's most Stunning Ocean Views. With 72 Luxuriously Curated Villas, the Resort is laid out in Cascading Terraces atop Limestone Cliffs, Reminiscent of Uma, or Ancient Rice Paddy Fields, after which it is named.

"The LXR Brand's Dedication to Intriguing Design, a Bespoke Suite of Highly Personalized Services and a Vibrant Array of Immersive Experiences, is illuminated at Umana Bali. Guests will be provided with a Fresh Perspective on the Bali Way of Life and Unrivalled Experiences befitting of the Brand," said Alexandra Jaritz, Senior Vice President, Brand Management, Asia Pacific, Hilton.

Umana Bali is part of Hilton Honors, the Award-Winning Guest-Loyalty Program for Hilton's 22 Distinct Hotel Brands. To celebrate the Resort's Opening, Hilton Honors Members will receive 10,000 Bonus Points with a Minimum Stay of Three Nights booked from December 1, 2023, to May 31, 2024.

Source: Hilton

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