



## Hilton to Debut LXR Hotels & Resorts in South East Asia

*First resort for bespoke collection of independent properties to launch in Bali late 2022*

**SINGAPORE – 22 February 2022** – Leading global hospitality company [Hilton](#) (NYSE: HLT) today announced the signing of an [LXR Hotels & Resorts](#) property in Bali, Indonesia with PT Surya Semestra Internusa Tbk. Set to open as the first LXR-branded resort in South East Asia in late 2022, the 72-all villa resort will join a collection of unique, independent luxury properties around the world, which includes the recently opened [ROKU KYOTO, LXR Hotels & Resorts](#) in Japan.

“We are thrilled to partner with PT Surya Semestra Internusa Tbk to introduce LXR’s unique approach to luxury hospitality in Bali, one of the world’s most beloved travel destinations,” said **Guy Phillips, senior vice president, development, Asia and Australasia, Hilton**. “This resort marks our fourth resort on the island and is a signal of our commitment to expanding our luxury portfolio with the right partners, in the right destinations, across the region. The signing also bears testament to the relevance of the brand ethos that speak to the evolved needs of luxury travelers.”

“We are delighted to debut the first LXR resort in partnership with Hilton in this world renowned leisure destination in South East Asia. The ability to retain the resort’s unique identity while benefitting from Hilton’s rich experience in delivering exceptional hospitality and strong brand values will allow us to redefine the luxury travel experience in one of Bali’s most sought-after destinations,” said **Johannes Suriadjaja, Chairman, PT Surya Semestra Internusa Tbk**.

Perched 70 meters above the sea along Uluwatu’s magnificent limestone cliffs, the resort is a 45-minute drive away from the Ngurah Rai International Airport in the southern tip of Bali. Pura Uluwatu, one of the island’s most revered holy sites dating back to the 11th century, is a short drive away, whilst Uluwatu Temple sits in close proximity. In addition, the pristine Melasti beach which sits beneath the resort and is renowned as one of the major sites for the Balinese Hindu purification ceremony of Melasti, has recently gained popularity as a key destination on the island. Featuring a picturesque landscape with an all-rounded leisure hub comprising beach clubs, a retail area and an amphitheater, the beach will offer guests an all-encompassing leisure experience within walking distance of the resort.

“The Uluwatu region in Bali offers an alluring mix of clifftop views, local heritage and authentic culture which – coupled with LXR’s commitment to providing personalized service and immersive experiences – are the perfect blend to create profound travel experiences for independent and discerning travellers. When it opens, I am confident it will be a distinctive, best-in-class luxury resort that is set apart by its interpretation of the island’s unique culture and the immersive experiences our team members will deliver,” said **Nils-Arne Schroeder, vice president, Luxury & Lifestyle, Asia Pacific, Hilton.**

Nestled amidst the verdant landscape, the resort will feature 72 luxurious suites and villas that offer unobstructed panoramic views of the Indian Ocean. The resort will offer five dining concepts, including an all-day dining restaurant, a specialty restaurant, a beach club and two bars. A clifftop chapel will set the stage for memorable weddings against Bali’s iconic sunsets, and other facilities include inspiring event spaces, a fitness centre, spa and kids club.

The resort will lean into the core values of the LXR brand, which focus on providing unique, immersive experiences defined by the local cultures and traditions of each destination. From local folklore, heritage crafts and ancient healing techniques, to authentic epicurean experiences and traditional Balinese culinary arts, guests can look forward to a natural connection to the destination, at every facet of their journey.

Read more about LXR at [www.lxrhoteles.com](http://www.lxrhoteles.com) or [newsroom.hilton.com/lxr](http://newsroom.hilton.com/lxr).

Please [click here](#) for high-resolution images.

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#### **About PT Surya Semesta Internusa Tbk (SSIA)**

SSIA, previously known as PT Multi Investments Limited, was established on 15 June 1971. The company name was later changed to PT Surya Semesta Internusa (SSIA) in 1995. SSIA's main businesses are industrial estate & real estate development, construction and hospitality.

SSIA's investment portfolio is diverse, including Suryacipta City of Industry, Subang Smartpolitan, SLP Karawang, Graha Surya Internusa (to be rebuilt as SSI Tower), Hotel Gran Melia Jakarta, Melia Bali Hotel, Jumana Bali (formerly Banyan Tree Ungasan Resort Bali), and BATIQA Hotels.

For 50 years in the business, SSIA has strengthened its recognition and brand position as one of the strongest development companies in Indonesia. Cementing its status as a leading company, SSIA listed its shares on the Indonesia Stock Exchange and became a public company on 27 March 1997. For more information, visit [www.suryainternusa.com](http://www.suryainternusa.com).

#### **About LXR Hotels & Resorts**

[LXR Hotels & Resorts](#) is a collection of independent luxury properties that each represent their unique location and offer a singular travel experience native to its place, history and tradition. Found in the world's most alluring destinations, LXR Hotels & Resorts connects legendary properties into an exclusive network of hotels that are set apart by an unrivaled commitment to personalized service and elegant, yet locally immersive experiences for their guests. Each of the nine hotels in the collection remains steadfastly true to its heritage and culture, providing a luxurious base of exploration for the passionate, yet discerning adventurer. LXR Hotels & Resorts is part of Hilton, a leading global hospitality company, and each property benefits from the strength of the Hilton enterprise and its award-winning [Hilton Honors](#) program. Experience a positive stay at LXR Hotels & Resorts by booking at [lxrhoteles.com](http://lxrhoteles.com) or through the industry-leading [Hilton Honors app](#). Hilton Honors members who book

directly through preferred Hilton channels have access to instant benefits. Learn more about LXR Hotels & Resorts at [newsroom.hilton.com/lxr](https://newsroom.hilton.com/lxr).

### **About Hilton**

Hilton (NYSE: HLT) is a leading global hospitality company with a [portfolio](#) of 18 world-class brands comprising more than 6,800 properties and more than 1 million rooms, in 122 countries and territories. Dedicated to fulfilling its founding vision to fill the earth with the light and warmth of hospitality, Hilton has welcomed more than 3 billion guests in its more than 100-year history, earned a top spot on the 2021 World's Best Workplaces list and been recognized as a global leader on the Dow Jones Sustainability Indices for five consecutive years. In 2021, in addition to opening more than one hotel a day, Hilton introduced several industry-leading technology enhancements to improve the guest experience, including Digital Key Share, automated complimentary room upgrades and the ability to book confirmed connecting rooms. Through the award-winning guest loyalty program Hilton Honors, the nearly 128 million members who book directly with Hilton can earn Points for hotel stays and experiences money can't buy. With the free [Hilton Honors app](#), guests can book their stay, select their room, check in, unlock their door with a Digital Key and check out, all from their smartphone. Visit [newsroom.hilton.com](https://newsroom.hilton.com) for more information, and connect with Hilton on [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#) and [YouTube](#).