# THE ALILA STORY

Our goal is to send our guests home with spiritual and emotional memories not just souvenirs...

Mark Edleson

President, Alila Hotels and Resorts



## THE COOLEST BRAND ...

Heralded by Sunday Times UK, as the world's coolest chain, Alila's brand attributes lie in its innovative, purpose-driven architecture and its holistic destination experiences crafted by design, services and the environment



Top 40 Luxury Hotel Brands
TTG LUXURY ASIA 2012



Conde Nast Traveller UK

Voted The Best Foreign Hotel Brand

Outstanding Design, Creative Cuisine and Superb Spas...



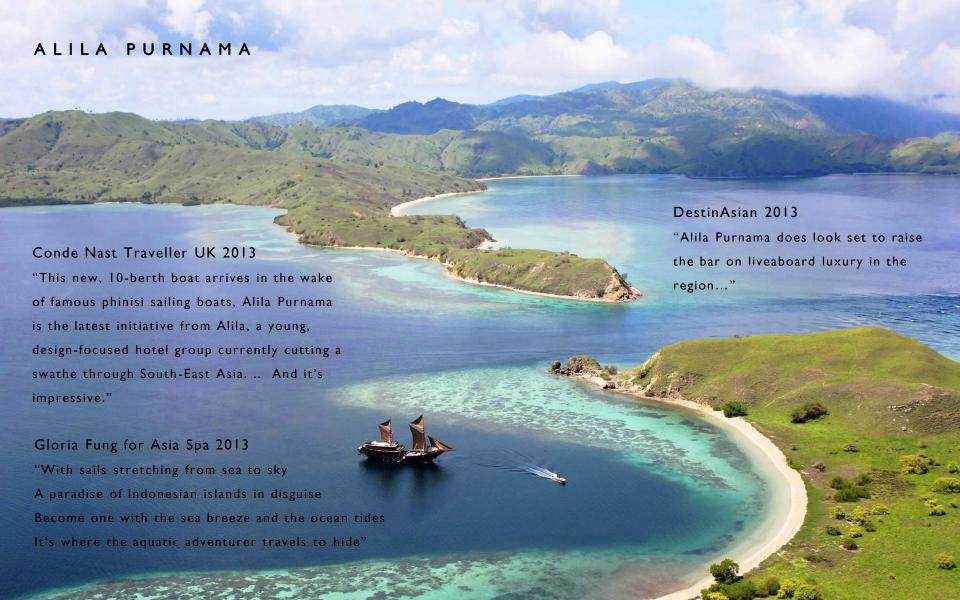
## ALILA VILLAS



#### CRAFTED LUXURY

Alila Villas represent Alila's new generation of ultra-luxurious yet sustainable developments in some of the most spectacular locations offering an unprecedented level of private space, design and architecture, personalised hospitality and destination experiences that set it apart.

Designed by award-winning teams of architects, interior designers and artisans, an Alila Villas project is the only brand that is designed, built and operated to Earth Check standards - integrating the natural, physical & cultural elements of its environment.





#### ALILA VILLAS SOORI . BALI

#### WHAT PEOPLE SAY



MOST HEAVENLY HIDEAWAY UK TATLER SPA AWARD 2013



Breathtaking vistas across the straits of Java and lots of handy modcons in the private villas make this an ideal base from which to explore the unspoilt west of Bali. Surrounded by tranquil paddy fields, the beautiful Kerambitan Palace is just a short bike ride away. The hotel library has loads of fascinating books about Bali.

HIGHLIFE, UK - AUGUST 2011



Sliding gracefully between sinuous rice terraces and a shimmering, volcanic-sand beach, the resort combines cool, grey stone from nearby river quarries and polished teak in a harmonious design that gently, almost humbly, invites the human visitor into the landscape.

CONDENAST TRAVELLER, UK - MAY 2011

#### GUEST TESTIMONIALS

Far from the Euro ghetto beat of the resort town of Kuta, Alila Villas Soori is peacefully laid out between sinuous rice terraces and a spectacular volcanic-sand beach, and features private pools, top-of-the line digital entertainment, and seriously superior bathing amenities. Dramatic common space interiors feature banyan tree driftwood as big as a king-size bed and relic-inspired terracotta tiles in the spa. Dining is not to be missed as Chef's offers by far the most comforting yet truly innovative cuisine of all of Bali

SISI PENALOZA, USA

#### ALILA VILLAS ULUWATU . BALI

Most Popular Overseas Hotel - 7th Annual China Tourism 2012 Gold List Awards

World's Best Hotels - Condé Nast Traveller UK The Gold List 2012

The 100 best holiday hotels - Switzerland Bilanz Hotel 2013

Best Hospitality Design Hotel - Connoisseur Circle Hospitality Awards 2013

World's Best Sustainable Resorts - Asia Spa 2013

Best Overseas Resort - Luxury Travel Gold Awards 2013

100 Best Hotels in the World - The Sunday Times Travel 2011

World's 15 Most Spectacular Swimming Pools - CNNGo

20 Coolest Hotel Pool - Forbes USA







WORLD'S BEST HOTELS CONDÉ NAST TRAVELLER UK THE GOLD LIST 2012

GUEST TESTIMONIALS



L K OF S



Perched on a cliff facing the vast Indian Ocean, Alila Villas Uluwatu is blessed with the best views in Bali. But it's not just the panorama that overwhelms you, it's the high of experience that really sets it apart from the rest.

STYLE, SINGAPORE - DECEMBER 2011

If any further proof were needed that Bali is back on track as a destination with cool hotels, then Alila Villas Uluwatu is it. The hotel's spectacular infinity-edged pool runs along a vertiginous limestone cliff, which drops hundreds of metres to a rugged beach along a pristine stretch of Indian Ocean.

CONDE NAST TRAVELLER, UK - MAY 2010

What a rare and wonderful pleasure it is to visit somewhere that exceeds all expectations, particularly when those expectations are already high. This hotel is quite simply one of the best in the world. In truth my wife and I (who are experienced global travellers) could not fault one single aspect. It is simply breathtaking in terms of location, quality of villas, and impeccable service.

OLIVER W., UK

# AlilA



#### LIFESTYLE COLLECTION

Alila offer stylish, relaxing environments with surprisingly different lifestyle concepts and guest experiences that are continuously redefined by the latest developments in design and living.







20 BEST HOTELS - ASIA AND THE INDIAN SUBCONTINENT CONDÉ NAST TRAVELLER UKREADERS' TRAVEL AWARDS 2012

GUEST TESTIMONIALS



The reflective swimming pool at this secluded hillside retreat - a fusion of modern and traditional design that blends thatched roofs with clean, concrete lines - seems to float above the deep Ayung River valley below.

FORBES, USA - JANUARY 2011



Alila's three Balinese properties have pioneered green tourism standards since their inception. Sustainable tourism is a hallmark of their collection of luxury regional retreats. Alila Ubud is a deluxe retreat in Bali's cultural hinterland where energy consumption has been reduced and wastewater virtually eliminated by being purified through rice fields.

THE SUNDAY TELEGRAPH, AUSTRALIA - JANUARY 2010

I spent a holiday in Alila Ubud some time back and I remember it with pleasure...

Excellent location, setting, peaceful and relaxing environment, comfortable rooms and one of the best swimming pools ever seen. Warm welcome, good local and international food, care of details, courtesy and excellent service. Great, Alila Ubud!

JAMES M., SOUTH AFRICA







TRAVEL + LEISURE BEST BEACH RESORT 2009





One particular resort which serves as a best representation of eastern Bali is the Alila Manggis. Situated in the Karangasem regency, the journey here will take about two hours from the airport. The establishment has a perfect balance between inhouse relaxation activities as well as discovery activities that take guests on a journey quite different from the norm. Alila Manggis is all about promoting the best in nature, culture and relaxation. Here you can enjoy the amenities of a fine resort and still venture out to experience Bali life.

HIGH END, INDONESIA - JULY 2011



Beyond the fleshpots at Kuta, beyond the airport, even beyond Bali's sacred mountain to the east is a realm of weaving villages and water palaces, rice paddies and coconut groves. Alila Manggis is escapism incarnate, its thatched pavilions edging a shady pool. People go for peace, not partying and the cookery school is a big draw along with fishing trips and market jaunts. There's a spa, of course and the staff scurry at your whim.

HIGH END, INDONESIA - JULY 2011

#### GUEST TESTIMONIALS

This place is truly somewhere to find peace, calm and a feeling of being part of a family. The staff at Alila Manggis are exceptional! They greet you by name and make you feel right at home without being pretentious. The attention to detail is incredible. This is a physical representation of a zen moment. All your senses are catered to in the most relaxing way possible.

CAROLYN, CANADA



Best Spa for a Holistic Approach - Sunday Times Style

TOP 25 Relaxation / Spa Hotels in India - Trip Advisor Travellers Choice 2012

India's Best Managed Hospitality Group - 2nd Annual India Leadership Conclave & Business Leadership Awards 2011

Best New Hotel in India - HICSA 2011 Critics Award

41 Best New Hotels of The Year - DestinAsian Luxe List 2010





# Our top 10 romantic getaways

TOP 10 ROMANTIC GETAWAYS THOMAS COOK MAGAZINE UK MARCH 2012



The massages were expertly done, using the spa's own products, made from homegrown herbs and fruits. It was wonderful to have butterflies and small birds buzzing about while I showered outside after each treatment. My yoga instructor was excellent and the one-to-one sessions out on the lawn taught me a lot.

SUNDAY TIMES STYLE SPA GUIDE, UK - JANUARY 2012

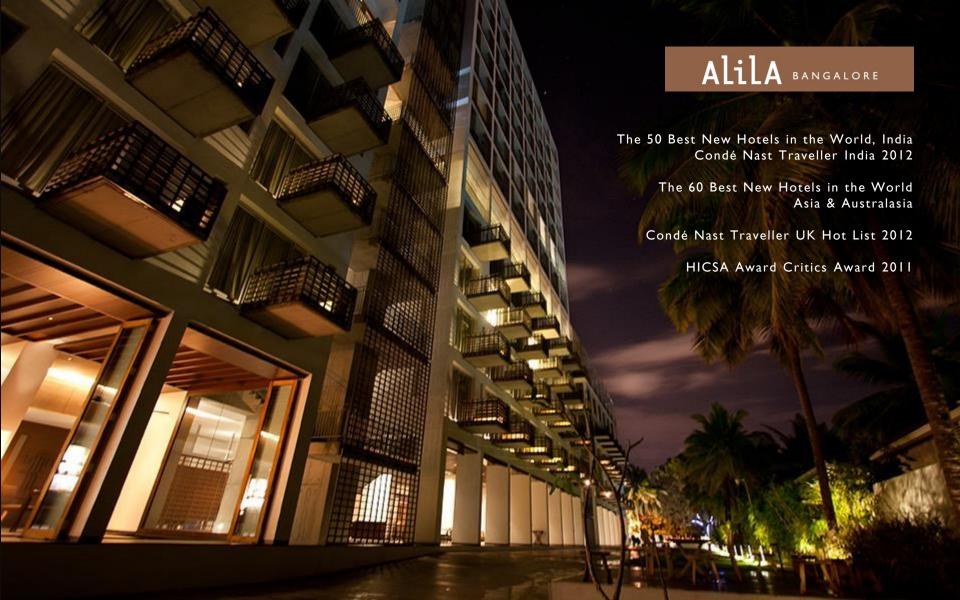


Looking for something a bit more lavish? Alila Diwa Goa doesn't just have a variety of spacious suites to choose from, it dedicates an entire annexe to the pursuit of luxury! Its recently opened Diwa Wing caters to those with a penchant for perfection and privacy - with bespoke services designed to ensure the pinnacle of personalised attention. Starting with the in-room check-in and breakfast in bed ritual, this is truly an indulgence worth experiencing.

OK!, INDIA - DECEMBER 2011

#### GUEST TESTIMONIALS

Loved the place. The staff are all friendly. If you take the time to talk to them they have a lot of knowledge about what is good to see and do. Food in the restaurant was amazing. The pool is beautiful, beach is very clean and almost free from hawkers. Spa is amazing too. Loved the room, very comfy bed, and superb shower! Only just back and already want to go again.







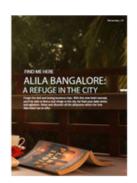
THE 60 BEST NEW HOTELS IN THE WORLD CONDÉ NAST TRAVELLER UKHOT LIST 2012

GUEST TESTIMONIALS



Heralded as the first 'business lifestyle' hotel, this sleek luxury lakeside stay in the Karnatakan city's suburbs comes with all the hi-tech bells and whistles and a gamut of designer eating and drinking rendezvous.

COUNTRY & TOWN HOUSE, UK - MARCH 2011



Alila Bangalore: A Refuge in The City. Forget the dull and boring business trips. With this new hotel concept, you'll be able to find a real refuge in the city, far from your daily stress and agitation. Relax and discover all the pleasures which the new Alila Hotel has to offer.

PROJETAR CASA, PORTUGAL - FEBRUARY 2011

Upon arrival, the staff somehow knew our names and greeted us with a personal welcome. What a start! On top of that, we were assigned a beautiful suite that was a refreshing change from the various older style hotels we have seen during our trip through India. A great plus: free Wi-Fi throughout the hotel!

DOMINIK RUHL, GERMANY







TOP 25 TRENDIEST HOTELS IN INDONESIA TRIPADVISOR TRAVELERS' CHOICE 2012



Our surprise is the fact that, in our opinion, this is a 5 star experience at a 4 star cost...

LUSSORIAN.COM, SPAIN - NOVEMBER 2011



Alila Jakarta, one of Indonesia's most innovative hotels for business travellers, has unveiled a collection of trendy and stunning suites, designed to combine the ultimate in comfort wit world-class design.

ETBMICE, AUSTRALIA - FEBRUARY 2011

GUEST TESTIMONIALS

Came here to attend a wedding, I must say its a lovely place to stay, clean and nice rooms. Staff are helpful and friendly and most important speak good fluent English. Especially love the Alila spa here, we took a couple room and it was a really huge room. Splendid massage, did a 90min, not expensive. Lots of Singaporeans stay here, mostly for business trip.

"SNAH55", SINGAPORE





# AlilA SEMINYAK.BALI

Opening in Second Quarter 2014





#### INTELLECTUAL TOURISM

#### HOLISTIC ENVIRONMENTAL VISION

We believe that to achieve long-term commercial success, hotel developments must put conservation and community at the forefront. . .Alila's green efforts extend beyond the operational aspects of the resorts to create a positive impact on the community – economically, socially and culturally. This includes adoption of the EarthCheck Certification - the world's leading programme used by the travel and tourism industry to assess environmental sustainability - which measures and regulates operational indicators such as energy, emissions, water, waste, community involvement, paper use, cleaning and pesticide use for accreditation.

#### "JOURNEYS BY ALILA " AND "ALILA EXPERIENCES"

"Journeys by Alila" is a series of customised activities exclusively crafted for Alila Villas while the "Alila Experiences" offers a range of activities at Alila Hotels. They are designed for guests to gain a deeper and more meaningful understanding of what defines the destination, while pursuing their personal pursuits.

#### **COMMUNITY GIFTING**

Our newest hotels and resorts have embraced Alila's spirit of giving back to the community through a "Gift-to-Share" programme.

A community cause that enables guests to share the 'Gift' in support of any local community endeavours, initiated by the hotel for the destination.



#### NEW ALILA DEVELOPMENTS

ALILA FORT BISHANGARH . JAIPUR (2014)

ALILA JABAL AKHDAR . OMAN

(2014)

ALILA DIWA GOA

ALILA BANGALORE

- ALILA BANGSAR . KL (2016) ●
  ALILA VILLAS BINTAN (2015)
  - ALILA JAKARTA •

    KEMANG ICON . JAKARTA

    ALILA SCBD , JAKARTA (2015)

- ALILA MEIZIWAN . ANJI . CHINA (2014)
- ALILA TIANXI LAKE . CHINA (2016)
- ALILA LISHUI . CHINA (2015)
- ALILA TANGSHAN . NANJING . CHINA (2016)
- ALILA YINGDE. GUANGZHOU . CHINA (2015)
- ALILA XIANGSHUIWAN . HAINAN . CHINA (2014)
- ALILA KOH RUSSEY . CAMBODIA (2015)
  - ALILA DALIT BAY. MALAYSIA (2015)
  - ALILA VILLAS ULUWATU . BALI ALILA VILLAS SOORI . BALI ALILA UBUD . BALI ALILA MANGGIS . BALI ALILA SEMINYAK . BALI (2014)





