

IN-STORE

Starwood unveils plans for St. Regis mixed-use property in Jakarta

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Jakarta, Indonesia

By STAFF REPORTS

Starwood Hotels & Resorts is continuing its accelerated growth in Asia with the upcoming opening of a St. Regis property in Jakarta, Indonesia.

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The hotelier has entered a management agreement with Rajawali Property Group to develop The St. Regis Jakarta and The Residences at The St. Regis Jakarta, which have an anticipated opening in 2019. Owing to a growing luxury consumer base in Southeast Asia and a particularly strong demand for luxury in Indonesia's capital, this mixed hotel and residential property is expected to fulfill a need for both travelers and locals.

Expansion mode

St. Regis' new Jakarta hotel and residences will be situated within a mixed-use development. In addition to the accommodations, there will be an office tower, which will serve as the headquarters for Rajawali Property Group.

The St. Regis Jakarta will have 280 guestrooms and suites, four restaurants, event spaces totaling more than 38,700 square feet, a spa, fitness center and pool. Keeping with the service experienced at other St. Regis properties around the world, hotel guests will have 24-hour access to butler service, which will anticipate and cater to their needs and desires.

St. Regis' residences in Jakarta will be housed in a separate tower, with 164 branded homes offering panoramic views of the city. These apartments with at least three bedrooms offer access to a concierge service, a private garden pool, private dining and library lounge and fitness center.

Homeowners can also take advantage of services at the hotel, including the butlers, fitness center and dining facilities.

This residential development follows the establishment of other properties for homeowners in Asia, including Singapore and Bangkok. After other successful residences, St. Regis will soon open a property in Kuala Lumpur.

Rajawali Property Group currently owns eight Starwood properties, including The St. Regis Bali Resort and The St. Regis Langkawi Resort, slated to open in April.



Lagoon Villa at St. Regis Bali

Shirley Tan, CEO of Rajawali Property Group, said in a statement, "Jakarta currently features some upscale residences that are located above or next to hotels, but few offer the heights of refinement tied to the St. Regis name. Today's signing with Starwood is part of Rajawali's greater residential strategy to develop a collection of truly branded residences with unique ownership privileges in Southeast Asia, including The Residences at The St. Regis Langkawi in 2016 and The Residences at The St. Regis Jakarta in 2019."

Starwood has 18 properties in Indonesia, five of which are in Jakarta.

"The St. Regis Jakarta and The Residences at The St. Regis Jakarta are a great testament to the growing wealth and appetite for luxury in Indonesia's capital," said Stephen Ho, president of Starwood Hotels & Resorts Asia Pacific, in a brand statement. "We are delighted to foster our relationship with Rajawali Property Group by bringing the St. Regis brand's bespoke service, contemporary design and refined elegance to the ever-bustling city of Jakarta."

Starwood Hotels & Resorts is expanding its presence in Asian markets to capitalize on emerging regions and expand its services.

In 2015, Starwood added nine hotels to its South Asian portfolio and has plans for 16 more, particularly in India. South Asian countries are developing rapidly, meaning both business and pleasure tourism from the West and within the region will likely increase with income and purchasing power ([see story](#)).

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