

Bali's Much-Loved Hanging Gardens Hotel Now Independent



Media Release

11 November 2013: PT Buahian, the owners of Ubud Hanging Gardens, one of Bali's best-loved boutique hotels, announce today that they will manage the property independently, allowing them to introduce a bespoke luxury service to a market currently driven by unique experiences.

The hotel will now be called Hanging Gardens Ubud (formerly known as Ubud Hanging Gardens by Orient Express), and is one of the world's most peaceful and tranquil resorts. It will extend and develop its impeccable Balinese service focusing on a philosophy of understated luxury and privacy.

Global trends in luxury travel illustrate that customers are becoming more discerning, looking for individual and exclusive properties and experiences. By becoming independently run, the management will be able to proactively provide guests with individual, crafted local experiences, drawing on the rich Balinese culture; create exciting, unique activities by working closely with local communities; and ensure that guests enjoy a truly authentic luxury break at one of the world's most genuinely natural hotels.

Hidden deep in the heart of Ubud's rich rainforest preserve; nature's paradise, this five star boutique hotel with 38 private suites and individual villas, each with its own granite infinity pool, is well-known among the discerning international travel elite. The hotel, with its stunning cascading pools overlooking rich jungle landscapes offers supreme luxury with its private suites and villas that provide guests with ultimate privacy and five star services.

The renowned Beduur Restaurant serves exceptional dishes with Asian, Western and Mediterranean influences using indigenous herbs and spices grown in the neighboring village and freshly-caught fish from Jimbaran Bay.

A funicular takes guests through the resort and gardens which were designed by landscape architect John Pettigrew and incorporate local flora and fauna such as cocoa and coffee trees which blend uniquely with bamboo, ornamental flame trees and orchids to create a tropical paradise.

The truly luxurious Ayung spa, uses local ingredients and ancient techniques combine to create beauty therapies and body treatments that soothe the mind, rejuvenate the body and energise the soul.

Incoming GM John Berndt, who brings to the hotel a deep commitment to product and service excellence, passion for sustainable tourism and an understanding and admiration for Balinese culture comments, "By moving to independent management we can become more agile in response to guests' ever evolving needs. We can invest in higher personalized touches that create value and loyalty for guests at the hotel and provide the ultimate luxury escape demanded by today's travel elite."

Agents will be able to work directly with the hotel management in order to create tailor-made experiences for their customers.

The new brand already has a crisp new identity and a new website launching on November 16th 2013 at www.hanginggardensubud.com.

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