

# CONRAD®

BALI

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## STYLISH CONRAD SUITES SOURCE OF BUYING INSPIRATION

**BALI, Indonesia – 14 June 2011** – Conrad Bali announced the launch of its professional sourcing programs aimed at both casual and experienced buyers of art and furniture seeking stays that combine voguish, island-inspired accommodation at Conrad Suites with personal, guided, home décor shopping programs.

While Bali is world recognized for its copious artisans and abundance of eclectic interior products, the popular destination for shoppers of home furnishings is also known for the vagaries that often come with ordering direct from suppliers and manufacturers.

Supported by Sourcing Bali, the island's most respected art and furniture shopping agency with its intimate knowledge of personal care, innovative product development and bespoke design, the concept is to provide visitors with a seamless buying experience neatly wrapped in the soothing accommodation of the Conrad Suites.



Inspirational interiors of the Conrad Suites

“Our stay and source programs cater to guests who appreciate fine interior design featured at Conrad Suites, and wish to bring a piece of quality home furnishing from their holidays back home,” said Michael Burchett, General Manager, Conrad Bali.

Programs appeal to visitors with an eye to purchase a few carefully selected pieces or those with more detailed plans to fill a procurement list to fit out the entire contents of a new beach house or city condo, and even commercial ventures such as a restaurant or retail shop.

“The contemporary suites at the Conrad Bali provide a befitting starting point for guests who love the mix of rustic art with modern flourishes,” said Desmond James, director of Sourcing Bali. “It’s a fantastic accommodation and inspiring point of reference for buyers to begin thinking what’s possible for their own homes.”

Inspiration starts at the Conrad Suites, an exclusive and quiet wing of the hotel suited for couples who appreciate the amply spaced 110 square meters with interiors by award winning LTW Designworks of Singapore. Programs are rolled out over a cup of tea with a briefing and walk through of a guest’s “starter kit” by a Sourcing Bali account manager who discusses space planning, design goals and materials used in each piece.

To fast track and target the right island-wide “sources” much of the interior design objective is exchanged over email with Sourcing Bali account managers and Conrad Suites assistant manager weeks before guests arrive.

"My wife and I have stayed at the Conrad Suites on 10 occasions over the years. We have always been impressed by the smart design elements of the resort and the suites," said Steve Richards of Melbourne, Australia. "The match up with Sourcing Bali is fantastic as we were working on the interior of our apartment which was fulfilled with the stewardship of an expert as Bali can be a confusing place even for savvy buyers."

Once guests are settled into their suites, the support team leads the way to manufacturers of readymade design or programs may begin by creating shop drawings of original designs from materials, colors and textures selected from individual client preferences.

The experience doesn’t end at check out. Guests return home with regular updates in their inbox regarding the manufacturing process, quality control and when they can expect items shipped and safely landed.

The Conrad Bali is regularly lauded for its on-going art exhibits and its fashionable interior furnishings and design.

Note: Bookings are made through Conrad Suites Assistant Manager and coordinated with Sourcing Bali. Program schedules and length of consultation services are based on the scope of guest requirements. Shopping and buying services are based on five or eight-hour programs, including a driver and, air-conditioned vehicle and dedicated account manager. Bookings and services are made exclusively for guests of Conrad Suites with a minimum of full day sourcing. Payments and shipping arrangements are organized directly through Sourcing Bali.

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### **About the Conrad Bali**

Conrad Bali is a luxury beachfront resort located on the southern coast of Bali, an island in the Indonesian archipelago with an alluring blend of natural beauty and timeless traditions. Contemporary in design, the resort boasts panoramic views to the ocean, pools and gardens and features 353 guest rooms and suites, inspired dining options, extensive meeting, event, and leisure facilities including the Jiwa Spa. The resort is also home to a beachfront wedding venue, Infinity. The exclusive Conrad Suites is located on a private wing and offers enhanced privacy with personalized service.

### **About Hilton Worldwide**

Hilton Worldwide is the leading global hospitality company, spanning the lodging sector from luxurious full-service hotels and resorts to extended-stay suites and mid-priced hotels. For 92 years, Hilton Worldwide has been offering business and leisure travelers the finest in accommodations, service, amenities and value. The company is dedicated to continuing its tradition of providing exceptional guest experiences across its global brands. Its brands are comprised of more than 3,750 hotels and timeshare properties, with 615,000 rooms in 85 countries and include Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Hilton Hotels & Resorts, DoubleTree by Hilton, Embassy Suites Hotels, Hilton Garden Inn, Hampton Hotels, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. The company also manages the world-class guest reward program Hilton HHonors®. For more information about the company, visit [www.HiltonWorldwide.com](http://www.HiltonWorldwide.com) or connect with Hilton Worldwide at [www.HiltonWorldwideGlobalMediaCenter.com](http://www.HiltonWorldwideGlobalMediaCenter.com).