



The Royal Beach Seminyak

Bali

Press release

The MGallery Label to debut on the mystical island of Bali

The arrival of the MGallery Label to the 'Island of Gods' heralds the arrival of 'the art of staying'

MGallery, the boutique label of the global hotel group Accor, is to debut on the island of Bali on November 1, with **The Royal Beach Seminyak Bali** (formerly Sofitel Bali Seminyak). The hotel is ideally located on Seminyak Beach wedged between the cosmopolitan urban Seminyak and the Indian Ocean.

The Royal Beach Seminyak Bali offers guests the tranquility of 4.5 hectares of lush jungle gardens interspersed with 128 guest rooms and 17 deluxe villas. The gardens provide resort guests with a place for respite and natural space and which can be explored via pathways that meander through the beach side resort and end on the sands of Seminyak Beach.

The front entrance of the resort serves as a conduit from the serenity of the resorts tropical gardens to contemporary shopping and many of Bali's best restaurants and bars that have gravitated to the Seminyak area.

Stephane Bryer, General Manager of The Royal Beach Seminyak, "I am delighted to be bringing the MGallery 'art of staying' philosophy to this extraordinary hotel. The very rich Balinese culture provides abundant inspiration in influencing the design of the services that will shape the experience for resort guests."

The MGallery collection consists of a selection of upscale hotels, each one with a striking personality and each telling a story that guests experience through the hotels special features and characteristics. The Royal Beach Seminyak Bali is in every sense an expression of the mystical Island of Bali, visible through the architecture and style and complimented by the services which have been inspired by the Hindu rituals of Balinese culture.

Faithful to their pleasure based philosophy promoting the discovery of new delights, all hotels within the MGallery collection believe that escapes should be enhanced through gastronomy. The Royal Beach Seminyak delivers authentic Balinese and Indonesian dishes flavoured with the intense native spices that are abundant and provide Indonesia the mantle of the "Spice Isle". Dining experiences at the resort are anchored around breakfast which is served poolside and where the freshest of local fruit and produce are combined with classically western dishes providing for an abundant, hearty and grand breakfast.

Accommodations at the resort are contemporary and pleasant, blending modern plush comfort with Balinese accents. From the soothing and calming comfort of the specifically designed bedding to the L'Occitane bathroom amenities, guests will discover a place for serenity, calm and pleasure.

The resorts villas provide space, extraordinary comfort, ultimate privacy and the services of a personal butler. One and two bedroom villas all with private swimming pools and whirlpool bath which are surrounded by Frangipani plants enhancing the aesthetic and providing a natural fragrance that guest's will remember well after their vacation.

Press Release

Bali is the birth place of many spa rituals that are performed as a part of treatments the world over. Namaya Spa offers an array of indulgent therapeutic treatments designed to free the mind, heal the body and find ultimate relaxation.

The Royal Beach Seminyak joins a collection of hotels around the world from the finest of pedigree.

Promotion offer

Located at Bali's second highest peak, Batukaru Volcano is revered by Balinese Hindu's and nowhere more so than at Batukaru Temple. This visit and tour of this working temple or Pura as it is known by Balinese will enable you to stimulate all of the senses of sight, sound and scent as locals engage in their traditional rituals. After leaving the temple you will stop at Jatiluwih, where amongst the rice paddies you will enjoy a picnic lunch. Departing the hotel at 9am and returning at 4pm this tour will enable you to see both urban and rural life of Bali and take in some of the islands beauty. This full day excursion is priced at Rp 550,000 net per person with a minimum of two persons for guests of The Royal Beach Seminyak.

MGALLERY

MGallery is a collection of upscale hotels notable for their personalities, which will appeal to individual travellers seeking distinctive services or looking for a place with more soul.

In the city centre as well as in tourist hotspots, each hotel in the collection offers a distinctive environment in which to fulfil an authentic experience that revolves around a philosophy of pleasure. This is particularly true of the Baltimore, which offers an incomparable sensory culinary journey in its starred restaurant.

This is also true of the exceptional site for thalassotherapy at the Tombolo in Tuscany or the Cour du Corbeau in Strasbourg, a real timbered house, a maze of nooks and passageways that has travelled through five centuries of history and known illustrious guests such as Frederick II, King of Prussia, Voltaire...

A collection of hotels like so many different worlds.

Launched in September 2008 by Accor, it now covers five continents and will grow to over 40 locations by late 2011.

Everything you need to know about MGallery hotels can be found at the mgallery.com website.

About Accor

Accor, the world's leading hotel operator and market leader in Europe, is present in 90 countries with 4,100 hotels and close to 500,000 rooms.

Accor's broad portfolio of hotel brands - **Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, Adagio, ibis, all seasons, Etap Hotel, Formule 1, hotelF1 and Motel 6**, and its related activities, Thalassa sea & spa and Lenôtre - provide an extensive offer from luxury to budget. With **145,000 employees** worldwide, the Group offers to its clients and partners nearly 45 years of know-how and expertise.

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