

HOTEL DESIGNS.

Raffles to more than double current portfolio of luxury hotels by 2023

The legendary brand that is Raffles Hotels & Resorts is set to open flagship properties in Dubai, Udaipur, Bahrain and Macau later this year. Here's what we know...



With newly appointed CEO Stephen Alden at the helm, Raffles Hotels & Resorts, which first emerged in 1887 with the opening of the now iconic Raffles Singapore, embarks on an exciting new era, which will start with aggressive growth in the Middle East in 2021 and beyond.

A legendary brand known for transforming landmark properties in storied destinations around the world, Raffles is on track to more than double its illustrious portfolio, adding a host of distinguished locations that will continue to set the standard in the luxury hospitality industry. Later this year, Raffles will open a

second hotel in Dubai (The Palm), along with Bahrain, Udaipur and Macau. Next year and beyond, the brand will debut flagship locations in London (2022), Boston (2022), Doha (2022), Jeddah (2022) and Moscow (2023), among others.

“Raffles approaches every endeavour with the utmost thought, care and discernment; our global expansion is no exception. With our pioneering spirit, we have sought out locations where we can really bring Raffles’ gracious welcome and tradition of excellence to life,” said Stephen Alden, CEO, Raffles & Orient Express. “Each new Raffles property is a destination in itself, and we are creating places where people want to be, in tune with our well-travelled guests’ contemporary lifestyles.”

Next year will see two watershed moments for the brand – with Raffles making its debut in North America and the United Kingdom. Raffles Boston Back Bay Hotel & Residences is located in the heart of the Back Bay, Boston’s most prestigious neighbourhood, and comprises a distinctive hotel as well as exquisitely appointed residences.

Raffles London at The OWO and The OWO Residences by Raffles will be an opening unlike any other in London. Located within the iconic Grade II* listed Old War Office building, an architectural masterpiece originally completed in 1906 which has witnessed world-shaping events, this property is set to be a momentous addition to the brand.

2021 unveils

Raffles Boston Back Bay Hotel & Residences, USA – Located in Boston’s prestigious Back Bay neighbourhood, the 35-storey building will be a new landmark in Boston’s skyline, with 146 residences, 147 guest rooms, and six restaurant and bar venues, including a sky bar and speakeasy. The property will feature state-of-the-art facilities and amenities. The striking three-story sky lobby, the first of its kind in Boston, will be the centrepiece of the property, complete with a grand staircase spanning the 17th, 18th and 19th floors.



Image caption: Interior sneak peek inside Raffles Boston Back Bay Hotel & Residences. | Image credit: Rockwell Group



Image caption: Exterior render of Raffles Boston Back Bay Hotel & Residences. | Image credit: Binyan Studios