



## ACCORHOTELS TO OPEN THE FIRST RAFFLES HOTEL & RESIDENCES IN NORTH AMERICA

*Distinguished International Brand Announces Plans for a New Property  
in the Historic Back Bay Neighborhood of Boston in 2021*

**Paris, May 3, 2018** – Illustrious hospitality brand, **Raffles Hotels & Resorts**, part of **AccorHotels**, in partnership with hoteliers Gary and Jeffrey Saunders of **Saunders Hotel Group** and developer Jordan Warshaw of **The Noannet Group** of Boston, today announced the signing of definitive agreements to debut the first mixed-use Raffles property in North America. Scheduled to open in 2021, **Raffles Boston Back Bay Hotel & Residences** promises to be a welcoming oasis of refined elegance comprised of a distinctive hotel as well as exquisitely appointed residences, located in the heart of Boston, Massachusetts.

*“We are proud to announce the introduction of Raffles Hotels & Resorts, one of our portfolio’s most iconic and beloved luxury brands, to Boston, a city with a powerful history of cultural significance and landmark events,”* said Kevin Frid, COO of AccorHotels North & Central America. *“As the first Raffles property on the continent, the hotel will bring to North America the unparalleled standards of excellence for which the Raffles brand is celebrated. We are certain that Raffles Boston Back Bay Hotel & Residences will become a legendary address for unsurpassed service, extraordinary style and distinctive experiences for years to come.”*

Joining a prestigious collection of 12 individually unique and timeless Raffles properties around the world, the mixed-use development project will set the standard for refined hospitality and residential living in Boston. The property will include 147 guestrooms and 146 branded residences in a striking new 33-story building. Catering to the most discerning travelers and residents, Raffles Boston Back Bay will offer the impeccable and bespoke service, intuitive charm and extraordinary adventure that are synonymous with the Raffles name.

Hotel highlights include a mix of signature hotel services such as the Raffles Butler, and public spaces including a two-story sky lobby perched high above Copley Square, five distinct food and beverage venues, a state-of-the-art Raffles Spa with a 20-meter indoor pool, a stunning rooftop garden terrace and lounge, and expansive meeting and pre-function space. Located at the corner of Stuart Street and Trinity Place, the project is destined to reinforce the Back Bay as a first-class international neighborhood.

Raffles Boston Back Bay Residences will be a sophisticated urban sanctuary that includes a unique collection of pied-a-terre suites, one- to three-bedroom homes and magnificent penthouses. An unrivalled residential experience, residents will have preferred access to all the services provided

by Raffles Boston Back Bay, including exclusive membership in the resident-only tier of the company's guest recognition and loyalty program, which features VIP status and access to special benefits within the AccorHotels portfolio. There will also be a variety of intimate residents-only gathering places and exclusive offerings to be announced closer to the official unveiling.

For more than 130 years, Raffles Hotels & Resorts has celebrated the individual personalities and stories of its hotels, each featuring a design aesthetic that embraces and reflects the culture of the destination and community in which it resides. Raffles Boston Back Bay Hotel & Residences will boast an impressive and dramatic exterior designed by Boston-based architectural firm, **The Architectural Team Inc.**; as well as elegantly appointed hotel interiors fashioned by **Stonehill Taylor**; and stylish and sophisticated residential interiors created by **Rockwell Group**.

Located in the heart of the Back Bay, Boston's most prestigious neighborhood, Raffles Boston Back Bay is conveniently adjacent to the Boston Back Bay Train Station, and is within a block of Copley Square, **Fairmont Copley Plaza**, Trinity Church and high-end shopping at Copley Place. It is also within a short walk to other primary attractions such as the world-renowned shops and galleries of Newbury Street and Prudential Center, Fenway Park, the Museum of Fine Arts, and dozens of fine dining restaurants.

The project's developer, Trinity Stuart LLC, is a partnership consisting of hoteliers Gary and Jeff Saunders, principals of Saunders Hotel Group, which has a distinguished history of owning and operating hotels in Boston's Back Bay, and developer Jordan Warshaw, principal of The Noannet Group, a Boston-based mixed-use and residential development firm that specializes in architecturally distinctive buildings that enhance their communities.

*"Raffles is one of the most iconic names in hotels in the world, and the Back Bay is one of the most iconic neighborhoods in the United States, so it is a logical and perfect match and will further enhance Boston's reputation as a world-class city,"* said Jordan Warshaw, President of The Noannet Group.

Saunders Hotel Group Chairman Gary Saunders said, "Our family has owned iconic hotels throughout the Back Bay for over three generations, and in choosing a hospitality partner for this exciting project we couldn't have found a better brand for this location than Raffles."

*"From an operations and management standpoint, there is no brand in the world like Raffles. Their attention to every detail, focus on the needs and comfort of every individual guest, and value system they instill in all employees and staff members results in the finest guest experience in the world,"* said Saunders Hotel Group Chief Executive Officer Jeffrey Saunders.

*"The addition of the legendary Raffles brand in North America signals an evolution of AccorHotels' luxury presence in the region and supports our Group's growth strategy to introduce new brands and continue to develop luxury hotels in key strategic markets,"* Frid added. *"We are experiencing a prosperous time of significant growth in the region with several notable announcements and openings on the horizon."*

Today, the iconic Raffles collection includes a dozen distinguished addresses around the world, each with its own unique local character combined with identifiable Raffles touches. Located in many of the world's most impressive destinations, the remarkable collection of hotels and resorts

include **Le Royal Monceau, Raffles Paris, Raffles Singapore, Raffles Seychelles**, among others. Noteworthy Raffles openings in the pipeline include **Raffles Europejski Warsaw** in Poland, **The Palm Dubai Hotel and Raffles Residences** on Palm Jumeirah, and transformation of the **Old War Office** in London into a Raffles Hotel.

Raffles Boston Back Bay Hotel & Residences will elevate AccorHotels' current luxury brand offering in North and Central America, which includes **Fairmont Hotels & Resorts** and **Sofitel Hotels & Resorts**.

#### **About Raffles Hotels & Resorts**

Raffles Hotels & Resorts boasts an illustrious history and some of the most prestigious hotel addresses worldwide. In 1887, Raffles Singapore set the standard for luxury hospitality, introducing the world to private butlers, the Singapore Sling and its enduring, legendary service. Today, Raffles continues this tradition in leading cities and lavish resort locales, enchanting travellers with meaningful experiences and service that is both gracious and intuitive. Connoisseurs of life choose Raffles, not merely for its aura of culture, beauty and gentility, but for the extraordinary way they feel when in residence with Raffles. Each Raffles, be it Paris, Istanbul, Warsaw, Jakarta or the Seychelles, serves as a venerated oasis where travellers arrive as guests, leave as friends and return as family. Raffles is part of AccorHotels, a world-leading travel and lifestyle group which invites travellers to feel welcome at more than 4,300 hotels, resorts and residences, along with some 10,000 of the finest private homes around the globe.

[raffles.com](http://raffles.com) | [accorhotels.com](http://accorhotels.com)

#### **About Trinity Stuart, LLC**

Trinity Stuart LLC combines the development expertise of The Noannet Group with the three generations of hotel development and operations experience of Saunders Hotel Group. The team is represented by multi-generational Boston property developers and operators with strong development track records and local relationships. With an organization-level commitment to excellence for over 75 years, Saunders Hotel Group has extensive, time-tested experience in the development, management and ownership of hospitality assets throughout Greater Boston. The Noannet Group was founded in 2011 by 25-year industry veteran Jordan Warshaw to develop architecturally significant mixed-use and residential buildings that enhance and transform communities. As two firms that focus on creating "best in class" hotels, residential and mixed-use buildings, the principals of Saunders Hotel Group and The Noannet Group have created a natural and synergistic partnership. For more information, please visit [www.saundershotelgroup.com](http://www.saundershotelgroup.com) and [www.noannet.com](http://www.noannet.com).

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