

FAMILY WELLNESS RESORT

BH RESIDENCE

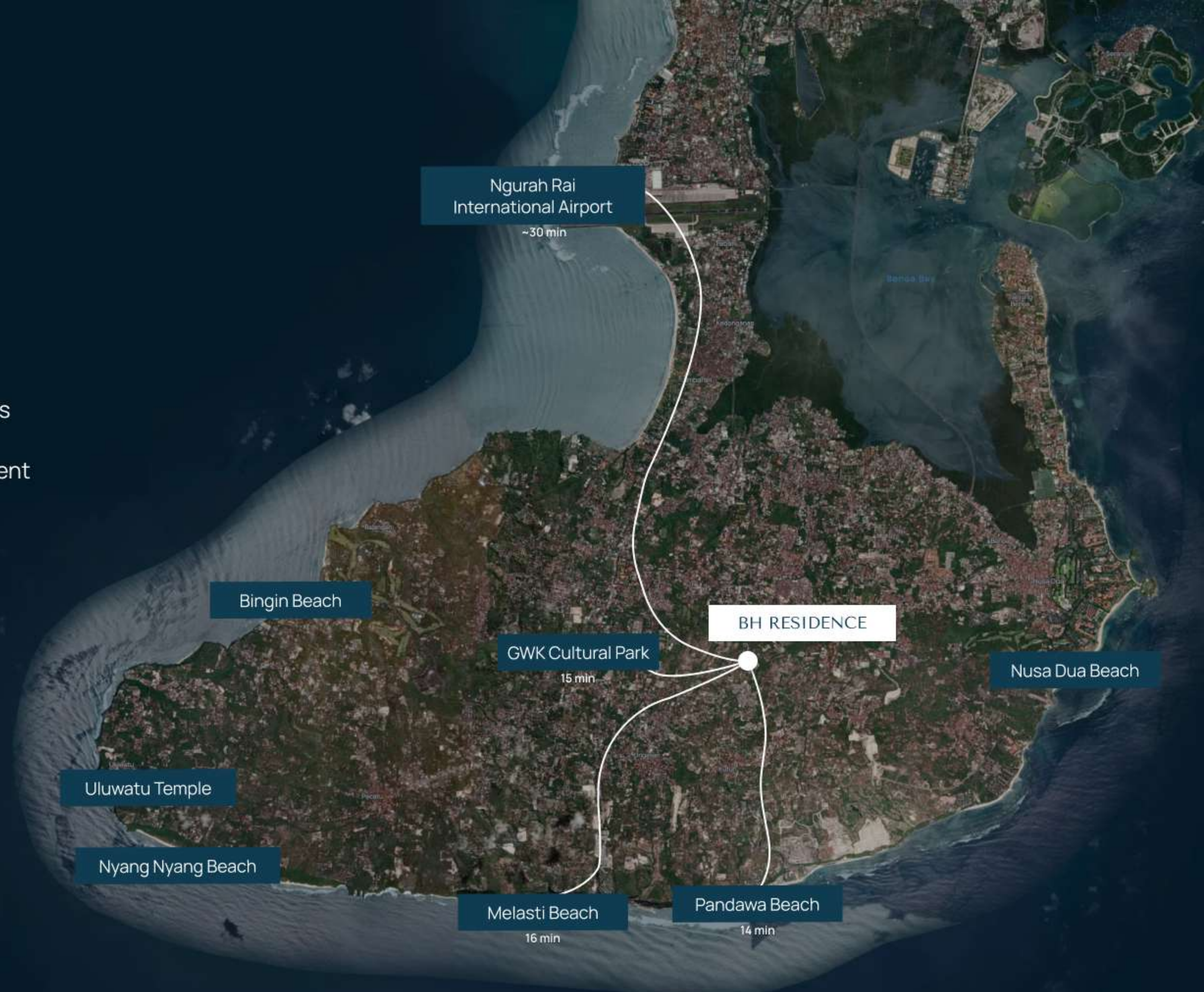
embrace
DEVELOPMENT



LOCATION

The project is located on the Bukit Peninsula, one of Bali's most established premium residential areas. Bukit has become the primary location for premium villa development in South Bali.

- ✦ ocean views
- ✦ elevated microclimate and sea breeze
- ✦ proximity to major beaches







ABOUT THE PROJECT

BH Residence is an established property with a proven track record and reputation, currently undergoing a comprehensive renovation program by Embrace Development.

One of the project's defining features is the absence of standardized units - each residence is unique

Total Units	46
Apartments	22 (1BR)
Villas	24 (2-4BR)

- Swimming Pool
- Children's Pool
- Yoga Studio
- Spa & Thermal Circuit
- Restaurant & Cafe
- Co-working zone
- Convenience Store

CONCEPTION

The project's infrastructure has been developed based on an in-depth analysis of the needs of its core target audiences: families traveling with children and multi-generational travellers, digital nomads, as well as guests who embrace a well-being-oriented lifestyle.

As a result, the project offers a fully integrated ecosystem that supports a seamless lifestyle without compromising on comfort.



◆ FAMILY TRAVEL

30% of global travel demand
\$160 billion annually (U.S. market)

MULTI-GENERATION TRAVELS

47% of travelers in 2025 (+17%)

◆ DIGITAL NOMADS

43 million people globally
\$787 billion annual economic impact
80% stay for 3-9 months



WELLNESS ◆ REAL ESTATE

\$548B → \$1.1T by 2029
19.5% annual growth
10-25% price premium

BRANDED RESIDENCES ◆

910 → 1,747 projects by 2032
+59% growth over 5 years
+33% average price premium

FAMILY INFRASTRUCTURE

★ KIDS CAMP | 95 SQM

Age-segmented areas: nursery (0-3), play zone (4-7), discovery zone (8-12), teen lounge (13+)

★ KIDS ACTIVITIES

Balinese art workshops, kids yoga, cooking classes, sports activities, movie nights

★ CHILDCARE SERVICES

Nanny services, babysitting, school transfer coordination, on-call medical support

56% of families choose hotels based on kids' clubs / children's programmes
Source: Hilton (2025)





WELLNESS

Bali is a destination with an established culture of body care, mindfulness practices, a gentle climate, and a slower pace of life. It is here that the synergy of Real Estate × Wellness × Lifestyle naturally unfolds.

At BH Residence, we have embraced a full-cycle recovery concept, which has influenced not only the design of the overall infrastructure but also the planning of individual living spaces.

MOVEMENT



SLEEP



NUTRITION



RECOVERY

High ADR

Drive Ancillary Revenue

Support Longer Stays

Create Category Separation



ARCHITECTURAL SLEEP DESIGN

Architectural sleep design plus orthopedic mattresses, blackout curtains, and mosquito nets for open-air sleeping. Built into every unit as standard

+2–3% ADR

sleep-focused hotels outperform according to HotStats

SLEEP COMFORT ESSENTIALS

Bedroom Orientation

Cross-ventilation

Circadian Lighting

Acoustic Isolation

Pillow Menu

Digital Detox Option

NUTRITION & HEALTHY EATING

NUTRITION

healthy breakfasts from fresh local produce, kids' menu with no added sugar or trans fats

FLEXIBLE DINING

7-day and monthly meal plans, grab-and-go and villa delivery

LIVING & DINING FREEDOM

full kitchens in every villa and a restaurant designed to support this lifestyle





YOGA STUDIO & FUNCTIONAL TRAINING

Функциональная тренировка

HIIT

Дыхательные практики

Фитнес

Йога

Медитация

Растяжка



SPA & RECOVERY ~380 SQM

Функциональная тренировка

HIIT

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Медитация

Растяжка



PADEL

ARCHITECTURE

At the core of the project is a refined dialogue between local tradition and contemporary architectural practice. The design thoughtfully integrates key principles of the Balinese environment: open spaces, a strong connection to nature, and a seamless transition between indoor and outdoor living.

Only natural materials are used throughout, including tropical hardwood, natural stone, and organic textiles. Plastics and synthetic materials are entirely excluded, allowing the space to breathe.

- ◆ NATURAL MATERIALS
- ◆ HIGH CEILINGS
- ◆ UNIQUE LAYOUTS



FAMILY LAYOUT LOGIC

DESIGNED AROUND REAL FAMILY LIVING, NOT TRADITIONAL HOTEL LAYOUTS

Higher Guest Satisfaction

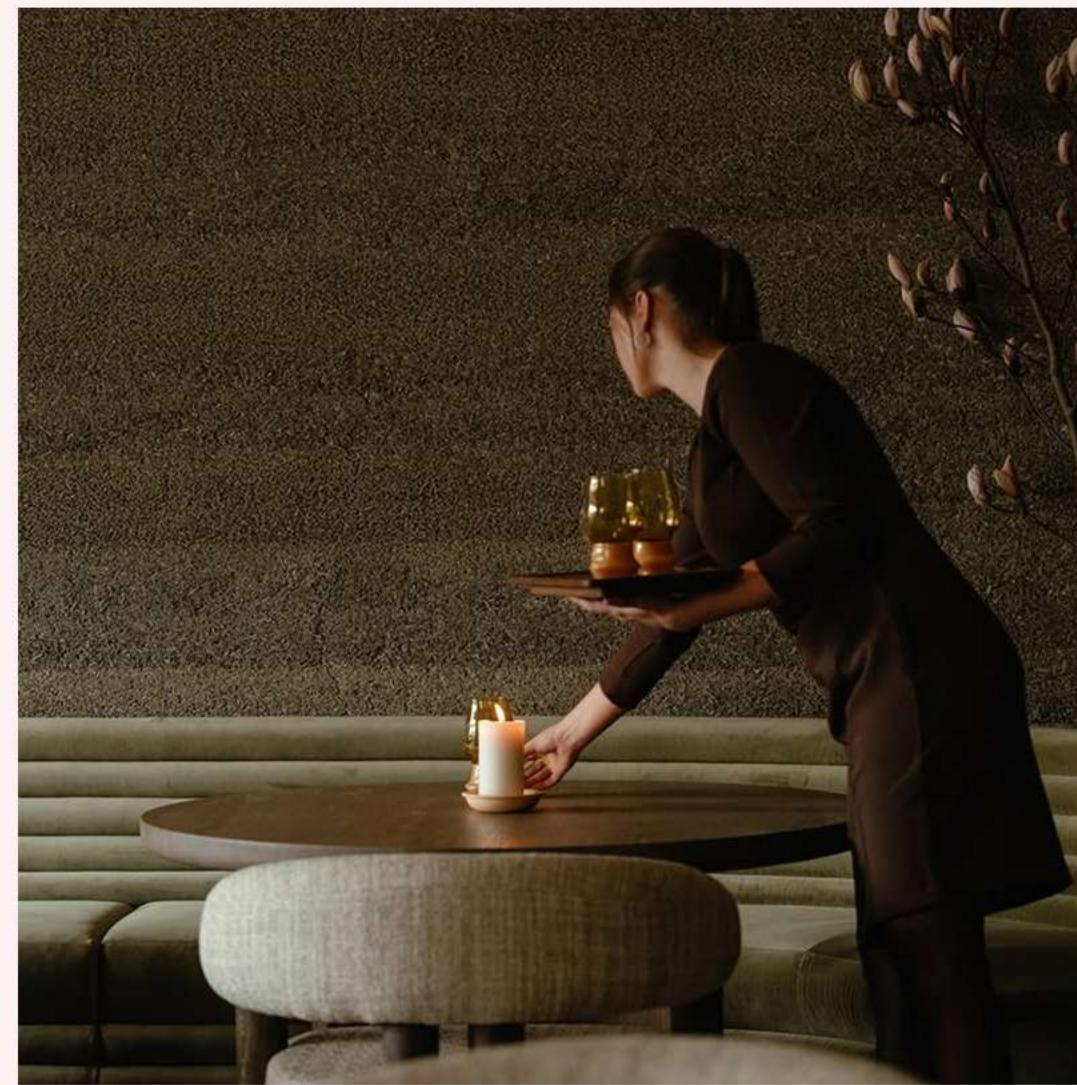
Outcome

Increased Repeat Bookings

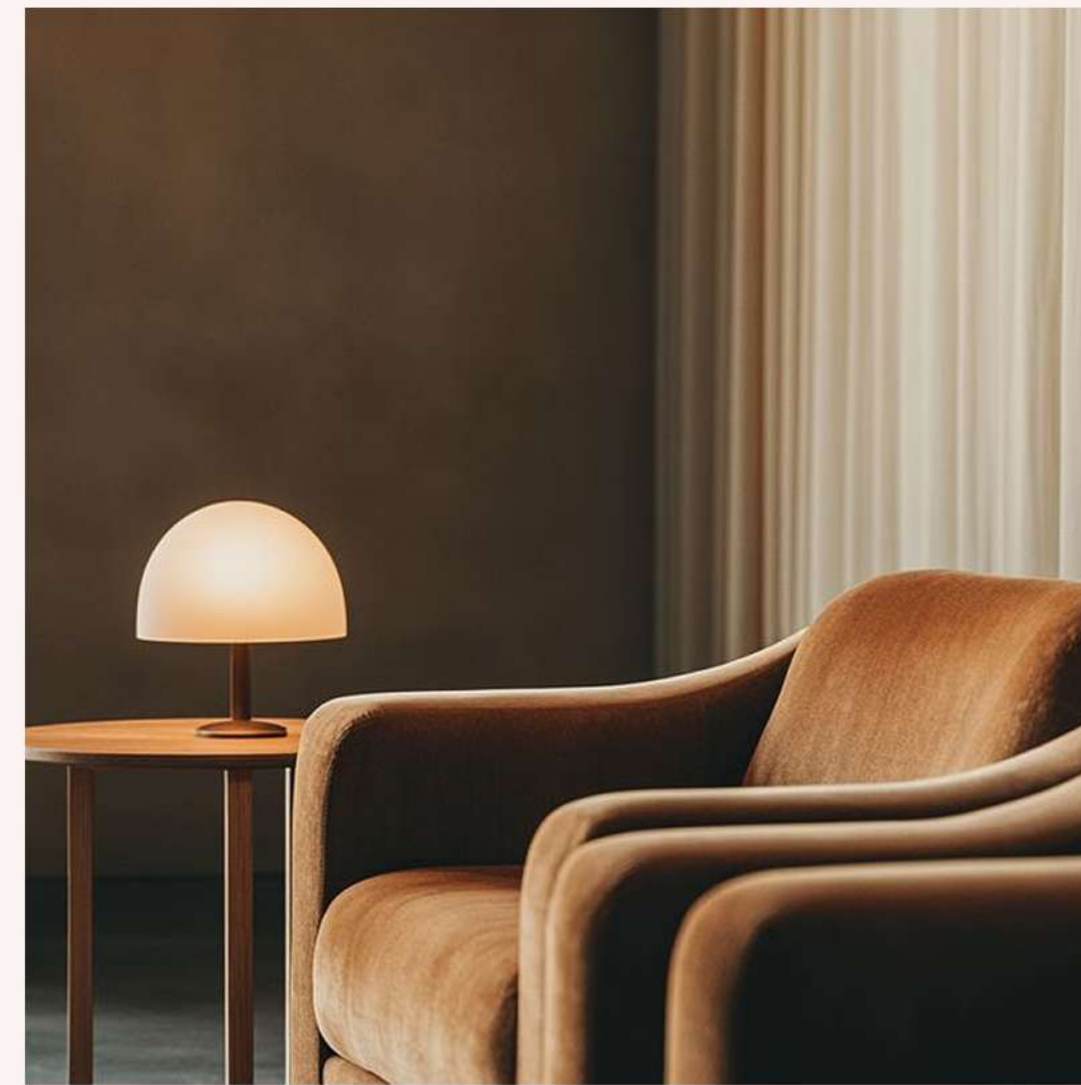
Longer Average Stays



Master bedroom separated from children's rooms (3-4 BR villas)



Dedicated quarters for a nanny / household staff



Built-in acoustic zoning: active children's areas & quiet adult spaces

VILLAS 24 UNITS | 2 BR | 3 BR | 4 BR



private pools



full kitchens



laundry rooms



storage for sports equipment



outdoor terraces and gardens







APARTMENTS 22 UNITS | 1 BR



fully equipped kitchens



separate living areas

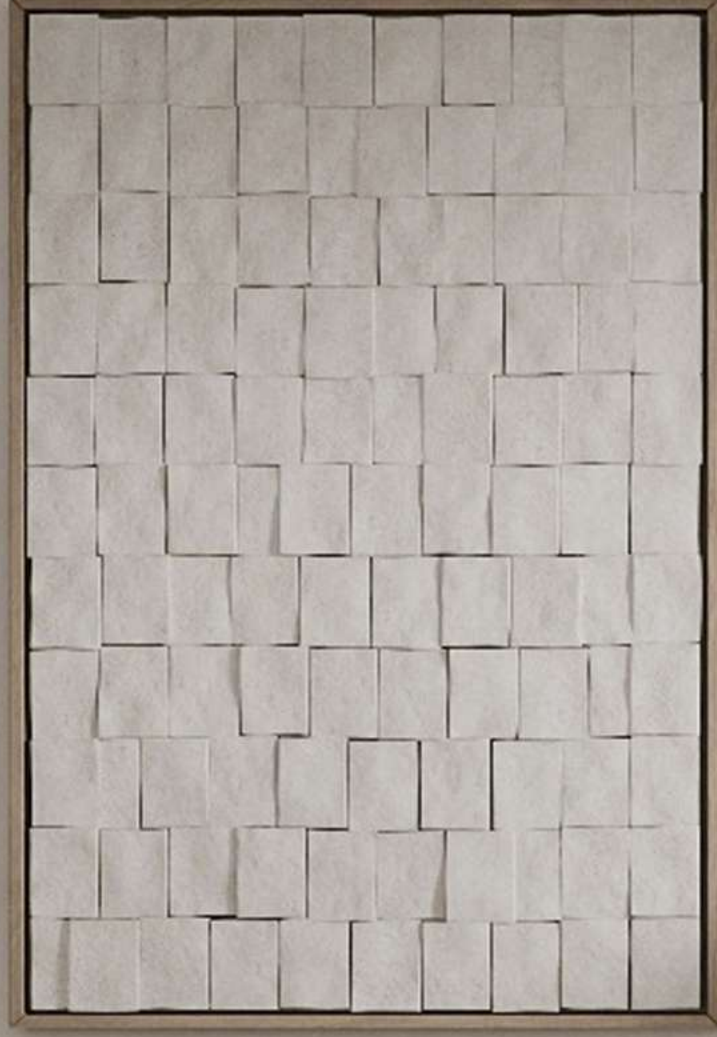


private terrace or balcony



in-unit laundry









Frasers Hospitality is a leading investor-operator within the lodging sector, backed by 28 years of proven expertise. We specialise in optimising and managing hospitality assets to deliver sustainable value for our stakeholders.

As a business unit of Frasers Property Limited, our presence spans **Asia Pacific, Europe, the Middle East and Africa.**



27 years
of operating history

40+
cities

10,000+
serviced residence
units

150+
properties

AWARDS



World's Leading
Serviced
Apartment



Best Serviced
Residence
Operator



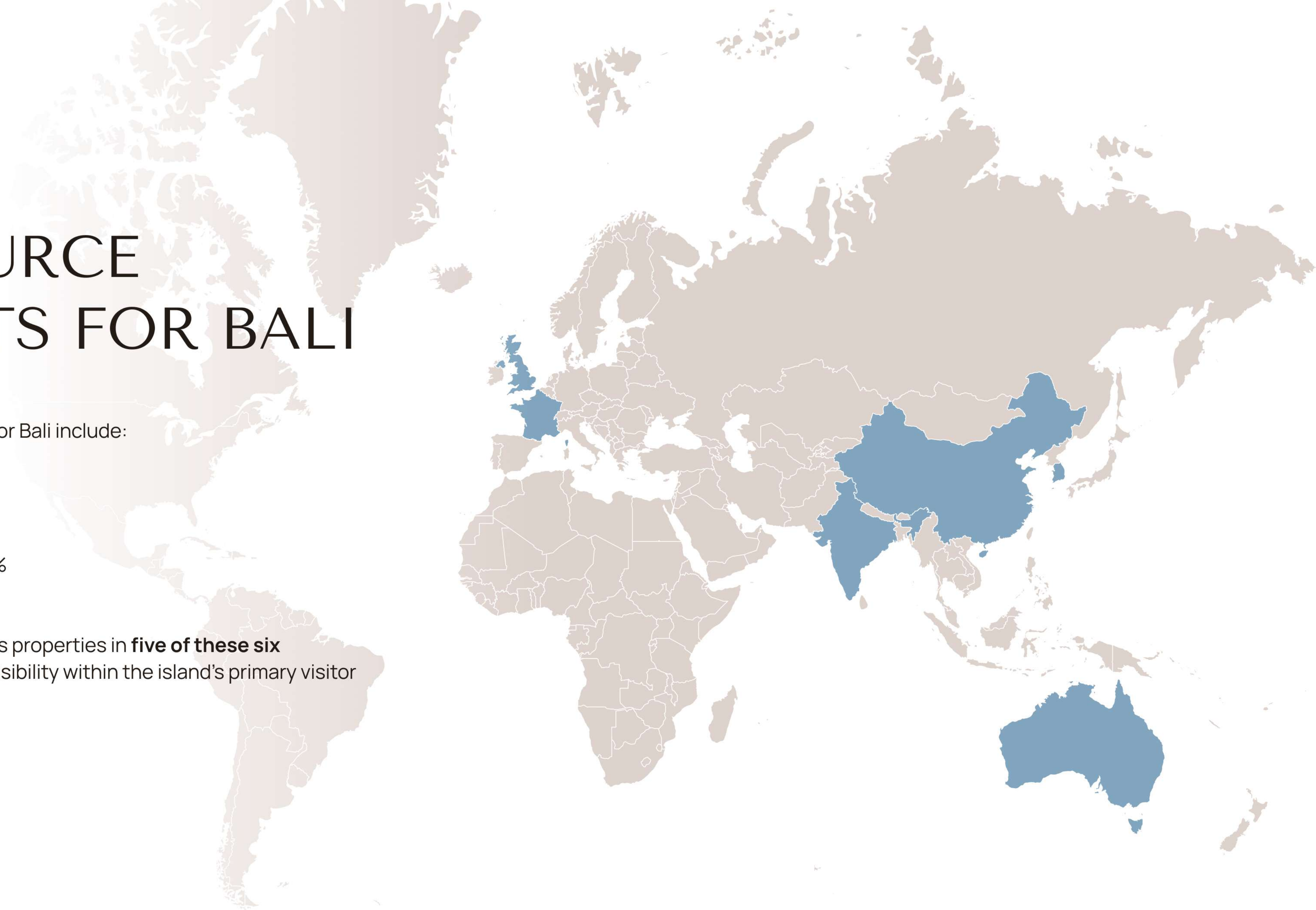
TripAdvisor
Traveler's Choice
Awards

KEY SOURCE MARKETS FOR BALI

Top international markets for Bali include:

1. Australia – 23.44%
2. India – 8.19%
3. China – 7.73%
4. South Korea – 4.99%
5. United Kingdom – 4.57%
6. France – 4.02%

Frasers Hospitality operates properties in **five of these six markets**, providing brand visibility within the island's primary visitor base.



RENTAL MODEL

The project uses a hybrid rental model.





DISTRIBUTION & OPERATIONS

- ✦ GLOBAL DISTRIBUTION NETWORK
- ✦ CORPORATE RELOCATION CLIENTS
- ✦ FRASER WORLD LOYALTY PROGRAMME
- ✦ DUETTO REVENUE MANAGEMENT PLATFORM
- ✦ SABRE SYNXIS BOOKING TECHNOLOGY

BH RESIDENCE

Designed for Life
Operated for Income

embrace
DEVELOPMENT