



PRESS RELEASE

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SHERATON HOTELS & RESORTS REAFFIRMS ITS COMMITMENT TO GO BEYOND FOR GUESTS IN INDONESIA

The Go Beyond Campaign Focuses on the Promise of Exceptional Service, With the Introduction Of The Exclusive Le Grand Bain Amenities Line

JAKARTA, INDONESIA - 13 December 2017 – Sheraton Hotels & Resorts, a Marriott International, Inc. brand, today reaffirms its commitment to *Go Beyond* for guests in Indonesia. Launched earlier this year, *Go Beyond* is a multi-faceted global campaign that includes a new marketing creative, global associate rallies, and guest surprises and delights. Extending its commitment to *Go Beyond* and elevate guest experiences, Sheraton also introduced a new and exclusive set of bath amenities line, *Le Grand Bain*, available at Sheraton properties across Indonesia throughout 2018.

The *Go Beyond* campaign was inspired by Sheraton associates worldwide who pour their heart and passion into providing the best service experience to guests, hence are the spotlight and subject of the new creatives. The global *Go Beyond* campaign showcases Sheraton associates interacting with guests in small but meaningful ways that have great impact on the traveler's overall experience.

"The campaign allows us to continually highlight our commitment to provide the most exceptional service for our guests across the world, including Indonesia," said **Winkie Wong**, Senior Director of Brand & Marketing, Asia Pacific Marriott International. "We strive to instill the spirit of this campaign through our associates at Sheraton properties in Jakarta, Bali, Bandung, Surabaya, Yogyakarta, and Lampung."

Sheraton Grand Jakarta Gandaria City Hotel has implemented the *Go Beyond* spirit in a variety of ways. For example, guests celebrating their birthday dining at the hotel restaurant, Anigre, are surprised with a complementary cake. On top of that, guests who will be staying in the Club Room will receive a personalized message from the Club Manager prior to their arrival. These small but meaningful gestures are meant to make each hotel guests feel special and at home when staying at Sheraton properties

To further elevate guests experience, Sheraton Hotels & Resorts has also introduced an exclusive set of bath amenities - *Le Grand Bain*. Beauty maverick Ben Gorham of Byredo created the brand with the Sheraton customer in mind, which resulted in products that will greet the busy traveler with timeless aromas and provide them with necessities needed while on the

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road. The name, Le Grand Bain, describes the submergence into deep water, which signifies a level of ambition and accomplishment, similar to that of the Sheraton traveler. Sheraton Grand Jakarta Gandaria City Hotel is set to be the first hotel to unveil the new set of bath amenities to guests in Indonesia.

“We believe that the distinctly unique scent of Le Grand Bain will create a lasting impression for our guests, completing the elevated experience we strive to provide them while sharing their travel journey with us,” said Winkie.

Le Grand Bain is a signature blend of energizing citron and balancing vetiver, incorporating ingredients sourced from around the world in a paraben-free product that completely enhances the guest bath experience at Sheraton. The collection features a new conditioner, shampoo, body lotion, body wash, bath bar and a facial bar.

There are currently 7 Sheraton properties in Indonesia, Sheraton Lampung Hotel, Sheraton Bandung Hotel & Towers, Sheraton Grand Jakarta Gandaria City Hotel, Sheraton Bali Kuta Resort, Sheraton Senggigi Beach Resort, Sheraton Surabaya Hotel & Towers, and Sheraton Mustika Yogyakarta Resort & Spa.

For more information about how Sheraton Hotels is going beyond for its guests and to learn more about “Go Beyond”, please visit www.sheraton.com

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About Sheraton Hotels & Resorts

Sheraton Hotels & Resorts, part of Marriott International, Inc., makes it easy for guests to explore, relax and enjoy the possibilities of travel at more than 450 hotels in over 75 countries around the world. Sheraton continues to enhance the brand through innovative guest experience, differentiating design, multi-channel marketing and a sharp focus on service. Sheraton is proud to participate in the industry’s award-winning loyalty program, Starwood Preferred Guest®, in which members can link accounts with Marriott Rewards® and The Ritz-Carlton Rewards® for instant elite status matching and unlimited points transfer. To learn more, visit www.sheraton.com. Stay connected to Sheraton: @sheratonhotels on Twitter and Instagram and facebook.com/Sheraton.

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