

MANDARIN ORIENTAL EXCLUSIVE HOMES ANNOUNCES STRATEGIC PORTFOLIO GROWTH AND EXPANSION PLANS



- *The Mandarin Oriental Exclusive Homes portfolio has seen 150% growth in its first 12 months of operation with plans to grow the portfolio to over 100 homes within the next 5 years.*
- *Mandarin Oriental Exclusive Homes seeks to expand its footprint of luxury leisure destinations in Europe, for both winter and summer breaks, as well as broadening the portfolio in Asia. The Group has also identified the United States and the Caribbean as key regions for future expansion.*
- *Increasing demand for tailored experiences with heavily personalised offerings.*

Hong Kong, 22 May 2023 -- [Mandarin Oriental Hotel Group](#)'s branded collection of the world's finest vacation homes, chalets and mansions, has seen exceptional growth since its launch in Spring 2022. Operated in collaboration with luxury home rental platform StayOne, each Mandarin Oriental Exclusive Home is hand-picked for its outstanding quality and sought-after location, while also providing personalised service and experiences in keeping with the legendary hospitality of the award-winning brand.



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The Group's new venture has achieved stellar growth since its debut season in 2022, with the portfolio growing over 150% in just 12 months. The expanding collection of over twenty properties now spans luxury leisure destinations across the UK, Europe, and Asia.

The Mandarin Oriental brand is historically known for its award-winning hotels but began venturing into the private home rental market via a strategic investment in StayOne back in 2020. Spurred on by the COVID-19 pandemic, this adjacent hospitality market has seen rapid growth and is forecast to continue with a CAGR of 19.84% between 2022 and 2028. Since investing, Mandarin Oriental and StayOne have selected an exclusively limited subset of properties for inclusion as part of the fully-serviced Mandarin Oriental Exclusive Homes collection.

Following the launch, Mandarin Oriental has seen increasing demand among its loyal fan base for private villa experiences from guests seeking to enjoy multi-generational stays, celebrate key milestones and enjoy longer stays with loved ones. The Group plans to discerningly expand the business to meet this demand, with an ambition to grow the portfolio to over 100 homes within the next 5 years.

The current collection of homes span across popular holiday destinations and range from charming English countryside escapes, to idyllic beach-front villas in the South of France and the Balearics, a spectacular ski chalet in Lech, exquisitely restored masserie in Puglia and an exotic Balinese estate. Mandarin Oriental Exclusive Homes seeks to expand its footprint of luxury leisure destinations in Europe, for both winter and summer breaks, as well as broadening the portfolio in Asia. The Group has also identified the United States and the Caribbean as key regions for future expansion.

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Complementary to luxury private home rentals, the Group have seen increasing demand for tailored experiences with heavily personalized offerings. In collaboration with StayOne, Mandarin Oriental Exclusive Homes is able to offer curated experiences guests, for instance, pairing a villa stay with private helicopter transfers to the Monaco Grand Prix and exclusive tickets to watch the race from a nearby yacht.

“We are thrilled with the success to date of our venture into luxury private home rentals, which has proven to be an innovative pillar for our strategic growth. With our loyal Fans at the center of everything we do, we are committed to redefining the luxury home rental market with our renowned service quality and growing our portfolio in highly desirable locations for our guests.” said Joanna Flint, Chief Commercial Officer of Mandarin Oriental Hotel Group.

“Our collaboration with Mandarin Oriental has created a unique offering in the luxury private home market and we are delighted with the success to date. Mandarin Oriental is a globally respected and trusted brand delivering legendary service and bespoke experiences and we are thrilled to be working with them to further grow our portfolio of exceptional homes, providing new and unique experiences for guests,” said Thomas Bennett, co-founder, StayOne.

View the full collection of Mandarin Oriental Exclusive Homes here:

www.mandarinoriental.com/exclusive-homes

About StayOne

StayOne brings together a like-minded community of owners and renters of the finest one percent of holiday homes. Each home undergoes a rigorous vetting process while all members are carefully verified to maintain the community of luxury travellers, giving many owners the confidence to rent their homes for the first time. Launched in 2018 with just the co-founders’ two homes, the company now offers a curated collection of over 4,000 properties in over 250 destinations. Following a strategic investment by Mandarin Oriental in 2020, members receive exclusive benefits and access to unique experiences with the world-renowned Mandarin Oriental Hotel Group. Further information is available on www.stayone.com.

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About Mandarin Oriental Hotel Group

Mandarin Oriental Hotel Group is the award-winning owner and operator of some of the world's most luxurious hotels, resorts and residences. Having grown from its Asian roots into a global brand, the Group now operates 36 hotels and nine residences in 24 countries and territories, with each property reflecting the Group's oriental heritage, local culture and unique design. Mandarin Oriental has a strong pipeline of hotels and residences under development, and is a member of the Jardine Matheson Group.

Further information is available on our Social Media channels and website: www.mandarinoriental.com, including [Media Centre](#). Alternatively, please contact:

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Notes to Editor:

Specific benefits of a Mandarin Oriental Exclusive Home include:

- **Exclusive homes:** inspected by Mandarin Oriental to ensure the utmost quality and safety standards, as well as prime locations within top leisure destinations. The homes can only be booked as part of Mandarin Oriental's exclusive collection.
- **Dedicated concierge:** from initial booking right through to departure, a dedicated concierge will be on-hand to assist with pre-arrival requests and to arrange local experiences and transportation.
- **Private, on-demand culinary experiences:** an in-house private chef approved by Mandarin Oriental's culinary experts will design bespoke menus based on guest preferences and local seasonal produce.



- **Impeccable housekeeping:** daily service inspired by Mandarin Oriental’s exacting housekeeping standards.
- **Family-friendly experiences:** Special arrangements for children of all ages.
- **Thorough health and safety standards:** all homes undergo rigorous health and safety audits, including increased hygiene awareness in response to COVID-19, overseen by Mandarin Oriental’s risk management team.
- **Luxurious amenities:** from opulent bathrobes to sustainable bamboo toothbrushes, a suite of amenities unique to Mandarin Oriental will form part of the experience.
- **Exclusive benefits for Mandarin Oriental regular guests:** Special benefits and experiences are provided for members of ‘Fans of M.O.’; the Group’s guest-recognition program.

The current collection of Mandarin Oriental Exclusive Homes comprises the following properties:

BALI, INDONESIA

Uluwatu Estate – Uluwatu, Bali

FRENCH RIVIERA, FRANCE

Villa O – Saint-Jean-Cap-Ferrat, France

Villa Palmira – Super Cannes, France

Villa Riviera – Saint-Paul-de-Vence, France

Villa Oxygen – Grimaud, France

La Maison vue de Saint Jean – Èze, France

PUGLIA, ITALY

Masseria Petrarolo – Monopoli, Puglia

Masseria Pistola – Alberobello, Puglia

MARBELLA, SPAIN

Casona de Los Sueños – La Zagaleta, Marbella

IBIZA, SPAIN

Villa Casanova – Jesús, Ibiza

Tagomago Private Island – Ibiza

The Palms – Es Cubells, Ibiza

Villa Lagarto – Jesús, Ibiza

MALLORCA, SPAIN

Can Catalina - Cala Llamp, Mallorca

Villa Puesta del Sol – Port d’Andratx, Mallorca

Ca’n Miquelet – Deià, Mallorca

UK

Bittescombe Lodge & Deer Park – Somerset, England

Cirencester Estate- The Cotswolds, England

THE ALPS

überHaus – Lech, Austria