



## Ascott Checks In with Chelsea FC Global Hotels Partnership

Chelsea Football Club has today unveiled The Ascott Limited (Ascott), the lodging business unit of Singapore-listed CapitaLand Investment Limited, as its new official global hotels partner.

A pioneer in the accommodation and serviced residences space since 1984, Ascott has grown to be a trusted hospitality company with over 950 properties globally under popular brands including [Ascott](#), [Citadines](#), [lyf](#), [Oakwood](#), [Somerset](#), [The Crest Collection](#) and [The Unlimited Collection](#). Headquartered in Singapore, Ascott's presence extends across more than 220 cities in over 40 countries in Asia Pacific, Central Asia, Europe, the Middle East, Africa, and the USA.

The partnership will enable Chelsea and Ascott to collaborate on providing money can't buy experiences for Ascott Star Rewards (ASR) members around the world, including exclusive access to matches at Stamford Bridge and VIP visits to The Blues Cobham Training Ground. The Ascott brand will also be displayed at Stamford Bridge for both Men's and Women's matches, as well as across Chelsea's social and digital channels with engaging content for fans to enjoy.

In exciting news for Blues fans based overseas, Ascott will become the presenting partner of Chelsea's flagship international fan engagement event, the Famous CFC, in two international markets. More details on this will be shared soon.

Ascott has also been appointed to fulfil the ongoing management of the hotels based on-site at Stamford Bridge, which will be operated under the '[lyf](#)' brand with a focus on experience-led social living.

Casper Stylsvig, Chelsea FC's Chief Revenue Officer, commented: 'We are excited to welcome The Ascott Limited as our new official global hotels partner, a trusted hospitality company with a global presence. We look forward to collaborating on a number of exciting projects that will accelerate Ascott's ambitious growth plans in the UK and Europe, while also continuing to connect with our fans from across the globe in innovative and exciting ways'.

Tan Bee Leng, Chief Commercial Officer, The Ascott Limited, said: "The partnership taps on the strong synergy between Ascott and Chelsea as storied brands with global ambitions and extensive networks. As the Official Global Hotels Partner, Ascott will collaborate with Chelsea on a series of innovative marketing and promotional initiatives to engage with millions of football enthusiasts across Europe and beyond.

Leveraging the club's massive global fanbase of over 600 million people worldwide and its premier position in European football, the partnership will provide unparalleled opportunities for Ascott to

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bring together the worlds of hospitality and football to curate memorable fan engagement activities, exclusive offers for Chelsea supporters, and bespoke stay experiences at Ascott properties for fans and guests alike. In line with the brand promise of [Ascott Star Rewards](#) to 'Stay Rewarded', we look forward to bringing Chelsea fans closer to their football heroes, whether at Lyf Stamford Bridge London or the properties in our international markets.”

To celebrate the launch of the Chelsea-Ascott partnership, please refer to the Annex for Chelsea experiences lined up for Ascott Star Rewards members.

**Ends.**

### **About Chelsea Football Club**

Chelsea Football Club is one of the top football clubs globally and its men's team were the FIFA Club World Cup winners for 2021, with the final when the side beat Brazilian side Palmeiras in Abu Dhabi held in 2022 due to the pandemic. That success followed winning the UEFA Champions League for a second time in 2021 with victory over Manchester City in Porto.

Founded in 1905, Chelsea is London's most central football club, based at the iconic 40,000-capacity Stamford Bridge stadium. Nicknamed 'The Blues', the club lifted the Champions League for the first time in 2012 and has also won the Premier League five times, the FA Cup eight times, the Football League Cup five times, the UEFA Europa League twice, the UEFA Cup Winners' Cup twice, the UEFA Super Cup twice and the Football League Championship once, in 1955.

The 2021 Champions League and Super Cup triumphs ensured Chelsea became the first club to win four major UEFA club competitions twice, following its earlier successes in those two competitions as well as the Europa League and Cup Winners' Cup.

The Chelsea Women's team have enjoyed a huge amount of success and in 2024 won the FA Women's Super League for a fifth consecutive year and the seventh time overall. The Women's FA Cup has been won on five occasions. The side has also captured the FA Women's League Cup twice as well as reaching the UEFA Women's Champions League final in 2021.

In addition to possessing some of the world's most recognisable players, Chelsea has also invested in its future with a state-of-the-art Academy and training centre in Cobham, Surrey. Since the Academy building's opening in 2008, the club has won seven FA Youth Cups, back-to-back UEFA Youth League titles in 2015 and 2016, and the U23 and U18 Premier League national championships most recently in 2019/20 and 2017/18 respectively.

The Chelsea Foundation boasts one of the most extensive community initiatives in sport, helping to improve the lives of children and young people all over the world.



## **About The Ascott Limited**

Since pioneering Asia Pacific's first international-class serviced residence with the opening of The Ascott Singapore in 1984, Ascott has grown to be a trusted hospitality company with over 950 properties globally. Headquartered in Singapore, Ascott's presence extends across more than 220 cities in over 40 countries in Asia Pacific, Central Asia, Europe, the Middle East, Africa, and the USA.

Ascott's diversified accommodation offerings span serviced residences, co-living properties, hotels and independent senior living apartments, as well as student accommodation and rental housing. Its award-winning hospitality brands include [Ascott](#), [Citadines](#), [lyf](#), [Oakwood](#), [Somerset](#), [The Crest Collection](#), [The Unlimited Collection](#), [Fox](#), [Harris](#), [POPI](#), [Preference](#), [Quest](#), [Vertu](#) and [Yello](#). Through Ascott Star Rewards (ASR), Ascott's loyalty programme, members enjoy exclusive privileges and offers at participating properties.

A wholly owned business unit of CapitaLand Investment Limited, Ascott is a leading vertically-integrated lodging operator. Harnessing its extensive network of third-party owners and in-market expertise, Ascott grows fee-related earnings through its hospitality management and investment management capabilities. Ascott also expands its funds under management by growing its sponsored CapitaLand Ascott Trust and private funds.

This year, Ascott marks 40 years in hospitality service with the launch of Ascott Unlimited, a full year campaign that will offer Unlimited Opportunities, Unlimited Choices, Unlimited Freedom, and Unlimited Good. Navigating a future of unlimited possibilities against a backdrop of global change and evolving perspectives of travel, Ascott Unlimited marks Ascott's ambitions to break new ground, and springboard to its next chapter of growth as a global hospitality company. Find out more about Ascott Unlimited at [www.discoverasr.com/ascottunlimited](http://www.discoverasr.com/ascottunlimited).

For more information on Ascott and its sustainability programme, please visit [www.discoverasr.com/the-ascott-limited](http://www.discoverasr.com/the-ascott-limited). Alternatively, connect with us on [Facebook](#), [Instagram](#), [TikTok](#) and [LinkedIn](#).

## **About CapitaLand Investment Limited ([www.capitalandinvest.com](http://www.capitalandinvest.com))**

Headquartered and listed in Singapore, CapitaLand Investment Limited (CLI) is a leading global real asset manager with a strong Asia foothold. As at 31 March 2024, CLI had S\$134 billion of assets under management as well as S\$100 billion of funds under management (FUM) held via six listed real estate investment trusts and business trusts, and more than 30 private vehicles across Asia Pacific, Europe and USA. Its diversified real estate asset classes cover retail, office, lodging, business parks, industrial, logistics, self-storage and data centers.

CLI aims to scale its FUM and fee-related earnings through fund management, lodging management and commercial management, and maintain effective capital management. As the investment management arm of CapitaLand Group, CLI has access to the development capabilities of and pipeline investment opportunities from CapitaLand's development arm.



As a responsible company, CLI places sustainability at the core of what it does and has committed to achieve Net Zero carbon emissions for Scope 1 and 2 by 2050. CLI contributes to the environmental and social well-being of the communities where it operates, as it delivers long-term economic value to its stakeholders.

### **Annex – Exclusive Chelsea FC experiences for Ascott Star Rewards members**

Exclusively for Ascott Star Rewards (ASR) members, fans of Chelsea Football Club can look forward to *Score Big* with stay experiences complemented with guided stadium tours and commemorative co-branded merchandise available in limited quantities. With a touch of *Match Day Magic*, matchday access will also come with ease for privileged ASR members with limited sets of guaranteed tickets to designated home matches alongside pre-game refreshments.

Elevating guest rewards through money can't buy experiences, ASR members will further gain unparalleled access to VIP meet and greet sessions with the men's and women's football teams, pitch-side access prior to home matches, intimate tours to Chelsea's private training grounds, as well as signed memorabilia. Through these privileges, Ascott seeks to ensure that every stay serves as a gateway for guests to 'Stay Rewarded'.

Don't miss ASR's upcoming exclusive Chelsea experiences for members only. Sign up as an ASR member at <https://www.discoverasr.com/en/sign-up>.

### **Stand a Chance to Win Tickets to Chelsea FC's First Game of the 2024/2025 Premier League Season**

From 12 to 31 July 2024, fans who sign up as an ASR member with the referral code **GoalChelsea** will be entered into a draw for a chance to score a pair of tickets to Chelsea's first game of the 2024/25 Premier League Season on home ground at Stamford Bridge on 18 August 2024. The lucky winner will be announced on 1 August 2024.

For more information, please visit [www.discoverasr/en/ascott-chelsea](http://www.discoverasr/en/ascott-chelsea) for the latest updates on stay experiences, sale dates and more.

