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## **THE ULTIMATELY SPECIAL 42<sup>nd</sup> ANNIVERSARY**

Hotel Borobudur Jakarta has long history for 42 years. At its inception in 1963, the Indonesian first president, Sukarno, construct a luxurious six-storey hotel. With the number of rooms 'Suite' was 220, the hotel is intended as accommodation for guests of the country.

On March 23, 1974, President Soeharto inaugurated the Hotel Borobudur Jakarta which has developed into 695 rooms including apartments. The hotel where then used as 'Official Hotel' at the Pacific Asia Travel Association (PATA) Conference, a market is the largest travel and tourism in Asia Pacific at that time located in Jakarta.

While the name itself is taken from the name of the leading Buddhist temple in the 9<sup>th</sup> century in Central Java. To honor the origin of his name, a replica of the magnificent temple is placed in the center's garden Hotel Borobudur Jakarta. Despite facing a very tight competition, Hotel Borobudur Jakarta remains a local 5-Star hotel which leading a cultural heritage that has won awards and international recognition.

This year, on the 42<sup>nd</sup> anniversary Hotel Borobudur Jakarta offers a special package price in IDR 4,200,000 nett valid starting from the date of March 18 to 27, 2016. Guests will stay for two nights at the Executive Room complete with shuttle pick up from and to the airport free of charge, breakfast in the Executive Club Lounge and complimentary for a late check out until 3 PM afternoon. Take time to relax and unwind, let the children enjoy the Olympic size swimming pool while you stroll in our 23 acre tropical garden. This room offer required website reservation, not valid for walk-in guest.

In a festive anniversary, Hotel Borobudur Jakarta will also sell cups of coffee a special edition of 42 years worth of IDR 150,000 nett. For all the coffee lovers, this glass can be used as a complement to the collection at home.

Do not miss our special promo set menu in outlets such as Miyama, Bruchetta and Teratai in very affordable price at IDR.42,000 ++ per person. Pendopo Lounge also comes with a special promo platter which is worth with IDR.42.000 ++. Borobudur Gourmet also comes with attractive promotions 42% discount for all kinds of cakes and breads. For all Oxtail Soup lovers,

please be there at Timor room and Flores A room to get special price 42% discount per person for a bowl of legendary warmth starting from 11:30 until 23:30 PM.

At the precise moment anniversary ceremony on 23 March 2016 Hotel Borobudur Jakarta will make the replica of hotel's building made in sugar dough (Pastillage). The replica building will be surrounded by 1000 macaroon 4 flavors which are raspberry, caramel, chocolate, pistachio and 1000 cupcakes with the distinctive thick dark chocolate flavor. "We choose this kind of concept to show for all the guests that building of Hotel Borobudur Jakarta is still very well-maintained and well preserved despite being at the age of 42 years. Later, a replica of the hotel building will be exhibited in public are of the hotel. "said Patrick Beck, General Manager of Hotel Borobudur Jakarta. "We decided to have cupcakes and macaroons to surround a replica because of its both practical and economical reasons. We also design special packaging and decoration so everyone who took it will know this cake is a special anniversary edition." added Beck

### **BADGE FOR CHARITY**

In celebration of the 42<sup>nd</sup> anniversary, Hotel Borobudur Jakarta also initiates to do fund rising from the sale of special edition anniversary badge in IDR 20,000 during the period 1 to 23 March 2016. Any money collected will be donated to the Rumah Anak Anyo under management Yayasan Anyo Indonesia. Yayasan Anyo Indonesia is one of the institutions that help children with cancer, especially from underprivileged families in Indonesia.

"Doing business is our main duty in this hospitality industry, but share the happiness with everyone in need and live in disadvantage is another mission that we must run continuously." concludes Patrick Beck.

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*Hotel Borobudur Jakarta, the leading five star hotel and 'Grand Old Lady of Hospitality' in Jakarta, features 695 guest rooms and suites as well as extensive meeting facilities, all set in 23 acres of landscaped tropical gardens. Located right in the heart of town, the hotel offers a wide selection of restaurants: Italian, Chinese, Japanese and International cuisine. Klub Borobudur is amongst the finest and best-equipped health club and spa in town. Visit our website for more information at [www.hotelborobudur.com](http://www.hotelborobudur.com)*