

# INDONESIA *Tatler*



## *The* STAR

Agnez Mo's Inspiring Journey  
Fueled by Her Passion for Music  
and Love for Life



# A Haven of Comfort and Opulence

Stepping into the world of a timeless legacy of luxury at The St. Regis Jakarta with Shirley Tan and Ramesh Jackson *By Michelle Alexandra*

In a recent interview, we had the privilege of sitting down with Shirley Tan, CEO and President Director of Rajawali Property Group and Ramesh Jackson, Marriott International Area Vice President for Indonesia, to delve into the highly-anticipated opening of The St. Regis Jakarta. Our conversation shed light on providing insights into introducing a fresh and remarkable Indonesian luxury perspective through The St. Regis Jakarta.

Although the The St. Regis Jakarta is a part of the hospitality industry that places emphasis on legacy and luxury, the 5-star hotel offers a fresh perspective. Shirley Tan states, "The

St. Regis Jakarta is focused on the next generation, multigenerational." The hotel will strive to provide a luxury experience that will endure and be cherished across generations.

"In my opinion, luxury is defined by the richness of a memory that can connect generations. We consider ourselves a 'theatre of memories'; a place where people can create memories," Shirley expounds. "When we create an experience, people may not recall the product, but they will never forget how it made them feel," adds Ramesh.

The CEO and President Director of Rajawali Property Group firmly

believes that Indonesia deserves and is prepared for a luxurious experience that is authentically Indonesia. A distinguishing feature of The St. Regis Jakarta, setting it apart from other St. Regis hotels around the world, is its design philosophy. The hotel's vision is to establish a cultural and historical showcase where Indonesian music, art, cuisine, and customs meld harmoniously to produce a genuinely authentic and contemporary Indonesian experience.

"This time, we're bringing in a new generation of talents, including musicians, artists, and chefs, to produce an experience of Indonesia that is



truly authentic,” Shirley emphasizes. The hotel also boasts an art collection called Generations, which features collaborations with the next generation of Indonesian artists. This concept arose during the pandemic when Shirley Tan sought to bolster the Indonesian art system.

Furthermore, in the eyes of Ramesh Jackson, Indonesian hospitality is a precious asset that sets The St. Regis Jakarta apart from other hotels. “The St. Regis offers a Butler Service, which we execute exceptionally well, largely attributed to the unique Indonesian hospitality and the warm nature of the Indonesian people,” he asserts.

Over the last two years, the pandemic has severely impacted the hospitality industry. Nonetheless, Ramesh Jackson anticipates that 2023 will be one of Indonesia’s best

years of tourism. Moreover, The St. Regis Jakarta project greatly excites Shirley and Ramesh. The hotel marks the 63rd hotel opened by Marriott International in Indonesia, with a target of 70 hotels expected to be opened by the end of next year. “We are very excited about two new destinations that we are looking at, one near Likupang and the other near Labuan Bajo,” Ramesh remarks.

When queried about The St. Regis Jakarta’s prospects, Shirley eloquently answers that the hotel will inspire a new generation of creative individuals, hoteliers, and service providers. She hopes the hotel will be a source of inspiration for future generations to discover meaningful experiences and build extraordinary aspirations.

