

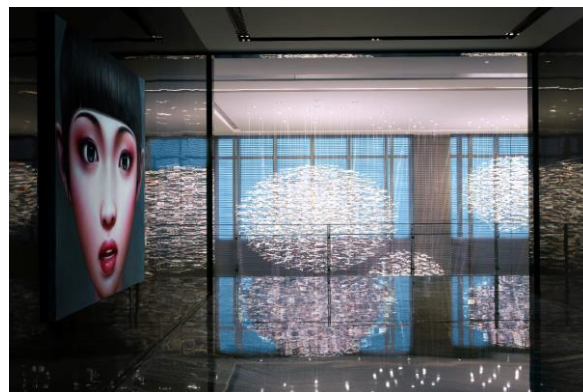
For Immediate Release

## Niccolo Chongqing takes leadership position in sustainable practices



*Hotel Exterior*

**16 September 2022 (Chongqing, China)** – In an important milestone, for four consecutive years, Niccolo Chongqing has achieved Silver Certification through EarthCheck, the world’s leading business advisory group specialising in sustainability and destination management for the travel and tourism industry.



*Hotel Sky Lobby*

Niccolo Chongqing is committed to energy conservation and environmental protection, as well as the use of scientific methods to improve facilities that save energy and have a low environmental impact. It has improved operational efficiency and is driving hotel guests to participate in environmental actions, including encouraging long-staying guests to reduce the frequency with which staff replaces bedding, not providing plastic straws and



# NICCOLO

CHONGQING

using glasses instead of bottled water during meetings and supply recycling. The Silver Certification represents that Niccolo Chongqing meets EarthCheck's stringent environmental standards in several key areas, including energy and water consumption, total waste generation and social commitment.



*N3 Grand Deluxe Room*

To avoid catastrophic climate change, the world needs to limit the global temperature increase to 1.5 degrees centigrade above pre-industrial levels. Today, we are already at 1.1 °C and feeling the effects, meaning that the window for achieving our target and avoiding the most catastrophic impacts of climate change is rapidly closing. The very environmental values and cultural assets that attract visitors to destinations need to be protected and responsibly managed. The tourism industry and its operators are key to creating this change.

Stewart Moore, CEO and founder of EarthCheck, said that Niccolo Chongqing has taken a significant leadership position in sustainability. Mr Moore said, "I would like to congratulate the whole team at Niccolo Chongqing on their achievement. Niccolo Chongqing is a valued member of a global group of tourism operators who dare to make a difference." By working with EarthCheck, Niccolo Chongqing has joined other industry leaders who are taking meaningful steps towards resolving some of the very real issues that face the planet.



*Sky Boardroom*

Mr Giorgio Olivotti, General Manager of Niccolo Chongqing, said, "We are honoured to have received the Silver Certification from EarthCheck for three consecutive years. Our hotel has been dedicated to fulfilling its corporate social responsibility, making every effort for environment protection, energy conservation and pollution reduction with updates and upgrades to the hotel's facilities. Receiving this recognition by EarthCheck for the third year is an acknowledgement of the measures, efforts and commitment of our colleagues to this cause."

For more information about Niccolo Chongqing, please visit [niccolochongqing.com](http://niccolochongqing.com) or follow the official WeChat "Hotel Niccolo Chongqing".

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### **About EarthCheck**

EarthCheck is the world's leading business advisory group specialising in sustainability and destination management for the travel and tourism industry. EarthCheck's holistic approach to responsible tourism and its world leading science enables destinations and operators to benchmark and certify their performance with confidence and surety.

Through its Total Tourism Management™ platform, EarthCheck works in partnership with clients to help plan for the future and guide the design, construction and operation of smart buildings and the responsible management of tourism destinations. Find out more at [earthcheck.org](http://earthcheck.org)

### **About Niccolo Chongqing**

# NICCOLO

CHONGQING

The city's highest hotel offers a superb location in the heart of Jiangbeizui, Chongqing's dynamic new Central Business District and the city's most fashionable address. Ideally situated on levels 52 to 62 of Tower 1 Chongqing IFS, The Hotel offers the discerning traveller 252 elegant, luxurious guestrooms and suites with spectacular, unrivalled vistas of Chongqing and beyond that naturally shift as the day transitions from day into night. The three sky-high destination restaurants and bar on level 62, Niccolo Kitchen, The Tea Lounge and Bar 62 which bring together culture, gastronomy and breath-taking views to offer a variety of unique, sky-high destination dining experiences that are sure to delight the discerning palates of today's global travellers as well as the city's well-heeled locals. In addition, the hotel will include fitness centre Sky Gym, The Spa with five treatment rooms, and Sky Pool, a 20-metre swimming pool with panoramic views.

Niccolo Chongqing is set to become the city's desirable location for conferences, events, weddings and other celebrations. The hotel will offer outstanding event venues, including ten function rooms, the spacious Niccolo Ballroom with direct car access and outdoor event space The Courtyard on level 4, a stunning show-stopping, glass enclosed Conservatory on level 61.

## **About Niccolo Hotels**

### **New Encounters. Timeless Pleasures.**

Niccolo Hotels is a collection of five contemporary chic hotels inspired by luxury fashion. Underpinning the brand is the desire to make life effortlessly luxurious for guests with engaging experiences, art and culture, and sophisticated spaces. The brand's first property Niccolo Chengdu opened in 2015, which was quickly followed by four further hotels – the brand's flagship The Murray, Hong Kong; Niccolo Changsha; Niccolo Chongqing and Niccolo Suzhou. Niccolo Hotels is a member of Wharf Hotels and Global Hotel Alliance, the world's largest alliance of independent hotel brands. Further details are available at [niccolohotels.com](http://niccolohotels.com).

## **About DISCOVERY Loyalty**

A memorable trip demands more than a comfortable stay. DISCOVERY, an award-winning global loyalty programme, provides 17 million members recognition and perks across over 570 hotels, resorts and palaces in 85 countries. Elite members have the opportunity to immerse themselves in local culture through Local Experiences, distinctive activities that capture an authentic taste of each destination. For more information, visit [discoveryloyalty.com](http://discoveryloyalty.com)

## **About Ultratravel Collection**

Ultratravel Collection brings together hotels of distinction for the discerning traveller. Its membership is reserved for the very best hotels and resorts in the world – genuinely luxurious and iconic properties that deliver the finest service and personalised guest experiences. Member hotels share an integrated global platform for guest recognition and

NICCOLO  
CHONGQING

loyalty rewards, the DISCOVERY programme from partner Global Hotel Alliance, as well as beneficial relationship with the multi-media brand Ultratravel, the other founding partner of Ultratravel Collection. For more information, visit [ultratravelcollection.com](http://ultratravelcollection.com)

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For press enquiries and interview opportunities, please contact:

Fiona liao  
Assistant director of communications  
niccolo chongqing  
+86 23 6508 8888  
[fiona.liao@niccolohotels.com](mailto:fiona.liao@niccolohotels.com)