

For Immediate Release

## Niccolo Chongqing Celebrates its Fifth Anniversary



*Hotel Exterior*

**9 September 2022 (Chongqing, China)** – Niccolo Chongqing celebrates its fifth anniversary on September 8th, 2022. Inspired by luxury fashion, the brand has been a leader in sophisticated and elegant living, providing traditional and passionate hospitality and creating unforgettable memories for countless guests over the past five years.

In honour of its anniversary, Niccolo Chongqing launched a series of activities from September 1st to September 30th, 2022, including the release of a series of short videos across its social media platforms, plus the launch of limited time exclusive offers on its online WeChat mall. At the same time, on September 8th, the hotel held its first live streaming via hotel official mini program, with multiple benefits and giveaways for online followers. Guests will also be able to engage with the hotel's official social media channels for a chance to win fabulous prizes.



*5th Anniversary Video Series*



### **Short video series released for 5th anniversary celebration**

In line with the Niccolo brand concept "New Encounters, Timeless Pleasures", and drawing inspiration from high fashion, the hotel joined hands with three fashion travel bloggers to produce and release a series of short videos for the fifth anniversary celebration from three aspects: Discovery Elsewhere, Encounters Anywhere, and Care Everywhere. These videos demonstrate that Niccolo is more than just a hotel brand, but also to make life effortlessly luxurious.

Discover the city at the top of the mountain. The first video, [Discovery Elsewhere], shows how guests can enjoy exclusive IFS privileges and personal shopping services, while the hotel's "City Insider" provides guests with travel inspiration and recommendations for exceptional local experiences. With the aim of providing guests with an engaging, inspiring and welcoming place to stay, the second short video [Encounters Anywhere] follows the bloggers as they meet at Niccolo Chongqing, and enjoy a new lifestyle that combines fashion, shopping, leisure, entertainment and accommodation. At Niccolo Chongqing, every part of the intricate detail and elegant presentation is created behind the scenes by the service team. From its unique and creative dishes to its distinguished and passionate service, the third video [Care Everywhere] brings together Niccolo's traditional and passionate hospitality for its guests.



*N3 Grand Deluxe Room*

### **WeChat mall Anniversary Privileges**

As a token of appreciation for the interest and support for the hotel, during the whole month of September, Niccolo Chongqing launched a series of "Anniversary Privileges" on its official WeChat Mall, including value room packages, customised dining privileges, a Sky Rejuvenation surprise mystery box etc. On September 8th from 18:00 to 20:00, the hotel held a live streaming via its official mini program. In addition to special anniversary offers on popular products, there will be exclusive product offerings during the live stream as well as a followers' lottery.



*Anniversary Dessert - Five Tastes*

### **Social media platforms, followers' engagement campaign**

From September 1st to September 30th 2022 guests can follow the Niccolo Chongqing social media accounts (WeChat, Weibo, Little Red Book, WeChat video, etc.) and interact with the hotel by leaving messages, comments, and sharing posts for a chance to win vouchers for anniversary experiences, fine dining, afternoon tea packages and special gifts.

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

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### **About 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 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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