

THE MURRAY

HONG KONG

For Immediate Release

THE MURRAY, HONG KONG, A NICCOLO HOTEL ACCEPTED INTO VIRTUOSO'S EXCLUSIVE PORTFOLIO OF LUXURY TRAVEL PARTNERS



The Murray is an iconic luxury landmark in the heart of Hong Kong SAR, China.

Hong Kong SAR, China, 19 July 2021 – The Murray, Hong Kong, a Niccolo Hotel, has been accepted into Virtuoso's Asia Pacific Regional Preferred Partner Programme – a US-based invitation-only network of elite travel advisors who will connect the hotel to over 500 luxury Virtuoso advisors within the Asia Pacific region, including Australia, Greater China and Hong Kong, Japan, New Zealand and Singapore. The arrangement is timely with the global leisure travel network starting to show strong signs of recovery, especially in Europe and United States.

"It's an absolute honour to become Virtuoso's preferred partner a brief three years after opening in January 2018," said Adriano Vences, General Manager of The Murray. "Being part of the programme is a true recognition of The Murray's commitment to surpass service and experience expectations, and allows the hotel to connect with the growing number of upscale clientele who look for unique and experiential journeys."

The Virtuoso programme provides a pathway for The Murray to reach out to expert travel professionals via extensive communication channels and regional events. In addition, guests who book their travel journeys at the hotel through a Virtuoso travel advisor will receive a host of privileged benefits, including room upgrade, a US\$100 food and beverage credit, and more. For more details, click [here](#).

The Murray, the flagship property of Niccolo Hotels, joins its four sister properties – Niccolo Changsha, Niccolo Chengdu, Niccolo Chongqing and Niccolo Suzhou – who are already partnered with the renowned network. With the full collection of the brand's contemporary chic hotels represented, year 2021 marks a milestone for the development of Niccolo Hotels.

The highly selective process to become a Virtuoso programme members is determined by four key pillars: the hotel's self-review, competitive analysis, general market intelligence and approval from the

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programme's advisory board. The exclusive portfolio of travel partners ranges from the world's best hotels and resorts, cruise lines, airlines, tour companies to premier destinations.

The Murray is located along legendary Cotton Tree Drive, in the heart of Central in Hong Kong. As one of Hong Kong's great architectural prizes, the 1960s standalone building is recognisable for the breath-taking archways that frame its entrance. Repurposed and reimagined in collaboration with Foster + Partners in 2018, this high-profile preservation project is part of city's Conserving Central initiative. The contemporary chic sanctuary features 336 rooms spanning 25 floors. The hotel has garnered many international accolades such as Condé Nast Traveler "Readers' Choice Awards 2019", Travel + Leisure "Hotels IT List 2019", and accredited by TIME Magazine as "World's Greatest Places 2018 – Places to Stay". Deeply rooted in Hong Kong, The Murray is the destination to experience new encounters and timeless pleasures, and to discover new styles, tastes and cultures through the hotel's unique signature experiences.

High-resolution images of The Murray are available at:

https://www.dropbox.com/sh/lv9w2dnulixp2rb/AACfB_mbV_zr_PShdLjA-wlGa?dl=0

The Murray, Hong Kong, a Niccolo Hotel

Named as the top hotel in Hong Kong in Condé Nast Traveler's 2019 Readers' Choice Awards and one of Time Magazine's 100 Great Places in 2018, The Murray, Hong Kong is a high-profile preservation project by British international studio for architecture and integrated design, Foster + Partners. The hotel, part of Hong Kong SAR's Conserving Central initiative, was previously the stand-alone Murray Building, one of the city's most iconic landmarks. The US\$1 billion contemporary sanctuary features 336 oversized rooms and suites spanning 25 floors, a swimming pool and spa, a stunning rooftop bar with breath-taking views of the central business district and the green oasis of Hong Kong Park, a series of signature restaurants and bars, and creative meeting and event spaces, making it the epicentre of luxury events in the city. Further details on The Murray, Hong Kong are available at niccolohotels.com.

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.

Virtuoso®

Virtuoso® is the leading global travel agency network specializing in luxury and experiential travel. This by-invitationonly organization comprises over 1,100 travel agency locations in 50 countries throughout North America, Latin America, the Caribbean, Europe, Asia-Pacific, Africa and the Middle East. Drawing upon its preferred relationships with more than 2,000 of the world's best hotels and resorts, cruise lines, airlines, tour companies and premier destinations, the network provides its upscale clientele with exclusive amenities, rare experiences and privileged access. Normalized annual sales of (U.S.) \$25-\$30 billion make Virtuoso a powerhouse in the luxury travel industry. For more information, visit www.virtuoso.com.

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