

# THE MURRAY

HONG KONG

For Immediate Release

## **THE MURRAY, HONG KONG, A NICCOLO HOTEL, JOINS THE LEADING HOTELS OF THE WORLD**

*the latest addition to the prestigious portfolio*



The Murray, Hong Kong at a prestigious address with impressive architectural details.

**Hong Kong SAR, China, 25 February 2020** – The Murray, Hong Kong, a Niccolo Hotel, is delighted to announce it is now a member of The Leading Hotels of the World programme, a collection of independent, luxury hotels. Comprising more than 400 hotels in over 80 countries, Leading Hotels brings together one-of-a-kind luxury hotels embodying the very essence of their destinations – from unique architecture and design to distinct cultural experiences. The result is a curated portfolio of hotels united not by what makes them the same, but the details that make them different. The Murray is proud to be the only Hong Kong hotel in Leading Hotels' portfolio and looks forward to connecting to even more guests seeking exceptional travel experiences.

"It is a pleasure to welcome The Murray Hong Kong to The Leading Hotels of the World," said Deniz Omurgonulsen, Vice President, Membership, The Leading Hotels of the World. "The Murray's addition marks Leading Hotels' reemergence into the very important Hong Kong market. The property is now the only Leading Hotels member in Hong Kong and is an exceptional representation of the collection. The Murray offers curious travelers outstanding service, quality and truly uncommon experiences, delivered by extraordinary hoteliers."

A flagship property of Niccolo Hotels, 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. Deeply rooted in Hong Kong, The Murray is the destination to experience new encounters

A NICCOLO HOTEL

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and timeless pleasures, and to discover new styles, tastes and cultures through the hotel's unique signature experiences.

The Murray is now part of Leading Hotels exclusive loyalty program, Leaders Club. The program was recently redesigned and amplifies relationships curated by Leading Hotels between likeminded curious travelers and independent hoteliers. Leaders Club recognises and rewards members for their loyalty at Leading Hotels' over 400 independent luxury hotels worldwide. Leaders Club members receive benefits such as confirmed pre-arrival upgrades, points accrual to earn free nights at the collection's worldwide properties, opportunities for room upgrade priority upon arrival, early check-in and late check-out considerations, daily continental breakfast for two, complimentary Wi-Fi, exclusive access to new hotels, Members Only and seasonal sales, and lowest available rates.

Dr Jennifer Cronin, President, Wharf Hotels, said: "It is a great honour that The Murray is partnering with such a prestigious organisation as The Leading Hotels of the World, which upholds the highest standards of quality in hospitality. The Murray is the flagship of our luxury Niccolo Hotels brand and has already garnered many international accolades since it opened two years ago. The historical background and unique cultural experience resonate perfectly with The Leading Hotels of the World's portfolio of hotels and travel preferences of Leaders Club members."

For those looking to experience an urban escape at The Murray, they can look no further than the hotel's Bed and Breakfast package for a N1 Deluxe room from \$480 USD, and enjoy 20% off with the Advanced Purchase offer.

Visit [www.niccolohotels.com/en/hotels/hongkong/central/the\\_murray/index.html](http://www.niccolohotels.com/en/hotels/hongkong/central/the_murray/index.html)

High-resolution images are available at:

[https://www.dropbox.com/sh/lv9w2dnulixp2rb/AACfB\\_mbV\\_zr\\_PShdLjA-wlGa?dl=0](https://www.dropbox.com/sh/lv9w2dnulixp2rb/AACfB_mbV_zr_PShdLjA-wlGa?dl=0)

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## **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](http://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](http://ultratravelcollection.com).

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## **The Leading Hotels of the World, Ltd. (Leading Hotels of the World)**

Comprised of more than 400 hotels in over 80 countries, Leading Hotels is a collection of uncommon luxury hotels. Rooted in the locations in which they are found, members embody the very essence of their destination. Through varied styles of architecture and design and distinct cultural experiences enhanced by passionate people, the collection is for the curious traveler looking for their next discovery. Established in 1928 by several influential and forward-thinking European hoteliers, Leading Hotels has a nine-decade-long commitment to providing remarkable, authentic travel experiences. The company selects only hotels that meet its high standards for quality and distinctiveness, resulting in a curated portfolio of hotels united not by what makes them the same, but the details that make them different. Leaders Club is the company's exclusive tiered guest loyalty program, consisting of like-minded travelers seeking uncommon travel experiences. The program provides its members with personalized service and exclusive travel benefits to enhance their stays at any Leading Hotel around the world. For more information visit: [www.lhw.com](http://www.lhw.com), Facebook at [www.Facebook.com/LeadingHotels](https://www.facebook.com/LeadingHotels), Twitter @LeadingHotels and Instagram @leadinghotelsoftheworld

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