



NICCOLO
SUZHOU

For Immediate Release

**NICCOLO SUZHOU OPENS 1 APRIL 2021
AS THE BEACON OF THE FUTURE
IN CHINA'S 'VENICE OF THE EAST'**



The Highly-Anticipated Niccolo Suzhou is the Fifth Iconic Landmark in China for Contemporary Chic Niccolo Hotels.

25 February 2021 (Suzhou, China) – Situated sky-high atop the magnificent new Suzhou International Finance Square (IFS) overlooking the city's picturesque canals and Jinji lake, Niccolo Suzhou is set to become the most prestigious new luxury hotel address when it opens in April.

The new Suzhou landmark towers majestically above the city - a shimmering glass tower shaped like a fish tail, which was designed as an auspicious tribute to the rivers and canals of the city known as "the Venice of the East". It was designed by internationally-renowned architects Kohn Pederson Fox, whose other iconic global landmarks include Roppongi Hills in Tokyo, super towers Lotte World Tower in Seoul, Shanghai World Financial Centre and Hong Kong's International Commerce Centre.

Dubbed "The Beacon of the Future", the new tower symbolises longevity and prosperity for Suzhou, now one of China's top ten most affluent cities. Niccolo Suzhou, whose lobby soars 115 floors above the clouds, is its crowning glory, and the most hotly anticipated hotel to open in China this year.

Taking inspiration from luxury fashion, Niccolo Hotels has been setting new benchmarks in contemporary chic lifestyles since the brand was formed in 2015. Niccolo Suzhou's sister hotels in Changsha, Chengdu, Chongqing, and Hong Kong are recognised as epicentres of events and sophisticated occasions.

Niccolo Suzhou Pre-Opening Office –
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niccolohotels.cn | niccolohotels.com





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Each Niccolo hotel has quickly become the market leader in every city where it is located, transforming both the physical landscape and the cosmopolitan fabric of the city, and Niccolo Suzhou will be no exception.

Ideally placed within the prestigious Suzhou Industrial Park (SIP) and within walking distance of the International Convention and Exhibition Center, Niccolo Suzhou will be a fashionable social hub for Captains of Industry and Leaders in Style.

Inspired by the brand's spirit of "New Encounters. Timeless Pleasures." leading global design studio HBA has styled the interiors as a pinnacle of modernity and understated sophistication, where cutting-edge hospitality meets effortless luxury.

"I'm honoured to have the privilege of orchestrating the debut of this extraordinary new hotel in Suzhou. The allure and understated luxury of our new hotel are undeniable and I look forward to offering guests a flawless and inspired journey with every stay," said Carlo Schmed, General Manager of Niccolo Suzhou.

"People in Suzhou are already marvelling at this inspiring and futuristic new landmark, and I know many can't wait to see what it's like inside. The response from people wanting to make bookings before we open, and who want to join our pre-opening team has been overwhelming."

Guests are welcomed to the world of Niccolo by its City Insiders at the hotel's sky lobby 115 floors up into the clouds, and the remarkable event spaces on level 116 will be host to the city's most extraordinary events. Perched above the clouds, the one-and-only jewel box encased Conservatory is a breathtaking venue offering panoramic venues for weddings, banquets, and inspirational events. Suzhou's forward-thinkers are already booking weddings and events at the new landmark long before the hotel has actually opened.

Niccolo Kitchen, The Tea Lounge and BAR 115 will introduce the city to the beautifully crafted new venues with incredible views for dining and entertainment. Meanwhile, Niccolo's Wellness Centre is an ultimate sanctuary for rest and relaxation, while hotel guests will have access to state-of-the-art training and workouts at the all-round Sky Studio and Sky Gym, and unforgettable swims at the Sky Pool & Jacuzzi.

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About Niccolo Suzhou

NEW ENCOUNTERS. TIMELESS PLEASURES.

Niccolo Suzhou features 233 spacious, chic and elegant guestrooms including 20 suites. Sky-high destination dining offers include Niccolo Kitchen, The Tea Lounge and BAR 115. The event spaces on the 116th floor make the perfect venues for various occasions, while



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the ultimate sanctuary of well-being and fitness on the 117th floor delivers an exquisite experience for the senses. For more information, visit niccolohotels.com.

About DISCOVERY Loyalty

A memorable trip demands more than a comfortable stay. DISCOVERY, an award-winning global loyalty programme, provides 16 million members recognition and perks across over 570 hotels, resorts and palaces in 78 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.

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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

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