



For Immediate Release

Niccolo Suzhou One-Year Anniversary Online Celebration



Suzhou, China, 26 April 2022 — Nestled among the clouds from the 103rd – 117th floors of Suzhou International Square (IFS), the city’s tallest skyscraper and beacon of the future, Niccolo Suzhou celebrated its first anniversary on 1 April 2022. Launching in April, Niccolo Suzhou will host a month-long series of anniversary events and celebrations on social media platforms and digital channels to interact with hotel fans and online guests. Not only can guests send their happy anniversary wishes or Niccolo Story through online channels, but they can also use social media channels to interact with the hotel online. Niccolo Suzhou has also launched online WeChat Mall limited offers, anniversary benefits for fans, birthday benefits for guests and online interactive video activities to bring guests a brand-new version and understanding of Niccolo Suzhou.

Niccolo Suzhou

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Social media - Online Wishes & Online Interaction

From 1 April to 30 April 2022, guests have the chance to win a lucky draw to receive hotel experience vouchers for room stays, dining experiences, a Lancôme co-branding afternoon tea set and various tailor-made hotel anniversary gifts from the hotel's official social media accounts (WeChat, Weibo, TikTok, Little Red Books, We-video channels), as well as leave comments or repost the hotel's anniversary campaign posts and activity promotions.

April-Born Guests – Exclusive Benefits

Guests born in April who stay at the hotel during the month of April can enjoy exclusive benefits during their birthday month. Guests' birthday privileges include complimentary room upgrades and an in-room setup, a birthday cake, welcome fruit, two Niccolo eye masks and tailor-made anniversary souvenirs. In addition, birthday guests in April can enjoy an 11 per cent off discount on all dining at hotel restaurants and the bar. Niccolo Suzhou invites guests to celebrate their birthday this beautiful spring and to save the birthday memories in their heart.



Hotel Anniversary - Fan benefits

In order to thank our guests and fans for their great support, Niccolo Suzhou will host the anniversary limited offers from 26 April to 10 May. A variety of limited-time offers will be presented on the hotel WeChat Mall anniversary page, where our products' prices start from CNY11+. The offer page will be inclusive of various anniversary rooms, dining packages and limited-time offers. Guests can also reserve room offers through [Niccolo Suzhou's official webpage](#) or other online booking platforms.



Niccolo Suzhou One-Year-Anniversary Online Product Launch

Swing of Lights Room Package

To celebrate the hotel's first anniversary, Niccolo Suzhou launched the "Swing of Lights" room package, which offers room rates starting from CNY2,200 per room, per night. Guests can stay in a spacious N1 deluxe room with a free upgrade to an N1 lake view room while starting a luxurious journey this spring by sleeping above the clouds and indulging in an in-room afternoon tea set. Guests will also be presented with customised hotel anniversary souvenirs. The hotel also provides a round-trip transfer service for guests from other provinces to ensure an effortlessly luxurious experience.



Besides the room offer, the hotel's anniversary dining offers are truly value for money for fans and hotel guests. Prices for dining offers start from CNY11. Products include a CNY11 beverage voucher and a CNY111 healthy lunch voucher to use at The Tea Lounge; a CNY211 cocktail package at BAR 115; and a CNY311 Spaghetti all'Astice for two at Niccolo Kitchen. Even more exclusive anniversary dining offers await guests and fans at the hotel's WeChat Mall. Niccolo Suzhou invites its customers to join the hotel's online shopping festival for its anniversary celebration.

CNY698 Lancôme Co-Branding Afternoon Tea Set

Niccolo Suzhou, in partnership with French luxury skincare brand Lancôme, will present the Lancôme co-branding afternoon tea set inspired by Lancôme 'Absolue Rose' Skincare series. This exquisite tea set includes a selection of tailor-made Niccolo desserts and savouries enhanced by the pairing of oysters with caviar and lightly chilled Niccolo Prosecco. By purchasing the Lancôme co-branding afternoon tea, guests may have the chance to redeem one Lancôme gift set valued at CNY1,000 when they register as a Lancôme member. Bring the Lancôme skincare gift set home after enjoying the tailor-made Lancôme afternoon tea above the clouds at Tea Lounge on the 115th floor, continuing this sensational indulgence from our place to yours. The pre-order for this tea set will launch in hotel WeChat Mall anniversary page on 26 April, guest can validate their purchase starting from 10 May.

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CNY1,888 Anniversary Food and Beverage Gift Set

During the Niccolo Suzhou anniversary celebration, guests can snap up a F&B gift set valued at CNY4,004 for just CNY1,888. It includes gift vouchers for one Australian Wagyu Tomahawk steak, a bottle of the hotel's red wine, a Lancôme co-branding afternoon tea set and a Lancôme skincare gift box valued at CNY1,000.

CNY2,888 Anniversary Food and Beverage VIP Gift Set

This CNY2,888 Anniversary VIP gift set allows guests to snap up dining vouchers worth CNY5,333 for only CNY2,888. Gift set items include: one Australian Wagyu Tomahawk steak, one whole Peking Duck, a bottle of Perrier Jouët grand brut classic champagne, a Lancôme co-branding afternoon tea set and a Lancôme skincare gift box valued at CNY1,000.

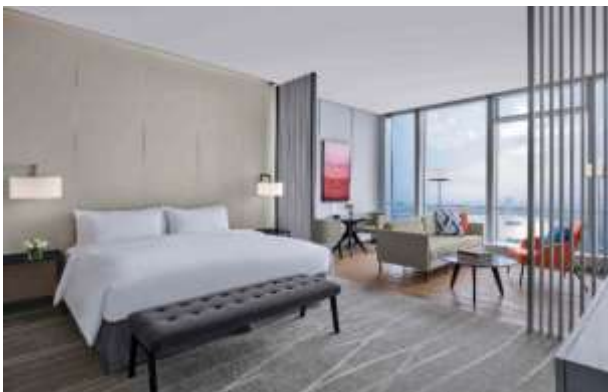




In the month of April, the hotel sincerely invites all fans and netizens to participate in its online one-year anniversary celebration activities. Niccolo Suzhou always aims to be the leader when it comes to contemporary chic lifestyles and to create effortlessly luxurious experiences for each individual. We are hopeful for the future and look forward to a speedy recovery from the pandemic further into this beautiful spring. Offering new encounters and timeless pleasures, Niccolo Suzhou will always be guests' first choice for accommodation and dining.

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 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 GHA DISCOVERY

Launched in 2010, GHA DISCOVERY is the world's largest loyalty programme for independent hotel brands, featuring more than 500 hotels, resorts and palaces across 35 brands. Members enjoy VIP recognition, thoughtful benefits and generous rewards at home or away. Recently the programme has evolved to include an additional tier and flexible paths to upgrade through nights/stays, eligible purchases or number of brands stayed, making it easier and faster for members to reach elite status. Unlike more traditional programmes, GHA DISCOVERY does not ask members to count points towards their next upgrade. Instead, members earn and spend DISCOVERY Dollars (D\$), an exclusive rewards currency. They also enjoy members-only Experiences curated by each hotel and have access to properties close to home, without a stay, through member-only Local Offers.

For more information about GHA DISCOVERY or to join, visit www.ghadiscovery.com or download the GHA DISCOVERY mobile app. Travellers can also connect with GHA DISCOVERY on Instagram and Facebook.

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

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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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