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Press Information

For Immediate Release

Wharf Hotels Presents a New Vision for Sky-High Niccolo Hotels at International Luxury Travel Mart (ILTM) Asia 2018

21 May 2018 (Hong Kong) – Niccolo Hotels, the luxury contemporary chic hotel collection by Wharf Hotels, welcomes Asia Pacific luxury buyers and top international travel agents to ILTM Asia 2018 from today through 24 May 2018, held at Marina Bay Sands, Singapore. Niccolo Hotels will be exhibiting its hotels at booth C41 during the industry’s flagship tradeshow and presenting its vision for luxury sky hotels at the event’s Media Briefing on 22 May.

Wharf Hotels, Hong Kong based hotel management company, successfully debuted Niccolo Chengdu in 2015 at premier address Chengdu International Finance Square (IFS), subsequently expanding its footprint to Chongqing and Hong Kong in 2017 and early 2018 respectively. Scheduled to open in Changsha later this year and Suzhou in 2019, Niccolo Hotels aims to elevate the brand’s positioning to be renowned for contemporary chic hotels with iconic status and sky-high views crowning the top floors of stately towers.

Aimed at today’s luxury entrepreneurs and leaders in business and style, the understated sophistication associated with Niccolo Hotels has allowed the brand to establish its connection with corporates, agents and hosts to become the epicentre of events in each city where it resides.



“We are delighted to present Niccolo Hotels at ILTM Asia this year, the industry’s impressive tradeshow for luxury buyers and travellers. Niccolo is inspired by luxury fashion, and there is no other occasion in the world where you will see the industry’s gathering of professionals express its fashionable disposition as you do at ILTM, making it a perfect partner for Niccolo Hotels. Bringing the Niccolo vision to the crème de la crème of global agents who have their eye on Asia Pacific is a strategic part of our sales and marketing strategy for our hotels,” said Alka Datwani, Group Director Branding & Communications, Wharf Hotels.

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Niccolo Chengdu

Niccolo Chengdu is based in the city's top business and retail precinct in Chengdu, with a hotel that complements prestigious luxury retail brands. Since the launch of Niccolo in Chengdu in 2015, the hotel has frequently attained successful market leadership and market share status in rate, occupancy and RevPar.

Chengdu is a city with a rich history combined with its internationally acclaimed panda conservation programme, making it a magnet for global travellers, with over 50 flights to and from international destinations. Niccolo Chengdu's Panda Discovery Package invites guests to explore the city's reputable Chengdu Research Base of Giant Panda Breeding whilst enjoying luxurious accommodation at its stylish hotel. The exclusive package includes round-trip transportation and entrance tickets to the Panda Research Base as well as high tea for two.

Niccolo Chongqing

Niccolo Chongqing, a sky hotel ideally positioned on levels 54 through 62 of Chongqing IFS, offers guests 252 luxurious suites and rooms sweeping views of Chongqing and beyond that naturally shift as dawn transitions to dusk. Guests may enjoy unrivalled vistas of Chongqing's spectacular landscape and merging mountains, skyline and the dramatic confluence of the Yangtze and Jialing rivers.

Crowning the hotel and sky tower on level 62, Niccolo Kitchen features sky-high vistas combining a delightful new spring menu, Niccolo's signature service and the hotel's culinary expertise. The open kitchen showcases Asian and Western cuisine and its new menu focuses on locally sourced and organic ingredients for authentic classics such as signature Peking Duck, Chongqing specialities and shared concept dishes.

The Murray, Hong Kong, a Niccolo Hotel

The Murray, Hong Kong, a Niccolo Hotel represents a new hospitality icon not only for Hong Kong but the global community, as the recently opened new flagship for Niccolo Hotels. Opened in January of this year, the hotel is one of eight historic landmarks under the Conserving Central initiative introduced by the Hong Kong government in 2013, and makes an inspiring piece of architecture holding almost 50 years of history as a landmark building located in the heart of Central, Hong Kong.

This April, The Murray unveiled its top suites - Cotton Tree Suite, Park Suite, Penthouse Suite and The Murray Suite. Ranging from 100 to 225 square metre (1,075 to 2,420 square feet) in size, the Murray Suite, with its panoramic views of the city, offers the ultimate accommodation experience for well-heeled travellers who are used to the finest of creature comforts. The 225 square metre suite is furnished in the hotel's signature contemporary chic style, with deep pile plush carpets on hardwood floors, natural stone surfaces and is upholstered with leather and

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fine textiles, complemented with seamless technology. The Murray Suite includes a bedroom with an oversized en-suite bathroom, his and hers walk-in wardrobes, separate living and dining areas, a pantry, study, and fitness zone, as well as the option to connect an additional deluxe room for added space. Next up will be the eagerly awaited arrival of Popinjays, the crowning glory of the hotel as the new rooftop restaurant and bar, overlooking Hong Kong's cityscape and hills.

Niccolo Changsha

Niccolo Changsha, the luxury sky hotel slated to open towards the end of 2018, will be the fourth contemporary chic hotel by Niccolo Hotels following the opening of the group's flagship, The Murray earlier this year.

Topping the top floors of Changsha IFS, the 452-metre towering city landmark is comprised of the luxury property, high-fashion retail and corporate offices. Niccolo will be located in the Hunan capital's premier address, Furong District, a new entertainment and business hub in the city, and offer 243 sophisticated guest rooms and spectacular suites placed between the 86th and 92nd floors of the development's new Tower One. Scenic views of Xiang River and the city will be visible from the hotel's Niccolo Kitchen, Bar 93, Tea Lounge and function rooms, all expected to become the city's fashionable venues for occasion dining and memorable experiences in a refined, urban environment.

All Niccolo Hotels are Ultratravel Collection hotels, part of the Global Hotel Alliance reserved for hotels of distinction. More about Niccolo Hotels is available at niccolohotels.com.

About Wharf Hotels

The Spirit of Discovery

Emanating the spirit of discovery, Wharf Hotels, a wholly owned subsidiary of The Wharf (Holdings) Ltd, is based in Hong Kong and currently operates 16 owned or managed hotels under Niccolo or Marco Polo Hotels in Hong Kong, China and the Philippines. Niccolo Hotels was added to the group's portfolio in 2015 as the new luxury collection, positioning the brand as contemporary urban chic. The Murray, Hong Kong, a Niccolo Hotel, opened in January 2018 as the brand's flagship hotel, with 2 new Niccolo hotels currently under development in China following successful openings in Chengdu and Chongqing. Marco Polo's deluxe hotels in established locations maintain their ethos to explore, discover and experience a destination, drawing on the philosophies of its namesake, Marco Polo: an adventurer, a traveller, an entrepreneur and a connoisseur of culture - just as Marco Polo's modern travellers are today. Further details are available at wharfhoteles.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

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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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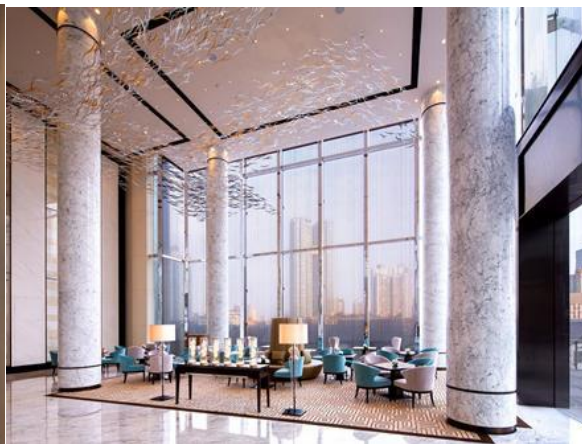
For press enquiries and interview opportunities, please contact:

Ms Alka Datwani
Group Director
Branding & Communications
Wharf Hotels
5/F, Marco Polo Hongkong Hotel
Harbour City, Hong Kong
T (852) 2118-7265
E alka.datwani@wharfhotels.com

Ms Bonnie Ang
Communications Manager
Wharf Hotels
5/F, Marco Polo Hongkong Hotel
Harbour City, Hong Kong
T (852) 2118-7292
E bonnie.ang@wharfhotels.com



Niccolo Hotels New Encounters Timeless Pleasures



Tea Lounge, Niccolo Chengdu



N3 Grand Deluxe, Niccolo Chongqing



Popinjays, The Murray, Hong Kong, a Niccolo Hotel

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Exterior, Niccolo Changsha