

WHARF HOTELS

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For Immediate Release

NICCOLO CHANGSHA JOINS ULTRATRAVEL COLLECTION

Hong Kong SAR, China, 14 December 2018 — Niccolo Changsha, the fourth luxury hotel in the Niccolo collection from Hong Kong-based hospitality management company, Wharf Hotels, has officially been welcomed as the newest member of Ultratravel Collection by Global Hotel Alliance.



Opened in late October 2018, Niccolo Changsha ushers in a new era of hospitality following the footsteps of its sister hotels and group flagship, The Murray, Hong Kong, a Niccolo Hotel, and Niccolo hotels in Chengdu and Chongqing.

With the desire to make life effortlessly luxurious for its guests in the capital city of Hunan Province, the fashion-inspired Niccolo Changsha crowns the highly-prized address, Changsha IFS, from a soaring 93-stories high, in the heart of Furong district's entertainment and business hub.

Commanding scenic views of the Changsha skyline and Xiang River, Niccolo Changsha offers 243 contemporary chic rooms and spectacular suites, which reflect the captivating sense of warmth, relaxation and style of the Niccolo brand. The art of dining is celebrated at three sky-high Changsha dining and social destinations Niccolo Kitchen, The Tea Lounge and BAR 93.



Ultratravel Collection hotels are invited to participate in stringent screening processes to ensure they measure up to standards belonging to a select group of hotels and resorts in the world. Ultratravel was launched in 2013 enabling the world's most luxurious hotels to gain access to Global Hotel Alliance's loyalty programme members, as well as Travel Leaders Group's customer base of travellers.

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Bringing 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 relationships with the multi-media brand Ultratravel, a founding partner of Ultratravel Collection.



“We are delighted for Niccolo Changsha to be accepted into the Ultratravel Collection and share its membership privileges with our guests,” said Sandy Russell, Vice President, Sales & Marketing, Wharf Hotels. “Becoming part of Ultratravel Collection is testament to our contemporary chic positioning and Niccolo’s intention to become one of the region’s most distinctive luxury brands and epicentre of events.”

Guests are welcome to be amongst the first to experience Niccolo Changsha. Reservations for its introductory offer are 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 SAR of China, and currently operates 17 owned or managed hotels under Niccolo or Marco Polo Hotels in China, Hong Kong and the Philippines. Niccolo Hotels was added to the group’s portfolio in 2015 as the new luxury collection, positioning the brand as contemporary chic. The Murray, Hong Kong, a Niccolo Hotel, opened in January 2018 as the brand’s flagship, with one new Niccolo hotel currently under development in China following successful openings in Chengdu, Chongqing, Hong Kong and Changsha. Marco Polo’s 13 international deluxe hotels in established locations within China, Hong Kong and the Philippines maintain their ethos to explore, discover and experience a destination, drawing on the philosophies of their 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 Global Hotel Alliance

Global Hotel Alliance (GHA) is the world’s largest alliance of independent hotel brands, bringing together 33 brands with over 550 hotels in 77 countries. GHA uses a shared technology platform to drive incremental revenues and create cost savings for its member brands. GHA’s award-winning loyalty programme, DISCOVERY, provides 13 million members exclusive opportunities to immerse themselves in local culture wherever they travel. For more information, visit discoveryloyalty.com.

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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 Global Hotel Alliance, as well as beneficial relationship with the multi-media brand Ultratravel, the other founding partner of Ultratravel Collection. Niccolo Hotels is a member of this elite group of hotels. For more information visit ultratravelcollection.com.

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For more information, please contact:

Ms Alka Datwani
Group Director, Branding & Communications
Wharf Hotels
5/F, Marco Polo Hongkong Hotel, 3 Canton
Road, Hong Kong SAR, China
T (852) 2118-7265
E alka.datwani@wharfhoteles.com

Ms Bonnie Ang
Communications Manager
Wharf Hotels
5/F, Marco Polo Hongkong Hotel, 3 Canton
Road, Hong Kong SAR, China
T (852) 2118-7292
E bonnie.ang@wharfhoteles.com