



NICCOLO
HOTELS

MARCO POLO
HOTELS

For Immediate Release

Wharf Hotels The New Identity for Niccolo and Marco Polo Hotels

6 June 2017 (Hong Kong SAR, China): Niccolo and Marco Polo Hotels announce today that they are officially grouped under Wharf Hotels Management Limited, the management company name for the hotel group, with immediate effect. This marks an exciting new chapter in the company's evolution, with Wharf Hotels as the trading name for Wharf Hotels Management Limited.

Headquartered in Hong Kong, and a subsidiary of The Wharf (Holdings) Limited, Wharf Hotels currently manages 14 hotels in China, Hong Kong and the Philippines under the iconic legacy brand of Marco Polo Hotels and the new luxury brand, Niccolo Hotels. Another four hotels are currently under development, which will bring the portfolio to 18 hotels.

In line with the hotel group's vision to expand its hotel footprint in Asia Pacific, the new name allows for differentiated and defined strategies to be developed for both brands. The naming convention for Niccolo and Marco Polo operating hotels will remain unchanged.

"Wharf Hotels is a unique management identity for Niccolo and Marco Polo Hotels which allows us to further strengthen the positioning of our brands and explore new development opportunities," said Dr Jennifer Cronin, President, Wharf Hotels. Cronin also added, "Marco Polo Hotels are already well established in the region while our new brand, Niccolo Hotels, inspired by contemporary urban chic luxury, will increase from one to five hotels within the next eighteen months, as we continue to secure new opportunities in the pipeline".

Wharf Hotels, inheriting the Wharf Group's mission of Building for Tomorrow with a proven track record in management and value creation, emanates the spirit of travel and discovery at the core of its namesake brands. Wharf Hotels will be a business entity for usage in corporate contracting, development, talent and other business-to-business platforms.

About Wharf Hotels

Emanating the spirit of discovery, Wharf Hotels, a wholly owned subsidiary of The Wharf (Holdings) Ltd, is based in Hong Kong SAR of China. It currently operates 14 owned or managed luxury and premium brands, Niccolo and 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 with 4 new Niccolo Hotels currently under development, bringing the group to 18 hotels in total. The legendary spirit for travel, exploring and sharing experiences is the embodiment of Niccolo and Marco Polo Hotels and can be found in each of its vibrant cities. Marco Polo Hotels maintains its long-standing ethos of discovery, creating unique guest experiences and drawing on the key 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 on Wharf Hotels are available at wharfhoteles.com.



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About Global Hotel Alliance

Global Hotel Alliance (GHA) is the world's largest alliance of independent hotel brands, bringing together 35 brands with 550 hotels in 76 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 nearly 10 million members exclusive opportunities to immerse themselves in local culture wherever they travel. For more information, visit gha.com.

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