

WHARF HOTELS

MARCO POLO HOTELS Maqo NICCOLO HOTELS

For Immediate Release

INTRODUCING PERSONA N – A NICCOLO HOTELS CAMPAIGN GUIDING GUESTS TO EMBRACE FACETS OF THEIR IDENTITY THROUGH UNFORGETTABLE EXPERIENCES



Hong Kong SAR, China, 9 July 2024 – Luxury brand Niccolo Hotels, announces the launch of "Persona N" – a campaign designed to guide guests towards connecting with themselves through stay experiences, culinary presentations, wellness offerings, and art and design appreciation. The new campaign also aims to encourage guests to embrace facets of their identity, and to enjoy the immersive experiences offered at the Niccolo Hotels situated in the heart of Chengdu, Changsha, Chongqing, Suzhou and Hong Kong.

"We conceived 'Persona N' to reiterate the on-property experiences for Millennial and Generation Z travellers, who have steadily grown to form a significant portion of the brand's customer base," said Holger Jakobs, Wharf Hotels Vice President Sales & Marketing. "Known to be independent travellers and individualistic, these two generations display unique behavioural trends and are increasingly focused on self-discovery, self-indulgence and fulfilment."

According to data from the National Bureau of Statistics of China¹, the hospitality and catering industry experienced a 7.3% year-over-year increase in added value and a 6.2% rise in production index in quarter one 2024. Notably, a recent study by iiMedia Research² revealed that over 71% of domestic

¹ National Bureau of Statistics of China - <https://finance.sina.com.cn/tech/roll/2024-04-16/doc-inarywyw2715550.shtml>

² iiMedia Research "Operation and Development Trends of China's Tourism Industry 2023-2024" - <https://www.iimedia.cn/c400/96045.html>

travellers are aged 19-41, underscoring the surge of Millennials and Generation Z as prime travel consumers.

Another survey by iiMedia Research³ also revealed that consumers are now gravitating towards more relaxed and comfortable travel options, while 60% of consumers stated their primary motivation for holiday travel is to unwind and alleviate stress. In terms of hotel preferences, 24.6% of consumers indicated they would choose to stay at a luxury hotel.

To support the campaign, a [video](#) was developed to showcase Niccolo Hotels' understanding of Millennial and Generation Z travellers and their motivation to follow their passions. Depicting immersive experiences that go beyond luxurious accommodation, various personas – The Creator, The Indulger, The Harmonist and The Socializer – are artistically featured engaging with one-of-a-kind art pieces, embracing time in solitude with wellness activities, enjoying a dining experience, and relishing the night life.

This summer, Niccolo Hotels invites guests to draw on "Persona N" and enjoy a [Summer Indulgence](#) with up to 25% off the Best Available Rate for a minimum two-night stay, daily breakfast for two, and Double Asia Miles for members of Cathay Pacific's frequent flyer programme. Available from now until 31 August 2024, guests have the perfect opportunity to recharge, indulge, and unlock the multifaceted aspects of their persona.

About Wharf Hotels

Hong Kong SAR-based Wharf Hotels, a hospitality group and subsidiary of The Wharf (Holdings) Limited, owns and/or operates 16 hotels in Hong Kong, Mainland China and the Philippines across three brands – Maqo, Marco Polo Hotels and Niccolo Hotels. Collectively, the portfolio offers more than 5,000 guestrooms, meeting spaces and crafted experiences for solo and group travellers in popular Asian gateway cities. For more information, please visit wharfhoteles.com or [LinkedIn](#).

About Niccolo Hotels

Niccolo Hotels is a collection of five contemporary chic hotels inspired by luxury fashion. Underpinning the brand is the desire to make life effortlessly luxurious for guests with engaging experiences, art and design, and sophisticated spaces. The brand's first property opened in Chengdu in 2015 and it is now

³ iiMedia Research "China May Day Golden Week travel crowd behaviour survey and market macro data": <https://www.iimedia.cn/c1061/100127.html>

present in Hong Kong SAR, Changsha, Chongqing and Suzhou. Niccolo Hotels is part of Wharf Hotels' portfolio and a member of Global Hotel Alliance, the world's largest alliance of independent hotel brands. For more information, please visit niccolohotels.com, [Instagram](#) or [LinkedIn](#).

About GHA DISCOVERY

Launched in 2010, GHA DISCOVERY is the world's largest loyalty programme for independent hotel brands, featuring more than 800 hotels, resorts, and palaces across 40 brands. Members enjoy VIP recognition, thoughtful benefits and generous rewards at home or away. GHA DISCOVERY members earn and spend DISCOVERY Dollars (D\$), an exclusive rewards currency. They also enjoy member-only Experiences curated by each hotel, plus they have access to properties close to home, without a stay, through member-only Local Offers.

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