

WHARF HOTELS

MARCO POLO
HOTELS

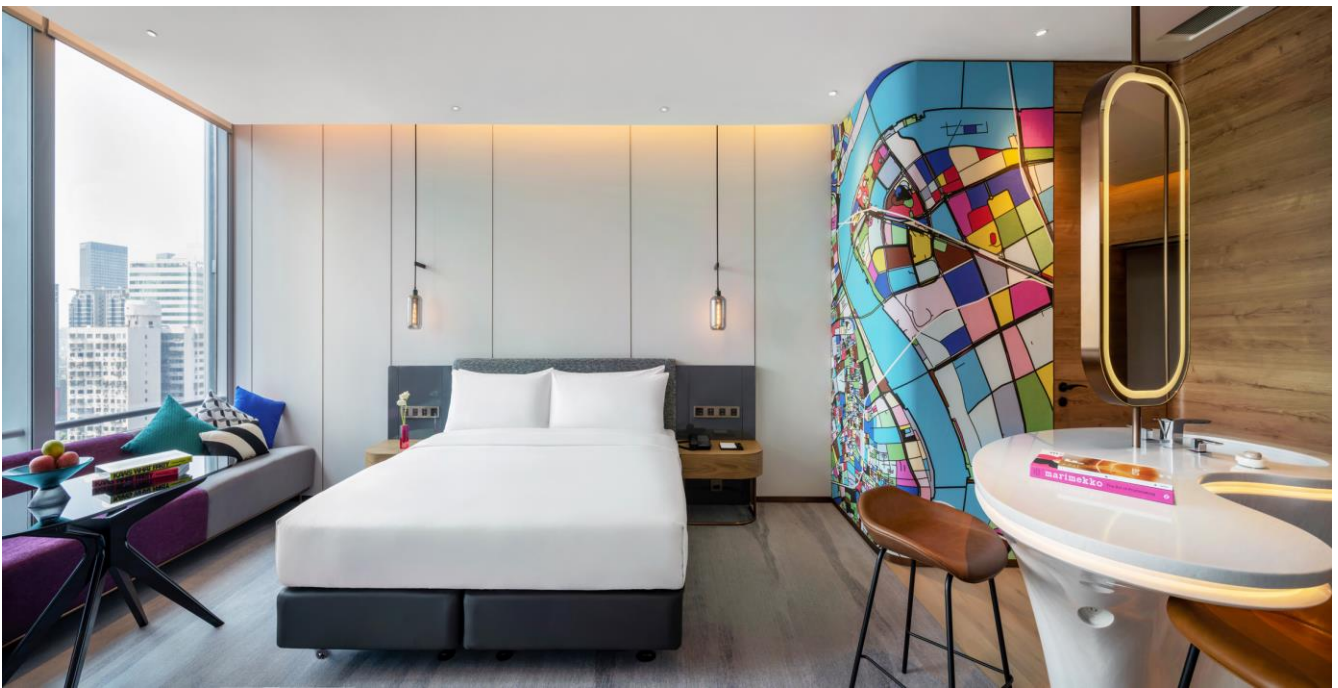
Maqo

NICCOLO
HOTELS

For Immediate Release

WHARF HOTELS ANNOUNCES NEW LIFESTYLE BRAND “MAQO”

The newest addition to the Group’s portfolio brings a fresh “edited” concept to create remarkable guest experiences, and is now accepting reservations ahead of the November 2023 opening



Hong Kong SAR, China, 12 September 2023 — Hong Kong headquartered Wharf Hotels, a hospitality group with hotel operations spanning Mainland China, Hong Kong and the Philippines, today announced the launch of Maqo. The new premium lifestyle brand further diversifies Wharf Hotels’ portfolio, fulfilling another key milestone of the Group’s vision of “25 by 2025”, with the aim of increasing its properties to 25 by 2025. Maqo is a sister brand to the luxurious Niccolo Hotels, and premium Marco Polo Hotels.

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“We couldn’t be more excited with our expansion into the lifestyle segment to address the evolving preferences of today’s global travellers,” said Wharf Hotels President, Thomas Salg. “Maqo has given us the opportunity to rethink hotel spaces and experiences, and we believe the brand will resonate with guests who appreciate blended spaces and our edited collections. Looking ahead – we are confident that the brand’s offerings will appeal to diverse guest segments from business and leisure, and are keen to take on development prospects in North Asia, Southeast Asia and China.”

Maqo, encompassing the ethos of “more is not better, only better is better”, envisions itself as stylish and edgy. Its approach is based around the art of selection where “editors” meticulously refine possibilities to arrive at crafted and “edited” art and culture programmes, food and drink offerings, music playlists and wellness concepts. Designed to provoke and inspire guests with the unexpected at every stay, Maqo is for those who want to connect, and are attracted by the edited experiences the brand provides. Please view the brand video [here](#).

Speaking to the broader significance of the brand launch, Thomas Salg added, “We are optimistic about the future outlook of Mainland China and its steady resurgence of outbound and domestic travel. During the past seven months, we have noticed a strong uptick in domestic travellers and consumer spending. Among all the progressive cities contributing to the exponential growth of travel within China, Changsha continues to be a core domestic destination with considerable market potential,¹ and we are confident the brand’s inaugural hotel in the city will be popular for leisure and business travel.”

¹ <https://www.yicai.com/news/zhengzhou-xian-changsha-set-most-ambitious-2023-gdp-growth-targets-of-china-large-cities>

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The debut of Maqo Changsha, on 1 November 2023, is testament to the Group's success with Niccolo Changsha's opening in 2018 at Tower One of International Finance Square, the city's iconic hub for business and luxury retail. Maqo Changsha will be housed in Tower Two of International Finance Square, featuring 286 well-appointed rooms and suites, a restaurant, bar, co-working space, as well as a gymnasium.

The ambitious and new Maqo brand is one of many strategic opportunities to realise Wharf Hotels' vision of "25 by 2025". The Group plans to expand its presence by delivering new experiences with premium and luxury hotels in key Asian destinations, such as Singapore, Shanghai, Tokyo and Bangkok. Wharf Hotels also intends to complement its portfolio with luxury newly built Niccolo Resorts and Residences. The Prince Hotel, Hong Kong of the Marco Polo Hotels brand has also recently reopened after a three-year refurbishment.

For those who wish to be among the first to experience Maqo Changsha, the hotel is extending a special introductory offer featuring 15 percent off the Best Available Rate, two signature cocktails per stay and welcome amenities. For a first-hand experience, make a reservation at Maqohotels.com/en/maqo-changsha or call +86 731 8296 8888 three days in advance.

To learn more about Maqo, visit Maqohotels.com to get the latest updates.

About Wharf Hotels

Hong Kong SAR-based Wharf Hotels, a hospitality group and subsidiary of The Wharf (Holdings) Limited, owns and/or operates 17 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 5,200 guestrooms, meeting spaces and crafted experiences for solo and group travellers in gateway cities. By 2025, the portfolio is expected to encompass 25 properties with pipeline

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projects in Bangkok, Shanghai, Shenzhen, Singapore and Tokyo. For more information, please visit wharfhotels.com or [LinkedIn](#).

About Maqo

More is not better, only better is better.

Maqo is a fresh take on a premium lifestyle hotel brand for modern-day global citizens who are attracted to the mindset, and sense of belonging Maqo provides. Believing that only better is better, professionals expertly edit art and culture programmes, food and drink offerings, music playlists and wellness concepts to provoke and inspire guests with every stay. Maqo 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 Maqohotels.com.

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