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Press Information

For Immediate Release

NEW LUXURY SKY HOTEL, NICCOLO CHANGSHA NOW OPEN

Niccolo Changsha elevates contemporary chic to new heights in Changsha's CBD

1 November 2018, Hong Kong – Niccolo Changsha officially opened its doors on 29 October 2018, ushering in a new era of impeccable hospitality and effortless luxury in the capital city of Hunan Province. In signature Niccolo style, Niccolo Changsha occupies a desirable, highly-prized address – crowning the uppermost floors of the new 93-storey Changsha IFS Tower 1, in the heart of Furong district's entertainment and business hub.

Niccolo Changsha is the fourth luxury hotel in the Niccolo collection from Hong Kong-based hospitality management company, Wharf Hotels. The opening was celebrated with a symbolic ribbon-cutting ceremony for dignitaries and officials.

Ms Doreen Lee, Vice Chairman and Executive Director of The Wharf (Holdings) Limited, Mr Kevin Chan, Director of The Wharf (Holdings) Limited, Dr Jennifer Cronin, President of Wharf Hotels, Mr Thomas Salg, Vice President Operations of Wharf Hotels and Mr Jorgen Christensen, General Manager of Niccolo Changsha, officiated the opening ceremony, alongside Ms Aryna Choi, Director of Changsha IFS and General Manager of Wharf China Estates Limited. Among other distinguished guests in attendance were Changsha government officials Mr Wang Yuli, Director of the People's Political Consultative Conference of Hunan Province, Ms Helen Yip, Director of Hong Kong SAR Liaison Office in Hunan, Mr Qiu Jixing, Vice Mayor of Changsha People's Government and Mr Yu Xinfan, Secretary of Furong District Party Committee, amongst other government leaders.



Distinguished guests officiate the opening of contemporary chic Niccolo Changsha



Mr Jorgen Christensen, General Manager, Niccolo Changsha, dots the lucky lions' eyes to celebrate the official opening of the new sky hotel

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Standing from left to right to officiate the ceremony were:

Mr Thomas Salg, Vice President Operations, Wharf Hotels
Mr Kevin Chan, Director, The Wharf (Holdings) Limited
Ms Doreen Lee, Vice Chairman and Executive Director, The Wharf (Holdings) Limited
Mr Qiu Jixing, Vice Mayor of Changsha
Mr Wang Yuli, Director, People's Political Consultative Conference of Hunan Province
Ms Helen Yip, Director, Hong Kong SAR Liaison Office in Hunan
Mr Yu Xinfan, Secretary of The District Party Committee of Furong District Party Committee of Changsha
Dr Jennifer Cronin, President, Wharf Hotels
Ms Aryna Choi, Director & General Manager, Changsha IFS, Wharf China Estates Limited
Mr Jorgen Christensen, General Manager, Niccolo Changsha

"It is my great pleasure to greet our very first guests and officially welcome everybody to Niccolo Changsha. We are honoured to command a landmark hotel and prestigious location in the heart of this vibrant city. We look forward to ensuring that Niccolo Changsha will be recognised as the city's leading hotel, delivering impeccable hospitality with Niccolo's uncompromising promise of 'New Encounters, Timeless Pleasures'," said Mr Christensen.

"We would like to congratulate Jorgen and his team on the successful opening of Niccolo Changsha today. The vision to open our first Niccolo hotel in Chengdu in 2015 ahead of other major players quickly established Niccolo as an ideal destination for new entrepreneurs, leaders in style, fashion, design and society. Today, Niccolo Chengdu continues to be the market leader, paving the way for Niccolo Chongqing and Niccolo Changsha in the group's fast-growing collection of luxury hotels," said Dr Cronin.

In addition to its notable heritage, Changsha has emerged as a thriving commercial, manufacturing, tourism and transportation centre in central and western China. As an early adopter of the luxury hotel space in Changsha, the group is at the forefront of bringing the Niccolo experience and its award-winning culture to a new market, offering sophisticated, international standards of hospitality for global travellers and local residents.

The city's and central China's tallest hotel, Niccolo Changsha is situated between levels 86 to 93 of the 452-metre-tall landmark Changsha IFS Tower One. Defining the heart of the Wuyi CBD along lively Jiefang West Road, the hotel is an integral part of Changsha IFS and wholly owned by The Wharf (Holdings) Limited, renowned for its mixed-use projects comprising luxury hotels, corporate offices, residences and luxury retail.



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 welcoming service and fashion-inspired mystique of Niccolo.

The art of dining is celebrated at the new hotel with three sky-high dining and social destinations: Niccolo Kitchen, The Tea Lounge and BAR 93.

N1 Deluxe Room

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Masterfully designed to host the city's glitterati and A-list events, Niccolo Changsha offers glamorous conference and event venues including the Niccolo Ballroom, the jewel-box venue The Conservatory and level 92 function areas for events that combine sophistication and spectacle as well as inspiring views. Relaxation and wellbeing await at the wellness centre on level 6, featuring an indoor swimming pool, fitness centre and The Spa at Niccolo.

Guests are welcome to be amongst the first to experience Niccolo Changsha. Reservations may be made at +86 731 8895 8888 or niccolohotels.com.



Artist's Impression – Niccolo Changsha



Jewel-box venue The Conservatory dressed to impress

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 17 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 chic. The Murray, Hong Kong, a Niccolo Hotel, opened in January 2018 as the brand's flagship hotel, with 1 new Niccolo hotel currently under development in China following successful openings in Chengdu, Chongqing and Changsha. Marco Polo's 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 wharfhhotels.com.

About Niccolo Changsha New Encounters. Timeless Pleasures.

Niccolo Changsha is located in Hunan capital's premier address in Furong District entertainment and business hub. Open in October 2018, the hotel offers 243 contemporary urban chic rooms and spectacular suites between the 86th and 92nd floors of Changsha IFS Tower One. Situated in the most vibrant part of the city, the hotel's facilities include contemporary function and meeting spaces offering scenic views of the city and Xiang river, elaborate conference and social event venues including The Conservatory, the luxurious Niccolo Ballroom, a sophisticated Tea Lounge, Bar 93, Niccolo Kitchen, The Spa at Niccolo and Fitness Centre. Reservations may be made at niccolohotels.com.

About DISCOVERY Loyalty

A memorable trip demands more than a comfortable stay. DISCOVERY, an award-winning global loyalty programme, provides 13 million members recognition and perks across over 550 hotels, resorts and palaces in 77 countries. Elite members have the opportunity to immerse themselves in local culture through *Local Experiences*, distinctive activities that capture an authentic taste of each destination. For more information, visit discoveryloyalty.com.

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