

# WHARF HOTELS

NICCOLO  
HOTELS

MARCO POLO  
HOTELS

**Press Information**  
For Immediate Release

## **Wharf Hotels Appoints Axis Travel Marketing as Global Sales Agency for UK and Europe**

19 April 2018 (Hong Kong SAR, China) - Wharf Hotels, Hong Kong's hotel management company, has appointed Axis Travel Marketing as its new global sales agency (GSA) for UK and Europe with effect from 1 April 2018.



Formerly known as Marco Polo Hotels Management Limited, Wharf Hotels is a wholly owned subsidiary of The Wharf (Holdings) Limited, operating across Asia under the luxury brand Niccolo Hotels and premium brand Marco Polo Hotels. A Hong Kong headquartered company recognising diverse cultures that celebrate the spirit of discovery, Wharf Hotels operates 16 hotels in China, Hong Kong and the Philippines with two new Niccolo Hotels currently under development, strengthening the portfolio to 18 hotels by 2019.

The Murray, Hong Kong, a Niccolo Hotel, opened in January 2018 as the Niccolo brand's flagship hotel, following successful openings in Chengdu and Chongqing. Honouring its Silk Road heritage, Wharf Hotels pays homage to the legendary spirit of travel, exploring and sharing experiences as the embodiment of Niccolo and Marco Polo Hotels, the essence of which can be found in each of its vibrant locations.

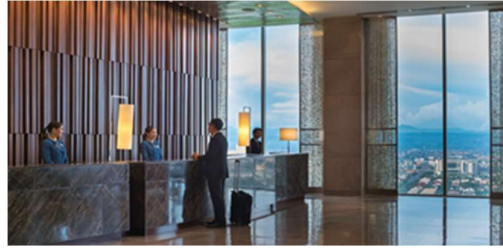
Patrick Ngiam, Global Director of Sales, Wharf Hotels said: "We are delighted to work with Axis Travel Marketing as our new GSA for UK and Europe. We are confident that this new partnership will allow us to further strengthen the positioning of our brands and explore new client opportunities in these markets, which are of crucial importance for our hotels".

Emma Cashmore, Founder and Managing Director of Axis Travel Marketing said: "Following a competitive pitch process, we are thrilled that Axis Travel Marketing has been selected to work with Wharf Hotels. An expanding hotel network in Asia, we



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are confident to bring global corporate accounts to its 3 contemporary urban chic hotels in the Niccolo collection and 13 established hotels by Marco Polo. Its unique portfolio of properties that celebrate local experiences for global modern travellers includes Marco Polo Ortigas, Manila, recently rated Five-Star by Forbes Travel Guide for the second consecutive year, and Marco Polo Hongkong, located at the premier Canton Road address overlooking Hong Kong's spectacular skyline."



Cashmore also added: "At Axis Travel Marketing, we strive to provide our travel industry clients with innovative sales solutions and marketing support and are committed to collaborate with Wharf Hotels to sustainably grow inbound room nights and revenue to its hotels".

## 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 16 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 urban chic. The Murray, Hong Kong, a Niccolo Hotel, opened in January 2018 as the brand's flagship hotel, with 2 new Niccolo hotels currently under development in China following successful openings in Chengdu and Chongqing. Marco Polo's deluxe hotels in established locations maintain their ethos to explore, discover and experience a destination, drawing on the 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 are available at [wharfhoteles.com](http://wharfhoteles.com).

## About Global Hotel Alliance

Global Hotel Alliance (GHA) is the world's largest alliance of independent hotel brands, bringing together more than 35 brands with over 500 hotels in 78 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 11 million members exclusive opportunities to immerse themselves in local culture wherever they travel. For more information, visit [gha.com](http://gha.com).

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