

# WHARF HOTELS

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**For Immediate Release**

## **PROPELLING INTO THE FUTURE** ***Niccolo Hotels Enters China's "Venice of the East"*** ***with Opening of Niccolo Suzhou in 2020***



Hong Kong SAR, China, 24 May 2019: Suzhou, fondly known as China's Venice of the East, will take centre stage as the city's newest iconic landmark with the launch of a new, contemporary chic hotel, Niccolo Suzhou, in 2020.

Crowning the top floors of Suzhou International Finance Square (IFS), a Wharf (Holdings) Limited super tower, the 215 room Niccolo Hotel and fifth landmark to the group's collection of luxury hotel properties, will top the sky high edifice towering the city's most highly prized address, its picturesque canals and Jinji Lake.

Suzhou IFS, built by Kohn Pederson Fox, American based architects whose internationally recognised buildings include Roppongi Hills in Tokyo, Japan, super towers Lotte World Tower in Seoul, Korea, Shanghai World Financial Centre and International Commerce Centre in Hong Kong, will offer Suzhou a sky tower reminiscent of a glorious glass fishtail, symbolising longevity and prosperity for the 2,500 year old city.

Located in Jiangsu Province's prestigious Suzhou Industrial Park, the hotel's surrounding locale is embellished with tree-lined boulevards and willow trees along its charming canals, waterways and water towns.

In walking distance to the city's International Convention Centre, Niccolo Suzhou is set to become a landmark icon in a city that offers its residents and visitors an ideal pace of life, welcoming travellers to its classical, landscaped gardens and entrepreneurs of the new economy, to its historical home.

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Suzhou, slating 2020 as its growth year, has its government encouraging new industry and international investment from the US and Europe to earmark it as a city of growth opportunity and potential, with particular emphasis on the technology and artificial intelligence industries.

Guests of the new Niccolo Suzhou will be welcomed to the world of Niccolo by Ambassadors and City Insiders at the hotel's Sky Lobby perched 115 floors above the city, promising spectacular pieces of art and the brand's signature restaurants and bars: Niccolo Kitchen, The Tea Lounge and Bar 115.

Wellness by Niccolo will flow throughout the 117<sup>th</sup> level of the hotel, with a Sky Pool and Gym at Niccolo fully adorned and fitted for each guest's well-being.

As a brand inspired by luxury retail, Niccolo Suzhou's sister hotels in Chengdu, Chongqing, Changsha and the brand's flagship, The Murray, Hong Kong, are recognised by high society, corporates and international celebrities as epicentres of events and luxurious occasions, establishing Niccolo Suzhou as a natural beacon to attract its city's captains of industry and leaders in style. Offering guests new encounters for timeless pleasures, the hotel's sophisticated, glass-encased, jewel box designed Ceremonial Hall and elegant Ballroom will become ideal venues for weddings, banquets and the city's top events, offering panoramic vistas and flawless service, 116 floors high.

"We are delighted to embark on our fifth Niccolo Hotel, this time in Suzhou. The growing footprint of our boutique collection and their successes, gives us more clout to be recognised as a serious luxury hotel contender, with personalised luxury and impeccable hospitality at the forefront of the guest experience", said Dr Jennifer Cronin, President, Wharf Hotels.

Accessible by air to Shanghai Pudong and Hongqiao international airports, the city is well connected via high speed bullet trains to all major cities in China and Hong Kong.

## **Suzhou: Overview**

Suzhou is located in southern Jiangsu Province in the centre of the Yangtze Delta. Shanghai lies to the east, Zhejiang Province to the south, Wuxi City to the west and the Yangtze River to the north. The city is divided by the Beijing-Hangzhou Grand Canal from north to south. Since 42% area of the city is covered by water, including a vast number of ponds and streams, it is praised as the 'Venice of the Orient'. Built in 514 BC, this is an ancient city with over 2,500 years of history and numerous points of interest. The unique characteristics of the past are still retained today. The double-chessboard layout of the city, with the streets and rivers going side by side while the water and land routes running in parallel, is preserved intact.

The mild climate makes the city a desirable destination all year round. Touring the wonderful ancient water towns in the vicinity or lingering in the exquisite classical gardens in the downtown area, the charm of what has been named "paradise on earth" will be evident. As

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the saying goes – “Gardens to the south of the Yangtze River are the best in the world, and Suzhou gardens are the best among them”. These gardens attain their high reputation not only for their vast numbers, but also for their charming natural beauty and harmonious construction. At present more than 60 gardens are kept intact in the city, and some of them have been listed in the World Heritage List.

Source: *Travel China Guide* (<https://www.travelchinaguide.com/cityguides/suzhou.htm>)

## **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 17 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 chic. The Murray, Hong Kong, a Niccolo Hotel, opened in January 2018 as the brand's flagship hotel, with one new Niccolo hotel currently under development in Suzhou, China following successful openings in Chengdu, Chongqing and Changsha. 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 [wharfhotels.com](http://wharfhotels.com).

## **About Global Hotel Alliance**

Global Hotel Alliance (GHA) is the world's largest alliance of independent hotel brands, bringing together more than 30 brands with over 550 hotels in 75 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 14 million members exclusive opportunities to immerse themselves in local culture wherever they travel. For more information, visit [globalhotelalliance.com](http://globalhotelalliance.com).

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