

## NUO HOTEL BEIJING JOINS ULTRATRAVEL COLLECTION

*Home-grown brand is pioneering Chinese luxury hospitality*

**Dubai, 28<sup>th</sup> October 2015**, Ultratravel Collection, a joint venture between Global Hotel Alliance ('GHA'), Travel Leaders Group and multi-media brand Ultratravel, has announced that NUO Hotel Beijing is the latest addition to the Ultratravel Collection, which strengthens the presence of the collection in Asia.

NUO Hotel Beijing, the luxurious flagship of NUO Hotels, is positioned as a contemporary lifestyle destination in 'modern Ming' design. Located near Beijing's Art Zone 798, the heart of China's dynamic art movement, NUO Hotel Beijing features 438 luxurious rooms and suites, a traditional tea house, six restaurants and bars, NUO Spa, the impressive 1,600 square metre Yongle Grand Ballroom; and a dedicated art gallery displaying a stunning series of carefully-curated pieces by the country's most critically acclaimed artists, from newly emerging to world-renowned, and a showcase of original works from iconic Chinese artist Zeng Fanzhi.

As a member of Ultratravel Collection, each hotel is able to offer guests the benefits of the DISCOVERY loyalty programme. Launched in 2010, DISCOVERY has over six million members of which nearly half-a-million are from China, making it the programme's third biggest market. NUO Hotel Beijing represents the second hotel in China under the Ultratravel Collection, after Niccolo Chengdu joined in April 2015.

Christopher Hartley, CEO of Global Hotel Alliance and Chairman of Ultratravel Collection comments: "Chinese outbound luxury travel is booming, but China is also becoming a much sought-after destination for our members. We are delighted to welcome NUO Hotel Beijing to our collection: NUO is a significant new addition for Ultratravel Collection, and will undoubtedly become a new landmark hotel in China's capital city."

Adrian Rudin, General Manager of NUO Hotel Beijing comments: "We are delighted to be part of the Ultratravel Collection and share the benefits of this membership with our guests. We are confident that DISCOVERY programme members from across the world will appreciate the experience of authentic Chinese luxury hospitality."

As well as China, Ultratravel Collection is expanding in other key markets around the world, with recent additions to its portfolio including Viceroy New York, Corinthia Hotel London and Palais Namskar in Marrakech.

**Editor's Notes:**

**About Ultratravel Collection**

Membership in Ultratravel Collection is reserved for the very best hotels and resorts in the world – genuinely luxurious and iconic properties that deliver the finest service and personalised guest experiences. Member hotels share an integrated global platform for guest recognition and loyalty rewards, the DISCOVERY programme from partner Global Hotel Alliance, as well as beneficial relationships with Ultratravel Collection's other founding partners, Travel Leaders Group and the multi-media brand, Ultratravel. For more information visit [ultratravelcollection.com](http://ultratravelcollection.com)

**About Global Hotel Alliance**

Founded in 2004, and based on the airline alliance model, Global Hotel Alliance ("GHA") is today the world's largest alliance of independent hotel brands. GHA uses a shared technology platform to drive incremental revenues and create cost savings for its member brands, and operates a multi-brand loyalty programme, DISCOVERY, which has over six million members. GHA's member brands are currently: Alila, Anantara, Art Series, Atura, AVANI, Corinthia, Doyle Collection, First, GLO, Individual Collection, Kempinski, Leela, Lungarno Collection, Marco Polo, Meritage Collection, Meydan, Mokara, Omni, NICCOLO by Marco Polo, NUO, Pan Pacific, PARKROYAL, PER AQUUM, QT, Rixos, Rydges, Shaza, Tangram, Thon, Tivoli, Ultratravel Collection and Viceroy encompassing over 550 upscale and luxury hotels with 110,000 rooms across 76 different countries. For more information visit [gha.com](http://gha.com)

**About Travel Leaders Group**

Travel Leaders Group ([www.travelleadersgroup.com](http://www.travelleadersgroup.com)) is transforming travel with a commitment to our vacation and business travel clients via our progressive approach toward each unique travel experience. Having already assisted millions of travelers – through our beginnings as Carlson Leisure Group, a division of Carlson Companies, Travel Leaders and Tzell Travel Group and through the additions of Nexion, Vacation.com and Protravel International – Travel Leaders Group manages leisure, business and franchise travel operations under a variety of diversified divisions and brands. With annual sales of approximately \$20 billion through over 6,500 locations, Travel Leaders Group ranks as the industry's largest traditional travel agency company.

**About Ultratravel**

Ultratravel is a multi-media brand first launched in the United Kingdom in 2004 alongside best-selling upscale daily newspaper Daily Telegraph, Ultratravel magazine now has editions in the Middle East in English and Arabic – and in the United States. The UK edition of Ultratravel was last month voted Newspaper Supplement of the Year in the 2014 Newspaper Awards. The brand now encompasses the [ultra.travel](http://ultra.travel) community website, ULTRAs Awards, Ultratravel Currency Card and Ultratravel Forums. An Ultratravel TV programme is also being developed in the UK.

**About NUO Hotels**

Derived from the Chinese “诺金”(Nuo Jin) meaning ‘the golden promise’, the NUO Hotel brand has been developed in conjunction with Kempinski Hotels and is owned entirely by Beijing Tourism Group (BTG). NUO Hotels is proudly pioneering Chinese luxury hospitality as one of the country's first home-grown five-star international hotel brands, appropriating its brand identity with the symbol of a Chinese vase representing health, abundance and prosperity.

# ultratravel

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NUO Hotels represents the novel lifestyle and attitude of modern China, whilst honouring its cultural heritage and interprets its “golden promise” by drawing inspiration from China's 5,000 years of history and its commitment to serving as a custodian of Chinese culture. The NUO brand symbolizes “The Chinese Dream” for the hotel industry with its mission to “build a Chinese national brand, forge an international path”. NUO Hotels' core philosophies are encapsulated by four key brand pillars: Chinese, Luxury, Contemporary and Green. In addition to the flagship NUO Hotel Beijing, over the coming years NUO has development plans in other Chinese cities and in key global destinations.

**Media Contacts:**

Jelena Kezika • Marketing Manager • ULTRATRAVEL COLLECTION  
+971 4 421 4287 • [jelena@ultratravelcollection.com](mailto:jelena@ultratravelcollection.com)