

Conrad Revises Name And Corporate Identity To Reflect Growing Portfolio

2007-04-24

The Conrad brand announced that it is changing its Corporate Brand Identity from Conrad Hotels to Conrad Hotels & Resorts.

The move comes at a time of extensive growth and development for the luxury brand and emphasises the fast-evolving portfolio of Conrad's hotels and resorts globally.

The transformation will be most noticeable in the new name, Conrad Hotels & Resorts as well as being reflected in distinct visual refinements to the brand and hotel logos.

With a number of new resort projects set to join the Conrad portfolio over the next two years, the new corporate identity will highlight the message that Conrad Hotels & Resorts appeals to both leisure and business travellers, while simultaneously underlining the ever-increasing importance of leisure travel within the luxury market.

Says Richard Blamey, Senior Vice President Brand Management, Conrad Hotels & Resorts: 'This is an exciting time for the luxury travel market and undoubtedly for Conrad. The decision to revitalize the brand identity is testament to our global growth, with each new opening showcasing the World of Conrad, a world that celebrates individuality in every sense. We welcome the opportunity to further strengthen the influence of Conrad Hotels & Resorts around the world.'

Conrad Hotels & Resorts' portfolio currently includes 18 luxury award-winning properties in leading urban and resort destinations globally. New Conrad Hotels & Resorts are in conversion in the Maldives and under development in Shanghai, Abu Dhabi, Dubai, the Bahamas, Las Vegas and Koh Samui.

This article comes from Hotel News Resource

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