

Conrad Expands Luxury Portfolio in China

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Conrad Beijing to Open in Prestigious Business District

Hilton Hotels Corporation has announced that it has signed a management agreement with China Merchants Property Development Company Limited for the Conrad Beijing, one of Beijing's newest and most spectacular luxury hotel developments.

Scheduled to be open at the end of 2010, the Conrad Beijing will join Conrad Hotels & Resorts, the global contemporary luxury hotel brand of the Hilton Family of Hotels, as it expands its luxury portfolio in China.

The Conrad Beijing will be located in the city's Central Business District, close to the newly built China Central TV Tower and near to renowned tourist attractions such as the World Heritage Site, the Forbidden City and historic landmark, Tiananmen Square. The hotel will also be in close proximity to Wangfujing Street, one of China's most famous pedestrian shopping boulevards, combining contemporary boutiques with China's oldest brands and traditional tea houses.

Koos Klein, Area President Hilton Hotels Asia Pacific, commented, 'The Conrad Beijing will be a stunning addition to our growing portfolio of luxury properties in China, building on the success of the Conrad Hong Kong which opened in 1990 and our upcoming Conrad Shanghai which opens in August this year.'

The Conrad Beijing's ultra-contemporary design will complement its culturally rich setting. In keeping with the Conrad brand's affinity for a strong sense of place, the hotel's interior will fuse the highest luxury quality with design accents reminiscent of China's capital city, ensuring guests are comfortable to pursue their own unique experience of Beijing, at their own pace.

Richard Blamey, Senior Vice President, Brand Management, Conrad Hotels & Resorts, added, 'The Conrad Beijing will be a dynamic reflection of its destination and will showcase the exceptional service standards for which Conrad is renowned. Conrad's guests are the most discerning world travellers and we welcome the opportunity to further accommodate their demands for a highly distinctive luxury experience.'

The hotel will feature 300 stylish guest rooms, a chic urban spa, state-of-the-art meeting facilities and recreational facilities. The hotel will offer attentive, personalized service that will extend through the hotel's food and beverage outlets, comprising a variety of all-day dining and speciality restaurants, and a rooftop bar and restaurant. Banquets and meeting facilities will not only accommodate guests' needs but offer best in class facilities and catering for Beijing residents' events and weddings.

Easily accessible, the hotel will be a 35-minute drive from the international airport along the Third Ring Road in Beijing.

Shao Bin Lin, CEO of China Merchants Property Development Company Limited, commented, 'We are excited to introduce the Conrad Beijing and are confident that the high-end appeal of the Conrad brand and the property's luxury design and location will ensure it is a first choice for travellers to Beijing.'

The signing ceremony was officiated by Andrew Clough, Senior Vice President Development, Middle East & Asia Pacific, Hilton Hotels and Shao Bin Lin, CEO of China Merchants Property Development Company Ltd.

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