

First East China Doubletree By Hilton Introduces Room Prototype For Customer Feedback

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Developer Unveils On-Site Hotel Design Prototype That Allows Future Guests To Contribute Feedback For Superior Hotel Experience

Doubletree by Hilton(R), one of the upscale, full-service brands in the Hilton Family of Hotels, today introduced a unique prototype of hotel rooms in the fast growing business centre of Huaqiao, China. Located 15 km from Kunshan and 30 km from the city centre of Shanghai, the Doubletree by Hilton Huaqiao/Kunshan is a 398-room, 5-star hotel that will welcome the world's travelers later this fall. Known as a brand for its unique approach to customer care and service, the guest room prototype has been designed to showcase how this first East China Doubletree by Hilton hotel is striving to create a luxurious, contemporary hotel experience. 'Another main purpose of the hotel guest room prototype project was to welcome feedback from corporate and leisure travelers during the development process. That way, we can ensure that when we open our final hotel product at the Doubletree by Hilton Huaqiao/Kunshan, we can meet or exceed the expectations of today's travelers,' said John Burger, hotel general manager.

The Doubletree by Hilton, which will be located at the Huaqiao International Business Park in Kunshan will represent the second hotel opening by the brand in China this year. The Doubletree by Hilton Beijing is now open and three additional Doubletree by Hilton hotels in China currently under development. The 24-story hotel will feature more than 2,500-square-meters of meeting and banquet space with state-of-the-art audio and visual equipment, an open-air, lushly landscaped roof-top garden, a heated indoor swimming pool, a Doubletree Fitness by Precor facility, and multiple dining and gathering options including a signature Si Yuan Chinese restaurant featuring 15 private dining rooms.



As one of the brand's first hotels in Asia, general manager John Burger explains the unique approach they are taking to ensure that the design team carefully thinks through all details of what's important to the local business traveller: 'Our objective was to create a series of rooms that we could show to consumers through focus groups. Each new room we designed incorporated a little more direct insight from what our customers told us they are looking for in comfort and convenience. The final room prototype is a direct replica of what you will see when the hotel is complete. At that time, we hope that the attention and investment we spent building this prototype environment for the Doubletree by Hilton Huaqiao-Kunshan will result in a great experience that is truly appreciated by our future hotel guests.'

The prototype was built in a warehouse adjacent to the actual hotel construction site at a total cost of more than US\$500,000. Inside the unassuming exterior, visitors walk through a door to enter the mock hotel environment and immediately find themselves standing in front of a perfectly lit and appointed elevator bank, just as if in a real hotel. A long hallway leads to 6 separate rooms that are fully appointed and furnished the same way one would find at check in, from stylish art on the wall to the towels and shampoo in the bath and even a turndown mint on the bed.

Each of the standard guest rooms and executive floor accommodations at the Doubletree by Hilton Huaqiao-Kunshan will feature contemporary style, modern conveniences and a range of amenities for in-room comfort. Spacious guestrooms will be equipped with smart workspaces and seating areas, high-speed Internet access, a 32-inch flat panel LCD TV, an iron/ironing board, a personal safe and complimentary in-room coffee and tea service. The hotel also features the brand's signature Sweet Dreams(TM) by Doubletree sleep experience complete with high-thread-count linens and an abundance of pillows for a great night's sleep. Executive Floor rooms and suites will include additional amenities, as well as access to an Executive Club lounge - which serves breakfast every morning and a manager's reception in the afternoon and evening.

Each of the prototype guestrooms at the Doubletree Hotel Huaqiao-Kunshan has been designed with a mission to create an invigorating mood of contemporary elegance with a decidedly Asian influence. By using fine proportion and clean-cut lines, a successful blend of the essence of eastern and western culture was achieved to create a relaxing atmosphere in the hotel's standard guestrooms. The splendid red and quiet green color schemes were adopted to deliver a blend of unique oriental charm.

In the hotel's executive guest rooms, harmonious beige tones are employed to woven carpets, wallpapers and fabric headboards to deliver a calm feeling, where soft furnishings such as cushion, bedding, lounge chair etc. are accented in lush red tones. Dark wood furnishings are complemented with unique and tasteful art pieces, where a superior and harmonious

stylish living space has been achieved.



Similar design schemes also were applied to the executive suites, which also feature with a spacious living room/lounge area that can serve as an intimate meeting space for corporate travelers.

Liang Zhitian, one of the top international designers from Hong Kong, led the design team for the interior and individual rooms. Zhitian explained the process they undertook and some of the key learnings they've already received from consumers touring the mock-up environments: 'We wanted to achieve a mood of elegance by adopting a contemporary design approach and opulent elements with a subtle oriental touch. In the rooms, you will find a relaxing atmosphere that also delivers a first-class living experience for the corporate and leisure traveler.'

Tony Ma, director of business development for the Doubletree by Hilton Huaqiao / Kunshan, explained that the unique approach to designing the hotel by soliciting input from guests is an excellent example of how the new hotel will incorporate the Doubletree commitment to CARE with its staff and guests.

'Doubletree by Hilton hotels differentiate themselves from the competition through a unique combination of a refreshingly caring and relaxed approach with high quality service delivery,' explained Ma. 'For us CARE is the core of our culture which focuses on ensuring a great experience that makes guests want to return. From our warm chocolate chip cookie at check-in to the contemporary and elegant hotel experience that travelers will receive with a hotel of this caliber, we expect this new approach to hospitality is going to be well received by travelers to the Doubletree Hotel Huaqiao-Kunshan.'

Hilton views China as one of the most important markets for expansion of many of the company's brands. In the next 5 years, Hilton expects the company will open more than 10 Doubletree by Hilton hotels in key business centers and resort areas in China, including Doubletree by Hilton(TM) Beijing, which opened this month in time for the Olympic Games.

Regarding the development of the hotel, General Manager, John H Burger commented, 'With a long-term commitment to growing our presence in China, we expect the Doubletree by Hilton Huaqiao-Kunshan to lead the way in building our guests' perception and emotional affinity for the Doubletree brand in China.'

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