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集團旗艦物業長沙IFS迎來新酒店 為賓客構建與別不同的體驗

集團旗下長沙國金中心("長沙IFS")最近迎來華中地區首家柏悅酒店，與長沙尼依格羅酒店(2019年開幕)和長沙瑪珂酒店(2023年開幕)鼎足而立，奠下另一個重要里程碑。三家國際級酒店分別位於T1及T2塔樓，為旅客提供多元化及與別不同的體驗。

長沙柏悅酒店是九龍倉與凱悅酒店集團("凱悅")首度合作，集團冀憑藉凱悅及柏悅的優勢及經驗，為旅客提供更多無與倫比的服務及體驗。

柏悅酒店雄踞長沙IFS T2塔樓頂層的54至63樓，設有230間客房及套房，客人可透過全景玻璃窗飽覽湘江壯麗美景和醉人的城市天際線景觀。

柏悅酒店由英國Conran and Partners設計，其設計理念源於一位品味卓然的女性環球旅行家所擁有的時尚府邸。

秉承柏悅品牌理念，柏悅酒店內以多款藝術品作點綴，在體現在地文化的同時，與奢雅的宅邸設計互相輝映，致力為品味獨到、閱歷豐富的環球旅客提供賓至如歸的奢華體驗。

長沙在「2023福布斯中國消費活力城市榜」中，全國排行第九位，它更多次登上全國十大熱門旅遊目的地。今年上半年旅客數量已突破4,600萬人次。



長沙柏悅酒店芳園



酒店入口



酒店客房

是次長沙IFS迎來柏悅酒店意義重大：這是九龍倉首次選擇國際品牌來管理我們的六星級酒店物業，此外，長沙柏悅酒店是華中的首店，我們有信心與柏悅酒店能發揮雙方的優勢和經驗，創造更大的協同效應，為長沙市招商引資作出貢獻。

吳天海

九龍倉集團主席兼常務董事

WHARF FLAGSHIP CHANGSHA IFS WELCOMES ANOTHER NEW HOTEL BRINGING UNIQUE EXPERIENCE TO TRAVELLERS

The Group's Changsha IFS has brought to the city the first Park Hyatt hotel in the Central China region. This remarkable addition, along with Niccolo Changsha (established in 2019) and Maqo Changsha (inaugurated in 2023), marks another significant milestone for the property. Nestled within towers T1 and T2, these three international hotels provide diverse and distinctive experiences for discerning travellers.

Park Hyatt Changsha is the first collaboration between Wharf and Hyatt Hotels Corporation ("Hyatt"). The Group aims to provide more unparalleled services and experiences for travellers by leveraging the strengths and expertise of the Hyatt and Park Hyatt brands.

Crowning the top floors of Changsha IFS, from level 54 to 63 of T2, Park Hyatt Changsha features 230 guest rooms and suites offering breathtaking views of the magnificent Xiang River and the captivating city skyline through the floor-to-ceiling windows.

The interiors of Park Hyatt Changsha were created by the architectural and interiors practice, Conran and Partners with the design concept originating from a sophisticated mansion curated by a lady world traveller with impeccable taste.

The opening of Park Hyatt Changsha holds immense significance: Wharf's venture into outsourcing the management of one of its prestigious six-star hotels, while Park Hyatt establishes inaugural presence in Central China. We are confident that the collaboration between Park Hyatt and Wharf, leveraging our combined expertise and strengths, will generate added value and contribute to the transformation of Changsha into a highly appealing business destination.

Stephen Ng
Chairman and Managing Director
The Wharf Group



Park Hyatt Changsha opening ceremony



Park Hyatt Changsha

Within the premise, guests will encounter an array of original paintings and sculptures that reflect the essence of the city. Park Hyatt Changsha takes pride in providing unparalleled comfort and attentive service to its cosmopolitan guests, offering them a respite from their extensive journeys.

Changsha, the provincial capital of Hunan, ranks 9th in the "2023 Forbes Top Chinese Consumption Vitality Cities". It has been repeatedly recognised among the top 10 popular tourist destinations in China. In the first half of this year, the city welcomed over 46 million visitors.

長沙是全球發展最快的重要新一線城市之一，也是長江經濟帶舉足輕重的商業、餐飲、文化娛樂和創新中心。九龍倉對於長沙這城市充滿了濃厚的感情，從十多年前首次考察此項目至今，長沙IFS已成為這繁榮都市的重要部分，它彰顯了九龍倉「創建明天」的願景：建設不僅是建築本身，更希望通過建構具有前瞻性的項目，推進本地的經濟與文化發展，提升人民生活質量。

吳天海
九龍倉集團主席兼常務董事

長沙IFS

長沙IFS坐落於長沙市核心黃金地段芙蓉區，總建築面積超過100萬平方米，集大型商場、甲級寫字樓、公寓及國際級酒店於一體。其購物商場彙聚近四百個品牌，是奢華品牌的集中地，於2018年甫開業便成為潮流指標和「打卡」熱點。

此屹立湖南省的超高樓綜合體總投資超過人民幣200億元，

長沙IFS交通便利，位處兩條地鐵線的交匯處，距離高鐵站和長沙黃花國際機場分別只需30及40分鐘，是當地居民和遊客購物、餐飲、娛樂、探索生活時尚的一站式地標。

該項目憑藉傑出的建築設計、國際級品牌組合及優秀的市場策劃，屢獲殊榮。

2018年，現代時尚奢華酒店品牌「尼依格羅」於長沙落戶，一如於2015年在成都開幕的首店及重慶、香港和蘇州的尼依格羅酒店，皆位於當地黃金地段。

2023年誕生的「瑪珂」是奢華酒店品牌尼依格羅的姊妹品牌，其「創格」概念為賓客匠心打造銳意創新的體驗。首間酒店於去年11月進駐長沙IFS，成為商務及休閒旅客在長沙的熱門選擇。

Changsha stands as a remarkable testament to rapid urban development, earning its place among the world's fastest-growing cities. As a mint first-tier city in China, it assumes a pivotal role as a thriving center for commerce, culinary, culture, entertainment, and innovation within the Yangtze River Economic Belt. Its achievements perfectly embody Wharf's forward-thinking mission of "Building for Tomorrow" – building not only the physical structure but by building this visionary multi-use complex, we aspire to foster local economic and cultural growth, elevating the overall quality of life in the city.

Stephen Ng
Chairman and Managing Director
The Wharf Group

Changsha IFS

Located at the very heart of CBD Furong District, Changsha IFS boasts a total GFA of more than one million square metres. It comprises a mega mall, premium Grade-A offices and three international hotels. The mega mall houses 400 brands including a host of luxury brands. It has become a trendsetter and a popular "check-in" spot since opening in 2018.

This super high-rise complex in Hunan Province, was built with a total investment of over RMB 20 billion, reflecting its commitment to establish an exceptional landmark in the region.

Atop the intersection of two subway lines and located at a spot of 30/40-minute drive from the high-speed railway station and Changsha Huanghua International Airport respectively, Changsha IFS is a one-stop destination for shopping, dining, entertainment and lifestyle for both locals and tourists.



長沙尼依格羅酒店 Niccolo Changsha



長沙瑪珂酒店 Maqo Changsha

Thanks to its remarkable architectural design, extensive collection of renowned brands, and effective marketing strategies, Changsha IFS has won numerous international accolades over the years.

The contemporary, urban, chic Niccolo hotel brand at Changsha IFS was unveiled in 2018, following the hotel's Chengdu debut in 2015. Over the years, Niccolo's network has further expanded to Chongqing, Hong Kong and Suzhou, all at highly desirable and prized addresses.

Maqo, a sister brand to the luxurious Niccolo Hotels, brings a fresh "edited" concept to create remarkable guest experiences. It had its maiden opening in Changsha last November. Maqo Changsha is poised to become a preferred choice for business travellers and young leisure seekers.