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Hampton by Hilton Opens Flagship Hotel in China

Hampton by Hilton Guangzhou Zhujiang New Town opens, China's first flagship hotel

GUANGZHOU, China & MCLEAN, Va.--(BUSINESS WIRE)-- [Hilton Worldwide](#) (NYSE:HLT) today announced the opening of [Hampton by Hilton Guangzhou Zhujiang New Town](#), its newest Hampton by Hilton hotel and flagship property for the brand in China. The 223-room hotel joins the Hampton portfolio of more than 2,100 hotels around the world. Hampton by Hilton Guangzhou Zhujiang New Town is located in the Tianhe District, Guangzhou, Guangdong Province, China and is managed by Huanpeng Hotel Management (Guangzhou) Limited.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20160325005088/en/>

Hampton by Hilton Celebrates Launch in China. (Graphic: Business Wire)

"China is the 20th country that Hampton has entered, and for the city of Guangzhou, it is not only a

strategic city and the 'south gate' of China, but is also the center of politics, economy, science, education and culture of Guangdong Province and the Pearl River Delta. We are especially happy that Hampton by Hilton's flagship hotel has opened in Guangzhou and are confident that the hotel will contribute positively to the development of Guangzhou's tourism industry," said Phil Cordell, global head, Focused Service and Hampton Brand Management, Hilton Worldwide. "It represents a breakthrough for Hampton's development in the China market. With a strong partner like Plateno Group, I have every confidence that the brand will achieve a similar success as in the United States."

Hampton by Hilton Guangzhou Zhujiang New Town is conveniently located at the intersection of bustling Zhujiang New Town central business district and the popular Tianhe Sports Center business zone. Close to the Guangzhou business and financial hubs such as the Guangzhou International Finance Center, Citic Plaza, Pazhou Complex and the Guangzhou East Railway Station, the hotel offers easy access to the city's most popular leisure, shopping and entertainment venues. Fully taking into consideration the demands of business travelers and families with kids, the hotel focuses on creating an easy, enjoyable, and relaxing atmosphere that leaves guests feeling like they are staying with a friend.

"Plateno Group's collaboration with Hilton Worldwide is in line with our business strategy and is aligned with our values of focusing on our customers' needs," said Alex Zheng, chief brand architect, Founder and Chairman President of Plateno Group. "In 2015, Hampton by Hilton was warmly welcomed by investors and travelers. With the opening of Hampton by Hilton

Guangzhou Zhujiang New Town, we have opened a new chapter and more than 10 Hampton hotels are scheduled to open this year alone,” he added.

At the hotel’s grand opening a special guest was introduced to mark the occasion—Hampton’s Mascot in China, “Little Hampton”. Little Hampton was designed based on China’s cute and friendly “National Treasure”, the panda – symbolizing the brand’s core values—“Friendly, Authentic, Caring, Thoughtful”.

The multi-functional lobby combines the relaxing and work zones together, where guests can either take a short and refreshing break or have fun with friends. In Hampton’s restaurant, guests will enjoy high-quality healthy dietary options and feel healthy even on a busy trip.

Hampton by Hilton Guangzhou Zhujiang New Town offers amenities such as Free Wi-Fi, 24-hour snack bar, restaurant, meeting room and fitness center.

Each guestroom includes high-quality features, including Serta mattresses that follows the U.S. brand’s signature, Clean and fresh Hampton bed® ensures guests get a sound night of sleep. A movable desk and ergonomic chair offer an excellent working environment and the world-renowned skin care brand —Peter Thomas Roth is on offer in the bathroom. In addition, a specially designed sofa bed for Hampton provides an additional relaxing space.

For more information or to make reservations, please visit www.hamptonhotels.com.cn or call +86 020 8367 8888.

Read more about Hampton at www.hamptonhotels.com.cn and www.hampton.com

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