

NICCOLO

CHANGSHA

For Immediate Release

NICCOLO CHANGSHA CELEBRATING 6TH ANNIVERSARY



Changsha, China, 3 November 2024 – This Autumn, Hotel Niccolo Changsha celebrates its sixth anniversary from the top of Star City. Inspired by luxury fashion, the Niccolo brand evokes metropolitan trends. For the past six years, Hotel Niccolo Changsha has been providing countless guests with traditional and dedicated service, creating unique and unforgettable memories. In honour of its sixth anniversary, the hotel has chosen the homonym 'Lu' to launch three 'exploration' chapters under the theme of 'The Road to N': City Exploration, Persona N and Sustainable Living. Both locals and Changsha guests are invited to participate in this pioneering vision for the Star City.

THE ROAD TO N – THEMATIC VIDEO SERIES

Together with Lotus Emeya electric vehicles and Colnago, the hotel is exploring a new chapter of the city's history, where old times meet the new. The Metropolis will be lit up with a fireworks display through the use of green and sustainable methods and dual rhythms. At the same time, the hotel will employ the 'Persona N' theme in film to portray immersive experiences within the six

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facets of The Parlour of Social, the hotel's 'social centre. Depicting engaging experiences, the film presents a journey of self-discovery, self-indulgence and fulfilment through change. For the full version of the video series, please visit hotel official social media account.

NICCOLO LECTURE - BE THE ECO-CREATOR

On 3 November, the hotel hosted a 'Niccolo Lecture' at the Conservatory with the theme of sustainable living. Two special guests from local sustainability organisations Green Hunan, a local environmental welfare organisation; Happy Zero, an eco-development enterprise; as well as the city champion of Plogging in Changsha were invited. The speakers shared their experiences in the field of sustainability, and talked about 'on the ground' and 'everyday' environmental and sustainable initiatives in their respective fields of expertise, which triggered lively discussions and reflections amongst guests. After participating in the speeches and the ensuing discussions, attendees also took part in an on-site recycling workshop to practice the concept of sustainable living. The hotel's culinary team also brought its own interpretation of sustainable dining to the event, presenting tea breaks made with local and seasonal ingredients, to the immense delight of guests.



True to our brand's mantra of "New Encounters" and spirit of discovery, our hotels present a series of fascinating and diverse fire-side chats and experiences called Niccolo Lectures. These

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private events give the floor to entrepreneurs, lifestyle and business innovators, designers, artists, celebrities and sports stars to share their unique insights and remarkable life journeys.



For more information, please follow the hotel WeChat official account "Niccolo Changsha" (长沙尼依格罗酒店 in Chinese) or call +86 731 8895 8888.

About Niccolo Changsha

New Encounters. Timeless Pleasures.

Niccolo Changsha is located in Hunan capital's premier address in Furong District entertainment and business hub. Opened in October 2018, the hotel offers 241 contemporary urban chic rooms and spectacular suites between the 86th and 92nd floors of Changsha IFS Tower One. Situated in the most vibrant part of the city, the hotel's facilities include contemporary function and meeting spaces offering scenic views of the city and Xiang River, elaborate conference and social event venues including The Conservatory, the luxurious Niccolo Ballroom, a sophisticated Tea Lounge, Bar 93, Niccolo Kitchen, The Spa at Niccolo and the Fitness Centre. Reservations may be made at niccolohotels.com.

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Niccolo Hotels is a collection of five contemporary chic hotels inspired by luxury fashion. Underpinning the brand is the desire to make life effortlessly luxurious for guests with engaging experiences, art and design, and sophisticated spaces. The brand's first property opened in Chengdu in 2015 and it is now present in Hong Kong SAR, Changsha, Chongqing and Suzhou. Niccolo Hotels is part of [Wharf Hotels'](#) portfolio and a member of Global Hotel Alliance, the world's largest alliance of independent hotel brands. For more information, please visit niccolohotels.com, [Instagram](#) or [LinkedIn](#).

About GHA DISCOVERY

Launched in 2010, GHA DISCOVERY is the world's largest loyalty programme for independent hotel brands, featuring more than 800 hotels, resorts, and palaces across 40 brands. Members enjoy VIP recognition, thoughtful benefits and generous rewards at home or away. GHA DISCOVERY members earn and spend DISCOVERY Dollars (D\$), an exclusive rewards currency. They also enjoy member-only Experiences curated by each hotel, plus they have access to properties close to home, without a stay, through member-only Local Offers.

For more information about GHA DISCOVERY or to join, visit www.ghadiscovery.com or download the GHA DISCOVERY [mobile app](#). Travellers can also connect with GHA DISCOVERY on [Instagram](#) and [Facebook](#).

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