

For Immediate Release

## **Artyzen Hospitality Group Enters the South-West Market of China by Signing a Management Agreement to Operate an Artyzen Habitat in Yuelai Chongqing**

13 January 2020, Shanghai, China – Originated in Asia, Artyzen Hospitality Group aims to deliver culturally rewarding experiences to guests. The group recently announced a hotel management agreement with Chongqing Yuelai Liangjiang International Hotel and Convention Management Co., Limited to develop a hotel under the lifestyle hotel brand - Artyzen Habitat in Yubei District, Chongqing. Including this new project, the Artyzen Hospitality Group has 8 hotels in the pipeline and 6 operating hotels in Beijing, Shanghai, Macau and Hawaii.



*Robbert van der Maas, President of Artyzen Hospitality Group (centre right) and Wang Jumeng, Chairman of Chongqing Yuelai Investment Group (centre left) signed a hotel management agreement for Artyzen Habitat Yuelai Chongqing.*

*Overlook of Artyzen Habitat  
Yuelai Chongqing*

As part of Artyzen Hospitality Group, which is a subsidiary of Shun Tak Holdings Limited, a listed company in Hong Kong Stock Exchange, Artyzen Habitat is a new lifestyle sanctuary that caters to the fast growing upscale market. Artyzen Habitat encourages guests to ‘live like a local’, whether in or out of its hotel, guests could always have a deeper cultural experience of the destination, feeling the social and cultural vibes of the local community.

Robbert van der Maas, President of Artyzen Hospitality Group says: “We realize that the needs of modern travelers are forever evolving. They are looking for local art, cultural inspirations and enriched travel experiences. The Artyzen Habitat brand embraces our philosophy of “Art, Culture and Emotional Wisdom”, and are designed with today’s travelers’ lifestyle in mind. Each of our hotels is unique and offers travelers original, creative and social spaces that allow them to seamlessly integrate business with leisure; and, authentically immerse with the local culture and community. Thoughtfully designed facilities enable guests to create their own ‘individual’ experiences. Chongqing is developing rapidly and is a strategic and logical addition to our growing portfolio. We are thrilled to announce the development of Artyzen Habitat Yuelai Chongqing, as it is truly one of our milestones. The hotel is located in the fast-growing area – Liangjiang New Area of Yubei District, close to Yuelai International Convention Centre. We are determined to seize and leverage this opportunity to deliver experiences and services through engaging with the local community. The hotel is an excellent complement to our two strong performing hotels in Beijing and Shanghai, as well as to the future pipeline.”



*Artyzen Habitat Yuelai Chongqing Landscape*

Artyzen Habitat Yuelai Chongqing is situated in the core of Liangjiang New Area - Yuelai International Convention and Exhibition City. This area has been developed to integrate international business, exhibitions, conferences, leisure tourism and cultural creativity. As the main area for exhibition and convention in Chongqing, Yuelai International Convention and Exhibition City is expected to become a commercial and culture hub. In addition, the area is surrounded by four critical clusters – central park of the Airport New City to the east, Lijia International Trade Centre to the south, Caijia technology innovation area across the river and the largest domestic cloud database centre to the north. The hotel has easy access to the dynamic areas via the convenience of four nearby metro lines. A total of 31,500 square metres space, the hotel is designed to have 363 rooms and a brand hallmark social space Townsquare that is bespoke designed to become the centre of work, play, dine and pop-up retail activities for hotel guests as well as the surrounding community.

Chongqing Yuelai Liangjiang International Hotel and Convention Management Co., Limited, a subsidiary of Chongqing Yuelai Investment Group Co., Limited, is the operator of the Yuelai International Conference Centre. The Chairman of Chongqing Yuelai Investment Group, Wang Jumeng said: “We are delighted to have this opportunity to work with Artyzen Hospitality Group to bring an artistic and cultural lifestyle to Chongqing, by leveraging our Yuelai International Convention and Exhibition City and the surrounding developments. Yuelai has been focusing on the integration of cultural tourism with exhibitions for a period of time. For instance, we have built the Yuelai Art Museum near the hotel and the entire development is designed to optimise and preserve the surrounding natural resources. For the advantage of the environment, we are determined to develop this area into an ecologically and environmentally friendly community. All considerations match perfectly with Artyzen’s philosophy of ‘Art, Culture and Emotional Wisdom’, as well as their vision of sustainability. We believe our cooperation will elevate the overall quality of the community.”

2020 is a significant year for Artyzen Hospitality Group, and the partnership announcement is a perfect kick-off to the year. Artyzen has recently announced its expansion plan which

will extend their footprint across Australasia with projects under discussion in Australia, Thailand, Vietnam, Japan and South Korea, as well as further afield in Maldives and Portugal. In addition, Greater Bay Area remains a key focus of the group, with Zhuhai, Shenzhen, Guangzhou, Dongguan and Hong Kong being strategically targeted. Projects under construction include Singapore and important mixed-use developments in Shanghai such as those in Lingang and Qiantan, where the group will operate multiple Artyzen brands as well as unveil one of its serviced residences projects. Lingang and Qiantan are two magnificent and influential new developments which will become future iconic precincts in metropolitan Shanghai.

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#### **About Artyzen Hospitality Group**

Artyzen Hospitality Group is a subsidiary of Hong Kong-listed conglomerate Shun Tak Holdings. Launched in 2013, the hotel management company's branded hotel concepts and services bridge an East and West cultural understanding to create and generate profitable partnerships with developers and owners. The Group's portfolio comprises Zitan, Artyzen Hotels and Resorts and Artyzen Habitat. Each hotel brand brings the Group's philosophy of Art, Culture and Emotional Wisdom to life in a unique and contemporary way to provide culturally rewarding guest experiences. Artyzen Hospitality Group is led by a team of highly experienced and globally respected industry leaders known for innovation and talent management. The Group's management practices reinforce their partners' interests while upholding a strong commitment to building environmentally, socially and culturally sustainable properties. [www.artyzhen.com](http://www.artyzhen.com)

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