

PRESS RELEASE

## SOFITEL DONGGUAN HUMEN ORIENTAL

### A NEW PRESTIGIOUS ADDRESS IN CHINA

**Paris, 26 July 2010** – Rising elegantly above the bustling city of Dongguan, the new Sofitel Dongguan Humen Oriental has just been opened. This 62 storey tower blends the best of French hospitality with Asian grace. The hotel is the cornerstone of the Huang He Commercial Plaza, considered the heart of Humen's garment and Central Business District.

The mixed-use tower rises above a podium level housing a retail and wholesale fashion mall. Upper podium floors house exclusive tenants such as the celebrated Prince Platinum restaurant, high-end KTV, SPA and Salon offerings. Prestigious corporate offices and luxury apartments will occupy the lower floors of the tower, with the hotel's guest rooms beginning on the 29<sup>th</sup> floor.

Soon to become one of Dongguan's most prestigious luxury hotels, the hotel features 409 spacious guest rooms and suites created by the renowned Hong Kong firm, **Cheng Chung Design (CCD)**. Beginning at 55 square meters, the spacious rooms feature floor to ceiling windows, free-standing bathtubs and separate rain showers, state of art comforts and connectivity and of course, Sofitel's renowned 'My Bed' concept, the all feather bed and extra light down duvet combined to promise a perfect night's sleep.

Guests are welcomed from the bustling streets into the tranquil décor of our entry lobby, then escorted via high-speed elevators and introduced to the panoramic views of Dongguan while checking in on the 62 floor. There, one may also enjoy the view with a refreshing beverage in Polaris Lounge.

In addition to the scenic Polaris Lounge, dining facilities includes an atrium tea and coffee lounge, a poolside bar, Cantonese and Japanese restaurants, and western dining with a view on the 61<sup>st</sup> floor. High-end conference and incentive groups will enjoy **InspiredMeetings** in this ideal MICE facility with over 2,600 square meters of meeting space, including a grand ballroom accommodating up to 1,000 guests, versatile multi-function and board rooms, and several unique and intimate venues for cocktail receptions and creative breaks.

Recreational facilities include **SoFIT**, the poolside fitness centre with cardio and weight training, yoga studio, dry sauna and steam rooms. The stunning indoor swimming pool sits in a glass house and overlooks the beautiful relaxation garden. Outdoor Jacuzzi and tennis complete the picture, all serviced by Eau, poolside bar.



Sofitel brings its special brand of hospitality to this beautiful project, with a passion for excellence visible in all aspects of service, comfort, and of course, cuisine. Beginning with a warm French greeting from all staff, the rich bath amenities from L'Occitane and Hermes, to the Butler service of **Club Millesime**, guests will enjoy the rich traditions of French and Asian hospitality. Club Millesime is more than an Executive floor with traditional dedicated reception, it aims to offer a Connoisseur's experience, celebrating the French passions for food, wine, and personalized service.

"Unlike neighboring Guangzhou and Shenzhen, domestic and international travelers alike have had limited options for luxury lodging in Dongguan. Sofitel Dongguan Humen Oriental compliments the existing collection of hotels in this growing market combining the best of Chinese culture with the French elegance and the Sofitel *savoir-faire*," said David Baldwin, Sofitel Dongguan Humen Oriental General Manager.

The Huanghe Commercial Plaza is an outstanding development that is leading Humen's rise to the forefront of Dongguan's business districts. Conveniently located between Guangzhou and Shenzhen off the Guangshen Expressway, Humen is accessible by air, road, rail and water. Only 30 minutes drive from Shenzhen Baoan International Airport, with direct ferry service to Hong Kong just minutes from the hotel's front door.

#### **Sofitel in China**

Sofitel Dongguan Humen Oriental marks the 23rd Sofitel in Greater China, and will be followed this fall by the Sofitel Guangzhou Sunrich. Sofitel Luxury Hotels are found in China's most important commercial and resort destinations including Beijing, Shanghai, Nanjing, Xi'an and Hangzhou. This collection comprises one of China's largest and most impressive networks of luxury hotels.

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