

HOTEL VIC ON THE HARBOUR OPENS IN HONG KONG CELEBRATING NORTH POINT AS THE SOUL OF THE CITY

Hong Kong, 12 July 2018 – A stunning new landmark on the North Point waterfront, Hotel VIC on the Harbour, opens in Hong Kong on 16 July, 2018. Hotel VIC celebrates North Point as the soul of the city, inviting visitors to travel like a local and stay like a fashionista in a definitive Hong Kong neighbourhood brimming with undiscovered fashion, food and culture.

The newly-built twin-tower hotel, featuring 665 guestrooms and suites, sees every room boasting a spectacular panoramic view of the harbour and the city. During their stay, guests can enjoy access to a 24-hour gym, rooftop outdoor swimming pool, sauna and steam rooms. All rooms include a deluxe rain shower and in-room Nespresso coffee machine.

A tailor-made smartphone app with in-room services, chat, and reservation capabilities, offers instantaneous service in the palm of your hand, while the hotel's free lightning-fast WiFi and online check-in and out feature provides guests with a slick and uninterrupted experience from day to night. In addition, Hotel VIC is the first hotel in Hong Kong to provide a key card kiosk, so that guests can simply access their room key with a QR code sent to them following online check-in prior to their arrival.

Memorable dining experiences

A long-awaited dining destination in the North Point district, Hotel VIC will offer three signature locations that provide sumptuous eating in a stylish atmosphere. The Farmhouse is an all-day international dining restaurant, located on the 2nd floor with indoor and outdoor seating overlooking the harbour, offering scrumptious buffets and international cuisine. Adjoining the restaurant is The Farmhouse Deli, where a mouth-watering selection of freshly made pastries and cakes complement special house-brewed coffee and a wide range of teas.

For a sophisticated dining experience, head up to the 23rd floor where the Cruise restaurant features a romantic outdoor area, providing panoramic views of Victoria Harbour – and the only rooftop bar in North Point! With a wide choice of cocktails and wine, and a menu specially prepared by talented chefs, this is the perfect place to while away a relaxed evening under the city lights.

Stylish harbourside accommodation

The hotel is the latest property to join the Sun Hung Kai Properties portfolio. Hotel VIC can truly be described as a lifestyle hotel, offering guests everything they could want for a chic stay in Hong Kong.

The arrival lobby, alongside the three destination dining venues, has been created by internationally acclaimed design studio AFSO. Inspired to capture the spirit of 'Urban Reflections', the hotel's harbourside location is reflected throughout the interiors - from a spectrum of interlocking marble screens that are inspired by the cityscape reflection, to the textured glass fittings that refract light like the shimmering water ripples. Key contemporary artworks are also curated across the property, including the sculpture by Mexican sculptor Aldo

Chaparro placed on top of the water to reflect the urban reflection, welcoming guests who ascend from the ground floor lobby. Canadian artist David Sprigg's modern 3D installation 'Epoch' is on display at the entrance of the Cruise.

Guestroom interiors are the work of international hospitality design firm Hirsch Bedner Associates. With every guestroom enjoying an elegant harbour view, the contemporary décor exudes a refined yet vibrant energy from the moment guests step inside. It has been built to the most exacting standards by the local project architect Rocco Design Architects Ltd.

For those who enjoy a spot of shopping, the ultimate retail destination Harbour North is only moments away, located on the podium level.

VIC Loves programme

The opening of Hotel VIC also marks the launch of the VIC Loves programme – a seal of approval for must-do, lesser explored experiences across the vibrant North Point district. Visitors who want to travel like a local, and Hong Kongers seeking a different side of the city, can spot the VIC Loves symbol throughout the area; marking out unique dining, shopping, entertainment, art hubs and more.

Chosen for their craft, authenticity and personality, approved VIC Loves destinations are selected by a dynamic collective of VIC Insiders, specialising in style, food and culture. The hidden gems and local favourites include:

- Mak Kee, for traditional dim sum made fresh daily
- Duck Shing Ho, famed for its moreish egg rolls
- Kings Co Slippers, selling beautifully stitched slippers adorned with classic Chinese motifs
- Sam Kee Bookstore's curated collection genres galore
- 2000 Fun Flagship Shop, a physical haven for online gaming
- Harbour North Shopping Mall, Hong Kong's shopping paradise
- Tung Po Kitchen, for no-frills delicious eats, and beer served in bowls
- Princess Optical, a one-of-a-kind collection of unique glasses frames
- Midwest Vintage, Hong Kong's go-to destination for retro style lovers
- Kiu Kwun Barbershop, the oldest and largest Shanghai-style salon and a nostalgic piece of history

For more details, please go to: <https://www.hotelvic.com/vic-loves-campaign.html>

Hotel VIC officially launches on 16 July, 2018; as a celebratory opening offer, guests will be gifted with a limited souvenir luggage tag. Room rate starts from HK\$1,500 plus 10% service charge; a special discount of up to 20% on standard rooms and 25% on rooms at Club floors and suites can be enjoyed by those who book in advance. Book now at www.hotelvic.com/happy-piggy-bank-offer.

About Hotel VIC

Located in the newly-fashionable district of North Point on Hong Kong Island, Hotel VIC boasts spectacular panoramic views of the harbour and city, and is just steps away from the MTR subway, ferry pier, and other public transport. Accommodated in majestic twin towers, the hotel will offer some 671 affordable luxury guestrooms and suites for upwardly mobile, young and savvy tourist and business travellers looking for unbeatable comfort and quality service.

Such excellence is achieved through the combined star power of renowned award-winners AFISO as interior designer of the 3 dining venues and key areas of the hotel; Hirsch Bedner Associates as guestroom interior designer and Rocco Design Architects Ltd as project architect. And what's more, guests will enjoy superb shopping and dining experiences in the hotel's podium floors and in an adjoining mall, as well as in the vibrant surrounding area.

About Sun Hung Kai Hotels

Sun Hung Kai Properties Ltd is one of the leading real estate developers in Hong Kong with a premium portfolio of hotels comprising the Royal Garden in Tsim Sha Tsui East, Royal Plaza in downtown Mong Kok, Royal Park in Sha Tin, Royal View in Ting Kau, Four Seasons Hotel at IFC, The Ritz-Carlton, Hong Kong, W Hong Kong at Kowloon Station, Crowne Plaza Hong Kong Kowloon East and Holiday Inn Express Hong Kong Kowloon East at Tseung Kwan O Station – all providing superb service to customers.

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