

Mövenpick Hotels & Resorts celebrates Asian development milestone.

2013 is a year of celebration as company marks 40th anniversary with the upcoming opening of its first hotel in China and the signing of its 8th property in Thailand.

Zurich (Switzerland), 25 February 2013— Mövenpick Hotels & Resorts has embarked on a journey to celebrate its 40th anniversary this year with the signing of two new hotels in China and Thailand. The upscale hotel company of Swiss heritage is to open a new beach resort in Hua Hin, Thailand, and a 250-room hotel in Enshi City, China.

"The Mövenpick Hotel Enshi will be a first of a row of openings in China, marking an important milestone for our company. Chinese consumers regard Swiss products and services as refreshingly different and we are looking forward to leveraging our Swiss roots and culinary legacy to carve a unique niche in this fascinating country," said Andreas Mattmüller, chief operating officer for Mövenpick Hotels & Resorts, Middle East and Asia.

The new 14-storey, five-star Mövenpick Hotel Enshi is set to open this summer and will be based in the heart of the business district of Enshi City, Hubei Province located in Central China. The property will be situated just 2.5 kilometres from the airport and a short drive from stunning countryside that includes the spectacular Enshi Grand Canyon.

The Mövenpick Hotel Enshi will be the first five-star hotel in the city and will feature a contemporary design, two restaurants, a bar, a club lounge, 515-square-metre ballroom, eight meeting rooms, a pool, spa and a fitness centre.

By 2015, Mövenpick Hotels & Resorts will have four properties open in China: the upcoming hotel in Enshi; a 380-room resort on Phoenix Island, Sanya; a 350-room property in Chifeng City, Inner Mongolia, and a 300-room hotel in Jiading, Shanghai.

Within three years, the company will also be operating eight hotels in Thailand with two in Chiang Mai and one each in Koh Samui, Bangkok and Pattaya in addition to the new signing, the 190-room Mövenpick Resort & Spa, Hua Hin. The upcoming properties will complement the two existing Mövenpick resorts in Phuket.

The newest management contract signing is in Hua Hin, on the West Coast of the Gulf of Thailand, a leisure destination famous for its pristine beaches, golf courses, hill hiking, water sports and cultural attractions.

In keeping with the philosophy of Mövenpick Hotels & Resorts to offer guests upscale properties that reflect local ambience and culture, the design of the new hotel will take its inspiration from the Thai beach resort atmosphere and offer lush landscaped gardens, two restaurants, a lobby lounge, ballroom, pool, spa and function rooms.

The two new signings are in line with the global strategy of Mövenpick Hotels & Resorts to open 100 hotels across Africa, Europe, the Middle East and Asia by 2015, evenly allocating around 25 properties to each region.

"These are exciting times for Mövenpick Hotels & Resorts in Asia and we look forward to building on our reputation for quality, reliability and care with a personal touch throughout the region," added Mattmüller.

At present the company operates seven properties in Asia, including two hotels in Vietnam, one each

in Singapore and The Philippines, another in India and two in Thailand – the Mövenpick Resort & Spa Karon Beach Phuket and the Mövenpick Resort Bangtao Beach Phuket.

More information at: www.movenpick.com

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