

# Mövenpick Hotels & Resorts opens the first international five-star hotel in the Chinese city of Enshi.

## Celebrating its 40th anniversary, Mövenpick Hotels & Resorts opens the first of several hotels in China, in Hubei province, known for its picturesque landscapes and ethnic diversity.

Zurich/Enshi, 3rd September 2013 — Mövenpick Hotels & Resorts announces the opening of the first international five-star hotel in the city of Enshi, in central China's Hubei province. The new 14-storey Mövenpick Hotel Enshi is located close to the convention centre in the city's thriving business district, just a short drive from the train station, with fast connections to the strategic cities of Wuhan and Chongqing, and the newly built airport.

Mövenpick Hotel Enshi is also within easy access of a stunning countryside. Surrounded by forested hills, Enshi is a fast developing city, and its parks and vantage points offer beautiful natural views. The hotel is both a convenient business base and an ideal place to create memorable vacation or honeymoon experiences.

Enshi's city slogan is 'A Paradise for a Healthy Life,' and it attracts travellers to explore the limestone karsts of the Enshi Grand Canyon, the Tenglong Caves and Xianfeng Dam, which is set against the backdrop of western China's largest virgin forest. The Tujia ethnic villages enable guests to experience timeless customs and traditions. Enshi is also known as Selenium City, due to large selenium deposits that enrich its agricultural produce, including high-quality green tea.

"We are proud to become the first five-star hotel in the city of Enshi. By 2020, China is poised to become the world's most visited tourism destination and the largest outbound travel market, and we are excited to be growing our presence here. Establishing a new five-star hotel in Enshi is a significant step forward for showcasing the Mövenpick brand to a new generation of Chinese travellers," says Jean Gabriel Pérès, president and chief executive officer of Mövenpick Hotels & Resorts.

### **Deluxe Amenities, Superlative Swiss Hospitality**

Blending Mövenpick's Swiss passion for hospitality excellence with a bold, contemporary design, Mövenpick Hotel Enshi offers 240 exquisite rooms, including 27 Suites and one Presidential Suite. In keeping with the company's philosophy of offering properties that reflect local culture, the hotel interiors are infused with Tujia and Miao ethnic art.

When it comes to dining, Mövenpick Hotel Enshi tantalises the palates of all guests. Authentic local and Cantonese dishes are the specialty of Lotus Garden Chinese Restaurant, where 14 private dining rooms can accommodate between eight and 20 guests. All-day dining venue The Chef Theatre serves a selection of prime steaks, authentic Swiss specialties, Italian pastas and French desserts, while Dessert House offers Mövenpick ice cream and home-made chocolates.

Leisure guests can relax and enjoy an outdoor swimming pool and a fitness centre equipped with the latest gym equipment. The Flower spa presents a menu of indulgent wellness treatments and nine therapy rooms, including five couple's rooms and a Zen-infused relaxation area. A hairdressing and beauty salon are also available.

Business travellers are equally well catered to, with a suite of specialist facilities, including a 515 square metre (5,543 square foot) grand ballroom, a banquet hall capable of seating 250 diners, eight state-of-the-art meeting rooms and a private club lounge serving complimentary breakfast, snacks and drinks.

### **A New Era for Mövenpick in China**

The opening of Mövenpick Hotel Enshi is the perfect way for Mövenpick Hotels & Resorts to celebrate its 40th anniversary year, and is a significant milestone for the company in China. This is the first of four new hotels to open in China by 2015. Already under development are a 380-room resort on Phoenix Island, Sanya; a 350-room hotel in Chifeng City, Inner Mongolia; and a 300-room hotel in

Jiading, Shanghai.

More information is available at: [www.movenpick.com/enshi](http://www.movenpick.com/enshi)



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