

# Golden Tulip strengthens its presence in China with the Golden Tulip Bund New Asia in Shanghai.

Louvre Hotels Group and its shareholder Jin Jiang International vigorously pursue their development in Asia. After the opening of its flagship Golden Tulip Shanghai Rainbow, the brand Golden Tulip reveals its new hotel, ideally situated in the famous Bund's district. Based in the heart of Shanghai, the Golden Tulip Bund New Asia hotel proudly wears the brand's new positioning «PLAYTIME. ANYTIME». It will be operated under jin Jiang Louvre Asia Management contract.

Built in 1934, it was one of the largest hotel in the «Far East» and has been a landmark of downtown Shanghai for the past 80 years. The Hotel was the first European style skyscraper built in Shanghai that was developed and managed by a Chinese corporation.

This 9-story heritage architecture features 266 trendy rooms which offer a lot of services and new connected functionalities to meet everyone's needs.

Upon entering the hotel, clients will instantly catch the attention of the brand marker – the yellow tandem and premium signature service “Body Care Bar” that brings playful experience at check-in to guests who can select a free set of preferred fragrance of SPA amenities.

Not far, the restaurant TASTES also suggests sumptuous buffet breakfast, a-la-carte lunch and dinner for the discerning traveler. The hotel also has a co-working lounge area, a 300-sqm banquet hall for corporate meetings or events, which can be divided into three and a 15-people boardroom. The hotel is a place not just for sleeping but for living.

The hotel's mission is to re-invent the stay of its customers by offering a unique and fun experience in an idyllic setting, meeting the new expectations of a clientele ever more demanding and willing to travel unseen.

Its location is ideal for both business and leisure travelers, making it easily accessible to various convention centers, sightseeing spots and two airports either by metro or car. It is a short distance to the breathtaking views of the bund, museums, theatres and shopping centers.



This prestigious hotel which was once famous for its Cantonese breakfast is still renowned today for its famous Xin Ya buns on offer every day and a must visit for every tourist traveling to Shanghai.

Golden Tulip Bund New Asia  
HONGKOU DISTRICT 422 TIANTONG ROAD  
200085  
SHANGHAI

## About Louvre Hotels Group

Louvre Hotels Group is a major player in the worldwide hotel sector, currently boasting about 2,500 hotels in 52 countries.

They feature a comprehensive 1- to 5-star hotel offer including the iconic Louvre Hotels Group brands: Première Classe, Kyriad, Campanile, Tulip Inn, Golden Tulip, Royal Tulip; the 5 brands of the Sarovar network in India, as well as 4 Chinese brands: Metropolo, Jin Jiang Inn, Bestay and Goldmet Inn.

Louvre Hotels Group is a subsidiary of Jin Jiang International Holdings Co., Ltd., the world's 5th largest hotel group.  
[www.louvrehotels.com/fr](http://www.louvrehotels.com/fr)

## About Shanghai Jin Jiang Louvre Asia Hotel Management Co. Ltd.

Shanghai Jin Jiang Louvre Asia Hotel Management Co. Ltd. (Jin Jiang Louvre Asia) is a multi-brand hotel management company, based in Shanghai, that offers 2 to 5 stars brands including Jin Jiang Inn®, Magnotel®, Kyriad®, Campanile®, Metropolo®, Golden Tulip®, and Royal Tulip®.

Subsidiary of Jin Jiang International, the largest hospitality and travel conglomerate in China and the 5th largest hotel group worldwide, it focuses on Asia, especially in China and along "One Belt One Road". As of August 2017, Jin Jiang Louvre Asia owns and operates close to 1,450 hotels and 450,000 rooms in Asia.

Powered by a global Loyalty Membership Program of over 100 million members; supported by its integrated distribution and purchasing platform, as well as the diversity of its Chinese and European management, Jin Jiang Louvre Asia is committed to offering diversified mid-to-upscale hotel products and services to the Chinese and global travellers as well as to hotel investors.

## About Golden Tulip

The Golden Tulip hotel chain was founded in the early 60s with the opening of the first Golden Tulip hotels in the Netherlands. It went on to experience constant growth, expanding throughout the world, while striving to remain attentive to changes in customer needs and demands.

Today a part of Louvre Hotels Group, the brand boasts over 180 high-end hotels in 43 countries.

Each hotel is committed to high quality standards infused with the personality of its manager and steeped in local culture. The Golden Tulip hotels have a light-hearted outlook on life, work and travel.

Adapted to the lifestyles of today's business travellers, our hotels invite clients to combine business and pleasure, enabling them to experience and share unique, fun-filled moments and memories. [www.goldentulip.com](http://www.goldentulip.com)

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