

éclat

BEIJING • 北京

Hotel Éclat Beijing and Parkview Green FangCaoDi Unite to Debut Luxury Hospitality Experience

Beijing, November 1st, 2023 – Breaking new ground in the world of luxury hospitality, Hotel Éclat Beijing proudly announces an unprecedented collaboration with Parkview Green FangCaoDi, the iconic landmark of shopping and culture, to create a seamless integration of Customer Relationship Management (CRM) system for mutual guests' benefits. As the very first luxury boutique hotel in China, Hotel Éclat Beijing continues to lead the way in elevating guest experiences, now extending its commitment beyond accommodation to an exclusive partnership with Parkview Green FangCaoDi, redefining personalized luxury services.



Hotel Éclat Beijing creates a seamless integration of the Customer Relationship Management (CRM) system with Parkview Green FangCaoDi

From November 1st, 2023, guests staying at Hotel Éclat Beijing will be able to redeem points and credits earned during their hotel stays for a plethora of indulgent benefits at Parkview Green FangCaoDi, ranging from world-class shopping experiences to exquisite dining, convenient parking, and access to exciting events. This innovative collaboration opens up a world of possibilities, enabling our esteemed guests to savor the ultimate in personalized luxury lifestyle.

In return, Parkview Green FangCaoDi members will enjoy the privilege of applying their accumulated points towards luxurious hotel stays, exquisite dining at Hotel Éclat Beijing's George's restaurant, and exclusive access to sophisticated events hosted by the hotel. This ground-breaking alliance not only rewards loyalty but also brings a sense of exclusivity to



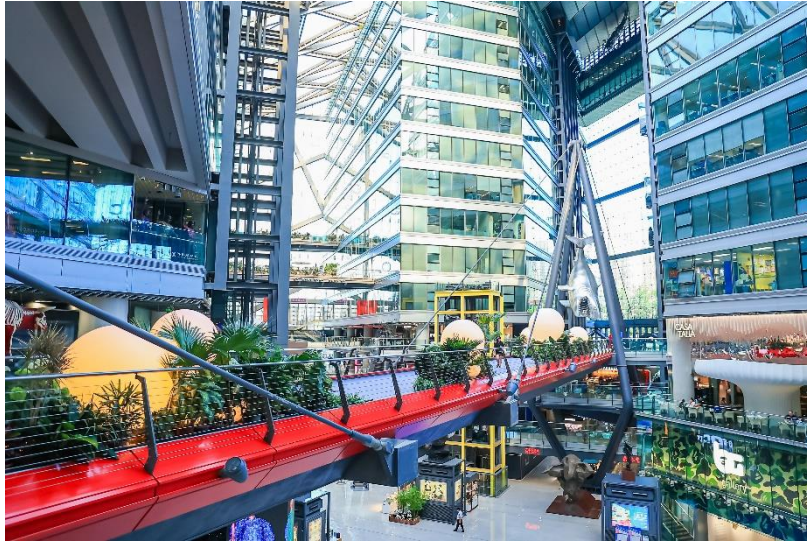
Independently minded

中国北京市朝阳区东大桥路9号 北京侨福芳草地 100020
Parkview Green FangCaoDi, No.9, Dongdaqiao Road, Chaoyang District, Beijing, P.R.China
100020
电话 Tel: 86-10-8561 2888 传真 Fax:86-10-8561 6700

éclat

BEIJING • 北京

both hospitality and shopping, creating a harmonious fusion of luxury experiences for our mutual guests.



Parkview Green FangCaoDi

"This landmark collaboration between Hotel Éclat Beijing and Parkview Green FangCaoDi represents a visionary move in the luxury hospitality industry," said Dany Lützel, General Manager at Hotel Éclat Beijing. "We are thrilled to offer our guests an unparalleled experience where they can seamlessly transition from indulging in our luxury accommodation to exploring the exquisite world of Parkview Green FangCaoDi, and vice versa. It's a true testament to our commitment to delivering exceptional guest experiences beyond their expectations."

This pioneering achievement sets a precedent for the future of luxury hospitality and retail, breaking barriers to create a harmonious synergy between the two domains. Hotel Éclat Beijing and Parkview Green FangCaoDi are excited to lead the market into a new era, where guests' desires and preferences are anticipated and catered to in unprecedented ways.

-End-

About Hotel Éclat Beijing

As part of the Hong Kong Parkview Group, Hotel Éclat Beijing with 100 rooms and suites offers a unique opportunity to experience world-class art while enjoying stylishly inviting accommodations, outstanding cuisine, intuitive yet non-intrusive guest services, and a spectacular Mall where you can shop till you drop all within its unique architectural complex.



Independently minded

中国北京市朝阳区东大桥路9号 北京侨福芳草地 100020
Parkview Green FangCaoDi, No.9, Dongdaqiao Road, Chaoyang District, Beijing, P.R.China
100020
电话 Tel: 86-10-8561 2888 传真 Fax:86-10-8561 6700

éclat

BEIJING • 北京

With the signature 'Éclat Essentials' for guests to enjoy, Éclat re-defines the upscale hotel experience, bringing you the art of contemporary luxury and the luxury of contemporary art. Hotel Éclat Beijing is also a member of the exclusive *Small Luxury Hotels of the World*™.

About Parkview Green FangCaoDi

Parkview Green FangCaoDi, the multi-use complex in which Hotel Éclat Beijing is situated, is also home to various high-level grade offices, luxury retail outlets, art galleries, and even state-of-the-art Cineplex. Parkview Green FangCaoDi was the first LEED® platinum certified integrated commercial project in all of China. The award-winning structure uses innovative environmental technologies resulting in energy use 50% lower than other buildings of similar size.

About Small Luxury Hotels of the World™

Small Luxury Hotels of the World (SLH), the champion of small, luxury, independent hotels, has a collection of over 520 hotels in 80 countries. They are constantly on the road getting the first glimpse of the latest openings, game-changing hotel concepts and the most far-flung destinations.

Hotel Éclat Beijing Official WeChat Account



Media Contact:

Angel Deng

Director of Marketing & Communications

Angel.Deng@eclathotels.com

Tel: (86)10 8561 2888 ext. 2825

Summer Wang

Manager of Marketing & Communications

Summer.Wang@eclathotels.com

Tel: (86)10 8561 2888 ext. 2895

For more information, please visit: www.eclathotels.com/beijing



Independently minded

中国北京市朝阳区东大桥路9号 北京侨福芳草地 100020

Parkview Green FangCaoDi, No.9, Dongdaqiao Road, Chaoyang District, Beijing, P.R.China
100020

电话 Tel: 86-10-8561 2888 传真 Fax:86-10-8561 6700