



Hotel **ICON**

HOTEL ICON THE SOLE HOTEL FINALIST IN UNITED NATIONS TOURISM AWARDS

Flagship global awards recognise tourism industry's most innovative and sustainable organisations

[Hong Kong, December 17, 2013] – **Hotel ICON** is the only finalist from Greater China – and the lone hotel – in the coveted United Nation's World Tourism Organisation Awards for Excellence and Innovation in Tourism 2013.

Hong Kong's Hotel ICON is one of four finalists for the Award for Innovation in Enterprises, also known as the Ulysses Award for Innovation. The award acknowledges the world's best tourism initiatives that are both sustainable and profitable. These are the "flagship awards for the global tourism sector", says the United Nations.

Hotel ICON is the only hotel among the 13 finalists and one of the few projects that is commercially sustainable. The list of finalists in this year's UNWTO Awards is dominated by non-governmental organisations involved in conservation, and government-sponsored tourism promotion initiatives.

Representing Asia in the awards line-up are Hotel ICON, Borneo Ecotourism Solutions and Technologies Society from Malaysia, and the Korean Tourism Organisation from South Korea.

Hotel ICON earned a place among the finalists for its commitment to integrating teaching, learning and research into a 262-room luxury hotel, with five-star finishes. The property in the Tsim Sha Tsui tourism district is managed to the highest standards of good governance with a mandate to maximise revenues, with the profits invested in education of students from across Asia.

"It is a huge honour to be nominated for this award and a wonderful acknowledgement of the effort our team puts into innovation and training," said Richard Hatter, General Manager of Hotel ICON. "I am extremely proud that our efforts have been recognised. We are a hotel with a purpose. We develop industry leaders through hands-on training in an open-minded environment. Our purpose-built hotel is their laboratory."

"Being recognised by the wider industry shows that Hotel ICON is a premier property, on par with any hotel in the world."

Hotel ICON was founded in 2011 as part of the School of Hotel and Tourism Management at The Hong Kong Polytechnic University. It is the world's first teaching and research hotel to offer co-located, co-lead hospitality programmes.

17 Science Museum Road,
Tsim Sha Tsui East,
Kowloon, Hong Kong
香港九龍尖沙咀東部
科學館道17號

T +852 3400 1000
F +852 3400 1001
www.hotel-icon.com



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Hotel ICON has 262 guest rooms and suites, three food and beverage outlets, an Angsana Spa featuring professional therapists from the Banyan Tree Hotels and Resorts, a state-of-the-art gym, and an outdoor swimming pool overlooking the spectacular Victoria Harbour.

The presentation ceremony for the United Nations World Tourism Organisation Awards takes place at Fitur, an international tourism trade fair, in Madrid on January 22, 2014. Additional information about the awards and finalists is available at <http://know.unwto.org/en/content/unwto-awards-excellence-and-innovation-tourism>

For hi-resolution images of Hotel ICON, please log on to:

<https://www.dropbox.com/sh/23xsr5yemu6kpbq/2w7uECYLwO>

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About Hotel ICON

Unlike any other, Hotel ICON is an upscale Hong Kong hotel in the heart of Tsim Sha Tsui East. Standing as a testament to Hong Kong's creative energy and vibrant arts scene, Hotel ICON showcases work from the city's celebrated designers and the world's most acclaimed architects. Hotel ICON is a very special hotel with an equally special purpose: Not only does it embody all the creative energy and spirit of Hong Kong, it's a "learning environment" on which the aspirations of future hoteliers come to life as part of The Hong Kong Polytechnic University and an extension of its School of Hotel and Tourism Management (SHTM). Offering the ultimate in comfort and committed to service excellence, Hotel ICON's 262 stylish guestrooms comprise seductive extras, including complimentary wired and Wi-Fi internet connections and an ultra-slim 40" Ultra High Definition LED TV. Located on level 9, Hotel ICON's Angsana Spa is a tranquil oasis while the harbour-facing outdoor swimming pool and fitness centre allow guests to exercise while enjoying views of Hong Kong Island's spectacular skyline. With a maximum capacity of 580 persons, Hotel ICON's grand Silverbox ballroom is the ideal venue for a celebration or theatre-style conference. Hotel ICON houses three restaurants: Above & Beyond, The Market and GREEN, providing guests with exceptional quality of the food and impeccable service. wallpaper* magazine included Hotel ICON in its 2011 list of the world's Best Business Hotels and DestinAsian included the hotel in its Luxe List 2011. This premier hotel was ranked in the Top 25 Hotels in China and Top 25 Hotels for Service in China in the 2012 and 2013 TripAdvisor Traveler's Choice Awards.

About the UNWTO Awards

The UNWTO Awards were created by the United Nations World Tourism Organisation to be the flagship awards for the global tourism industry. They are conferred annually to highlight innovation and knowledge in tourism. The awards are in line with the policies, priorities and programme of the United

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Nations, including its Code of Ethics for Tourism and the principles in the Eight Millennium Development Goals. The awards finalists represent some of the best examples of tourism leadership, whose exceptional initiatives place them at the forefront of the global tourism industry.

Media Enquiries:

Mandy Soh

T: +852 3400 1188

E: mandy.soh@hotel-icon.com

Amy Ho

T: +852 3400 1189

E: amy.ho@hotel-icon.com

17 Science Museum Road,
Tsim Sha Tsui East,
Kowloon, Hong Kong
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