

TRAVEL AND HOSPITALITY

Waldorf Astoria opens in Chengdu's hi-tech zone

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Exterior rendering of Waldorf Astoria Chengdu. Image credit: Waldorf Astoria

By STAFF REPORTS

Hilton's Waldorf Astoria Hotels & Resorts is expanding its presence in Asia with a new opening in China.

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The Waldorf Astoria Chengdu marks the brand's third Chinese property and the 200th opening in Asia-Pacific for its parent company. Far from slowing down, the group is planning further expansion in the region to meet consumers where they are traveling.

"As Hilton's 200th hotel in Asia-Pacific, Waldorf Astoria Chengdu marks a key milestone in our company's growth in this region in spectacular style," said Martin Rinck, president, Asia Pacific at Hilton, in a statement.

"Our ambition is to be everywhere our customers want to be, as the most hospitable company in the world," he said. "With more destinations than ever before in Asia-Pacific, including nearly 400 hotels in the pipeline, we're on our way to achieving that."

Hi-tech hospitality

Waldorf Astoria's Chengdu hotel is situated within mixed-use development in 99 Plaza. The development's 2 million square foot house a shopping center, apartment building and office complex within a new financial district in the city centered on technology.

Earlier this year, the Chengdu Hi-tech Zone invested the equivalent of \$730 million into recruiting talent as it looks to position itself as the Silicon Valley of western China.

Now, Waldorf Astoria is opening in this neighborhood.

Each guest room in the 52-story hotel is at least 538 square feet. Adding to the spacious accommodations are walk-in closets and marble bathrooms with double vanities.



Rendering of guest room at Waldorf Astoria Chengdu. Image credit: Waldorf Astoria

Guests can also take advantage of a personal concierge.

The hotel's spa includes a 24-hour fitness center, where guests can work out while viewing entertainment on personal televisions or docking their own exercise playlist. Additionally, the facility includes a steam room, sauna, ice shower and salt rooms.

Spa goers can also swim in the indoor heated pool on the 48th floor, which offers skyline views.

Five in-house restaurants serve everything from Cantonese cuisine to American or European fare. Wall Street Bar, which will open soon, will include a DJ playing genres such as big band, funk soul and techno.



Rendering of Brasserie 99 within Waldorf Astoria Chengdu. Image credit: Waldorf Astoria

For events, the hotel features a ballroom and five meeting rooms. This suite has a dedicated elevator to privately shuttle guests from the lobby or parking lot.

"Waldorf Astoria Chengdu joins a rapidly growing luxury portfolio in Asia Pacific," said John T.A. Vanderslice, global head, Waldorf Astoria Hotels & Resorts, in a statement. "As we continue to debut iconic properties in the world's most sought-after destinations, it is an honor to introduce our brand to such a vital city in China's past, present and future.

"We look forward to showcasing our signature True Waldorf Service and offering guests the unforgettable experiences that are synonymous with our luxury brand," he said.

Waldorf Astoria recently launched a service catered to Hong Kong travelers. The chain is crafting an exclusive and luxurious experience for select travelers on a private jet.

Asian private aviation firm Deer Jet is partnering with the hospitality brand to create a one-of-a-kind journey with its transit experience mirroring the trip itself. Deer Jet is offering business travelers trips to Rome and Paris at Waldorf Astoria hotel locations ([see story](#)).