

TRAVEL AND HOSPITALITY

Rosewood Hong Kong opens its doors with focus on personal service

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The lobby of Rosewood Hong Kong. Image credit: Rosewood

By STAFF REPORTS

Hospitality group Rosewood Hotels has officially opened its doors to its Hong Kong location, which it states is the most complete expression of the brand.

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As with many of Rosewood's locations, the Hong Kong hotel located in the Victoria Dockside district focuses on the local cultural aspects of the destination. The resort and hotel group hopes the destination will become a staple of Hong Kong, and believe it is the "crown jewel" of the area.

Opening Hong Kong

Rosewood Hong Kong features 314 guest rooms, including a variety of suites, as well as 186 residences.

The residences, meant for frequent and long-term visitors, includes access to an indoor swimming pool and private fitness center.

Cantonese dishes will be the culinary focus of the hotel's Holt's Caf, as one of its eight dining locations. Also included in the dining options are regional Shunde cuisine at The Legacy House, cocktails and jazz at DarkSide and breakfast in The Butterfly Room.



Holt's Caf in Rosewood Hong Kong. Image credit: Rosewood

Rosewood is also focusing on its events and venue spaces with a private garden with views of the Victoria Harbor, as part of its 34,450 square feet focused on events.

Asaya, Rosewood's wellness initiative, will have an urban outpost for the first time in Rosewood Hong Kong, focusing on individual wellness needs.

The hospitality group heralded its opening of the new global flagship property with an advertising campaign tied to Hong Kong.

For the debut of the chain's first Hong Kong hotel, the brand rolled out a new chapter of its Rosewood Regulars effort. Rosewood's campaign is meant to reflect the group's focus on the individual customer journey, communicating more about experience than the property itself ([see story](#)).

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