

TRAVEL AND HOSPITALITY

Waldorf Astoria opens new hotel in Xiamen

December 15, 2020



Caption: Waldorf Astoria brings unforgettable experiences to Xiamen. Image credit: Hilton

By LUXURY DAILY NEWS SERVICE

Hilton's Waldorf Astoria is opening a new hotel in Xiamen, its fourth hotel in Greater China as it continues to invest in the region.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Located in the heart of Xiamen in the Siming District, Waldorf Astoria Xiamen evokes a modern and refined reinterpretation of the coastal city's unique tradition at the intersection of global culture in Asia. The opening marks Waldorf Astoria's sixth location in Asia Pacific.

"The opening of Waldorf Astoria Xiamen is a significant step forward for the storied Waldorf Astoria brand as we continue to elevate the level of luxury hospitality all over the world," said Dino Michael, global category head of luxury brands at Hilton, in a statement. "We are thrilled to welcome this property to our family of 32 iconic Waldorf Astoria hotels including Asia's own Waldorf Astoria Maldives Ithaafushi, Waldorf Astoria Bangkok and Waldorf Astoria Beijing here in China, all of which provide guests with our legendary True Waldorf Service experienced through the lens of the world's most sought-after destinations."

New heights

Waldorf Astoria Xiamen draws inspiration from the history of the port city. The neoclassical fusion of Nanyang tradition and European architectural style creates a unique design that transports guests to the city's cultural origins.

The grand garden mansion offers guests a place of serenity and natural light immediately as they are welcomed into a reception area. Rich botanical life and details complement the earthy charm of the city itself, while circular elements reference harmony and the intertwining of local and international culture.



Entrance to new Waldorf Astoria Xiamen. Image credit: Hilton

Waldorf Astoria Xiamen's restaurant offerings include: Brasserie ONE, a Western and European inspired all-day dining restaurant; Hokklo, Fujian restaurant inspired by the unique *ke jia* dialect of the region; Peacock Valley, an outdoor garden terrace for afternoon tea; 1387 bar and lounge, a nighttime salon offering wine tastings and live music.

To ensure peace of mind throughout guests' stays, Waldorf Astoria Xiamen joins a new standard of cleanliness and disinfection, the Hilton **CleanStay** program, which was developed in collaboration with Dettol-maker **RB** and **Mayo Clinic**. This program includes focus deep cleaning on frequent-touch areas like light switches and door handles, contactless check-in, guest-accessible disinfecting wipes and more.

Waldorf Astoria Xiamen is part of **Hilton Honors**, the guest loyalty program for Hilton's 18 distinct hotel brands. Members who book directly have access to instant benefits, including a flexible payment slider that allows them to choose nearly any combination of points and money to book a stay, an exclusive member discount, free standard Wi-Fi and the Hilton Honors mobile app.

During a panel at the *Cond Nast Traveler* Points of View travel summit on Dec. 3, travel industry leaders discussed how many travelers are beginning to hold hospitality companies accountable in regards to sustainability efforts. Hilton has implemented programs and set goals for reducing energy consumption and is one of the only larger companies that has committed to science based target reporting ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.