



THE PULI
HOTEL AND SPA

[For Immediate Release]

A Redefining Moment for Club Concept

The PuLi Hotel and Spa draws on its luxury hotel management experience to create yet another handcrafted luxury product

Shanghai, August 2010 – The PuLi Hotel and Spa (The PuLi), Shanghai’s first luxury urban resort, opened its Club Floors in July. Sprawled over five levels at 61 rooms and suites, The PuLi will yet again bring handcrafted luxury to the next level through redefining the traditional Club floor experience.

The PuLi Club experience begins upon confirmation of a Club room reservation. “We have pulled together interesting Club benefits under one roof, beyond the traditional Club concept realm. There will be a few surprises along the way and The PuLi Club experience will focus on what Club guests truly want. The result is a new vision of Club Floors in hotels.” says Martijn van der Valk, General Manager of The PuLi.

A core highlight of The PuLi Club concept stems from its *GuanJia* service. Known commonly as butlers, The PuLi *GuanJia* service will be reminiscent of heads of households in ancient China, where Guanjias served as chief of staff in the homes of royalty and China’s wealthiest families. Just like how it is a role that stood for many years as one of great importance in Chinese culture, The PuLi Guanjias will be more than a Club guest’s personal assistant.

In addition to organising a Club guest’s daily schedule starting from their morning beverage wake-up service to transportation and dining arrangements around the city, they are multi-talented individuals who will also take care of a Club guest’s other needs from minor garment repairs, IT assistance, shoeshine to personalised cigar service. The *GuanJia* will be a Club guest’s sole soulmate during their stay.

Club benefits have been shaped by the desire to provide a handcrafted stay experience unlike no other Club floors. A Club room comes with personalized in-room minibar of

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choice prepared by the *GuanJia*, stocked with your preferred alcoholic and non-alcoholic beverages and snacks. Other Club pleasures include a daily in-room aperitif prepared and served by your *GuanJia*, luxe bathroom amenities, priority bookings at Anantara Spa, Jing'An Restaurant and Long Bar and complimentary use of the boardroom.

For the first time in Shanghai, a 24 hour check-in and check-out service will be available to Club guests, as well as unlimited complimentary laundry and pressing throughout their stay. A RMB300 Long Bar daily allowance benefit echoes that of the traditional evening GM cocktail, but is a radical new concept without restrictions to timing and cocktail selections for Club guests.

In addition to the five room types available on both regular and Club floors, there will be two room types available only on Club floors, the Grand Suite at 95 sqm and JingAn Suite at 130 sqm. Every Club room is also equipped with a GSM mobile phone with dual SIM card slots and citywide coverage.

“Our Club concept will mark a dramatic entry by The PuLi as a creative re-invention of traditional Club floors. We hope to be a catalyst of transformation for Club floors to seasoned travellers, to create another product that is synonymous with handcrafted luxury,” says Martijn.

Club Pleasures: Food and Wine, Amenities and *GuanJias*

A summary of details for The PuLi Club concept:

- 20th to 25th floors comprises 61 rooms and suites, which includes 95 sqm Grand Suite and 130 sqm JingAn Suite
- Guaranteed early check-in from 6am (with arrival details)
- Guaranteed late check-out till 11pm (with departure details)
- 24 hour personalised *GuanJia* (butler) service
- Daily RMB300 Long Bar beverage allowance (non-accumulative)
- Complimentary full minibar and refreshments replenished daily
- Daily in-room aperitif
- Luxe bathroom amenities in The PuLi handcrafted amenity bag
- Laundry and pressing service throughout your stay



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- 2 hour use of boardroom per stay (subject to availability)
- 20% off all treatments at Anantara Spa
- Priority for bookings at Jing' An Restaurant, Long Bar and Anantara Spa
- One complimentary night for every 10 paid stays

- Ends -

About The PuLi Hotel and Spa

The PuLi Hotel and Spa is Shanghai's first luxury urban resort. Firmly incorporated into the hotel's dedication to delivering handcrafted luxury service, guest experiences mark a departure from the expected generic style of luxury usually associated with conventional collections of foremost hotels. Imbued with contemporary elements and accents of traditional Asian charm, the result is a distinctively unique, new spatial and guest experience in this oasis within the metropolis. The PuLi Hotel and Spa is managed by Urban Resort Concepts.

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