



Openings

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Pullman Wuxi New Lake: Pullman's new flagship hotel

The new Pullman Wuxi New Lake, located in the center of a booming district west of Shanghai, exemplifies the brand's ambition.

This magnificent modern building is designed for leisure, business, receptions and events for both local and international customers. Patrick Chmielewski, the hotel's General Manager, gave us a guided tour.

Soon guests will be able to reach their hotel by boat! Before long, the marina being built at the foot of the Pullman Wuxi New Lake hotel, will welcome guests' boats. "It's one of the Pullman network's most fabulous hotels," confirms General Manager **Patrick Chmielewski**. The hotel, which opened in October 2012, is very impressive. It is located in one of Wuxi's twin towers - the city's highest - right in the heart of the New District's future city-center, which is currently being built **120km from Shanghai**. It is ideally situated, close to the shopping centers, the business district and a garden that will soon feature an artificial river that is currently being created. The hotel also offers an exceptional view of Lake Taihu from the 10th floor up. Two metro lines due to open in 2013 will service the complex which is also just 5kms from the Beijing-Shanghai high-speed train station.



Stylish and vibrant

The hotel's striking lobby features a vast 9m glittering glass chandelier of **typical Chinese inspiration**, and a lavish wall painting behind the reception desk. "The lobby meets Feng Shui requirements. There are no right angles in the room," explains Patrick Chmielewski. The 20m-long wall painting represents a view of nearby Lake Taihu and is inlaid with precious stones. "This is an international hotel with a truly urban atmosphere that is both elegant and relaxed".

A new emblem

As such, the Pullman Wuxi New Lake hotel exemplifies Pullman's **new identity**: that of a brand that has renewed the approach to upscale hospitality and offers its urban clientele a stimulating and cosmopolitan experience. "We are part of a development and activity zone that includes large international companies such as Sony, Osram, Ricoh, Bosch and Rhodia". This strategic location reflects the brand's "new upscale style". The hotel also offers Pullman's hallmark services with Vinoteca by Pullman, the Chill-out Space, the Co-Meeting offer and the Connectivity Lounge. The establishment's greatest reward is to have been chosen as the first location for a **photo report** showcasing Pullman's new identity in China. At the moment, Pullman has **16 hotels in China** and the network continues to expand with an additional **29 hotels due to open by 2015**.

The reference for events

Since its inauguration in October 2012, the Pullman Wuxi New Lake hotel has positioned itself as the large events specialist. "Our 1,200m² ballroom is one of the brand's biggest in China." The hotel also has eight other reception rooms bathed in natural light and equipped with the **best audio and video facilities**. "This wedding reception room is booked very often because that type of ceremony is very popular in China. It's a sign of social recognition: the more lavish the wedding, the higher the family's status." This large 55m-long room serves either as a banquet hall or as a meeting room and can cater for 800 to 1,000 people. The Pullman Wuxi New Lake is the first French international five-star hotel in Wuxi. It hosts corporate events such as seminars and more recently welcomed a celebration marking the New District's 20th anniversary.





One floor exclusively for female guests

Chinese business customers are particularly fond of hotel chains and often travel in large groups. The establishment has been specially designed to cater for these groups and has 198 twin rooms. *"We are one of the only establishments in the region with so many twin rooms. Right from the onset, we established ourselves in the market for large gatherings,"* confirms **Patrick Chmielewski**. The hotel boasts a total of **404 rooms**, including 40 suites ranging from 42m² to 430m². One of the hotel's other competitive advantages is its 16th floor which is exclusively reserved for women. Decorated in shades of pink, featuring women's magazines, an abundance of Roger & Gallet products, bathrobes and reinforced security, the 26 rooms are used mostly by businesswomen traveling alone who want to stay in a feel-good bubble of comfort.

The Pullman hotel: a must-stay establishment

"Our customers meet, sign a contract, but they also relax and play sport," says the General Manager. The hotel, which has four restaurants and a bar, offers international, Japanese, French and traditional Chinese cuisine, for example at "**Le Chinois**", which can seat 280 and has 18 private rooms that are much appreciated by business men. The hotel also has a wide range of leisure facilities including a fully-equipped fitness room, a yoga room, a 27m indoor swimming pool, a spa, a massage room, Ping-Pong tables and a billiard table. Soon, it will also boast 17 karaoke rooms! *"A lot of negotiations are rounded off with a business dinner, followed by a karaoke session. It's part of Chinese culture,"* explains Patrick Chmielewski.

In addition to its high-quality finishes and impeccable service, the elegant and modern Pullman New Lake hotel is also noticeable for its efforts in favor of sustainable development. It reached the **PLANET 21 Bronze level** in January 2013.

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