

information

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MANDARIN ORIENTAL HOTEL GROUP – PRESS INFORMATION

Mandarin Oriental Hotel Group is the award-winning owner and operator of some of the world's most prestigious hotels, resorts and residences. For almost 60 years, the Group has grown its business from its original flagship properties in Asia – the acclaimed Mandarin Oriental, Hong Kong and Mandarin Oriental, Bangkok – to successfully operate in major business centres and key leisure destinations around the world. Mandarin Oriental's aim is to be recognized widely as the best global luxury hotel group and an innovative leader in the luxury hospitality industry. Our goal is to continually improve our service delivery, as well as the quality of our products and facilities, ensuring we appeal to a multi-generational audience.

Mandarin Oriental now operates 34 hotels and seven residences in 24 countries and territories, with each property reflecting the Group's rich oriental heritage. Mandarin Oriental has a strong pipeline of hotels and residences under development and is a member of the Jardine Matheson Group.

HISTORY

Mandarin Oriental is a member of the [Jardine Matheson Group](#), a conglomerate with strong expertise and heritage in Hong Kong and Asia, which was founded in Canton in 1832 by Scottish traders William Jardine and James Matheson. The combination of solid western business acumen, combined with our Asian culture differentiates the Group, and puts Mandarin Oriental in a strong position to deliver the best.

For almost 60 years, Mandarin Oriental has been established as a leader in luxury hospitality and has a rich and proud history. Our mission, 'to delight our guests' began with the opening of our flagship property, The Mandarin, in 1963 in Hong Kong. The hotel, which was the



tallest building on the island when it opened, soon built up an enviable reputation for service excellence, and instantly became a historic landmark – a status it still holds today.

In 1974 the Group took a 49% equity holding in The Oriental in Bangkok, which was already acknowledged as one of the world's most legendary hotels. This gave the company two "flagship" hotels whose names represented the very best in hospitality. Consequently, the two famous hotels joined to create the brand Mandarin Oriental Hotel Group under the renowned fan logo.

GROWTH STRATEGY

The Group initially opened further Mandarin Oriental hotels in Asia, before expanding to the rest of the world, and became firmly established as one of the most elegant and luxurious hotel brands, renowned for offering comfortable and well-appointed accommodation, exceptional facilities and some of the finest restaurants and bars in the region. This was underpinned by impeccable service inspired by our Asian heritage, which made Mandarin Oriental the hotels of choice for local residents and luxury travellers alike.

In order to bring our individual brand of acclaimed luxury hospitality to a wider market the Group began to extend its reach, embarking on a growth trajectory to establish our award-winning brand in key city and resort destinations around the globe, and to establish Mandarin Oriental as one of the world's leading luxury hotel brands.

The Group's goal is to successfully operate hotels in major business centres and key leisure destinations around the world, whilst continuing to expand its presence globally. This will be achieved by capitalizing on the Group's strong brand heritage via a combination of ownership and management agreements.



Today, our current portfolio reaches across five continents, and we remain firmly on track with our development plans.

A GLOBAL BRAND

As a truly global brand, the Group focuses its attention on delivering excellence in the following brand-defining concepts:

- Creative design, architecture and technology
- Innovative dining
- Holistic spas
- The Group's legendary service delivered by 11,000 dedicated colleagues

Creative Design, Architecture and Technology

From a design perspective, the Group's hotels provide 21st century luxury with oriental charm while reflecting the very best of their local culture. The Group works with some of the most respected architects and designers in the world and is proud that no two projects are the same. Designers include world renowned architects Antonio Citterio in Milan and Bodrum; Interior designer Patricia Urquiola in Barcelona; Adam Tihany in London and Boston and Tony Chi in Guangzhou and Taipei. Whether in London, Paris, New York or Hong Kong, guests are made to feel that they are truly a part of the city they are visiting, and that they are very much embraced by the local community.

Holistic Spas

The multi-award-winning *Spas at Mandarin Oriental* are havens for contemplation and discovery. Guided by the Group's oriental heritage but influenced by local cultural diversity, Mandarin Oriental has created distinctive concepts with a unique sense of place in every location, with highly sophisticated spa offerings under development in the Group's upcoming portfolio. In recognition of the Group's expertise in this area, The *Forbes* 'Five Star Spa'



award was granted to a record 14 hotels in 2021, more than any other hotel group in the world.

Each Spa at Mandarin Oriental is designed to offer a complete holistic experience that goes well beyond simply delivering massages to tired bodies. A focus for the Group's spa experience is the signature "Time Ritual" which encourages guests to book time rather than specific treatments, so that services can be tailor-made to meet specific needs. Highly trained therapists are thoroughly educated to the Group's own exacting standards, and all take pride in delivering a bespoke service to meet each guest's individual needs.

In addition, Mandarin Oriental offers the unique service of a spa concierge, to provide guests with a resource that understands their health issues and how best to address them therapeutically.

Each spa also provides a variety of other disciplines that include: fitness options, nutrition counselling, yoga, tai-chi, meditation, beauty and relaxation therapies. In addition, many spas have wet and heat treatment areas that guests are invited to enjoy as part of their spa journey. These have been developed from traditional bathing cultures in the Middle East (Hamam) and Europe (Kneipp bath and saunas).

In 2016 the Group opened its first Spa Studio concept at Mandarin Oriental, Bangkok, followed by Mandarin Oriental, Tokyo in 2017 and Mandarin Oriental Hyde Park, London in late 2018. The Spa Studio concept offers guests the option to experience express yet highly effective beauty treatments even when on a tight schedule.



Mandarin Oriental's Signature Spa Line

Mandarin Oriental Spas offer a range of bespoke signature spa therapies, together with a homecare product range, at many of the Group's luxury hotel spas worldwide. The signature treatments are devised to address guests' increasing desire for simple, effective and authentic spa experiences, which can be extended to one's home.

Developed in consultation with specialists in Traditional Chinese Medicine (TCM) and master aroma therapists, each signature therapy consists of a relaxing, hands-on body massage ritual that combines the powerful effects of oriental meridian massage with the therapeutic benefits of custom-blended essential oils, created uniquely for Mandarin Oriental.

Mandarin Oriental's signature product line was developed specifically for the Group by the award-winning UK based company, Aromatherapy Associates in 2009.

The product range contains natural ingredients and is paraben free and has been blended by a master blender to Mandarin Oriental's specifications. The products, which include a range of candles and travel-size oils, are available for purchase at Mandarin Oriental spas, so that guests can continue using specific blends at home.



Innovative Dining

Mandarin Oriental hotels have long been renowned for their excellent and innovative restaurants and bars and the Group is acknowledged for its continued ability to appoint enthusiastic culinary talent.

Talented chefs who are part of the Mandarin Oriental culinary team include Chef Heston Blumenthal who opened *Dinner* at Mandarin Oriental Hyde Park, London, and who has won international acclaim for his unique and multi-sensory approach to cooking. The hotel is also home to the award-winning cuisine of Lyon-born chef Daniel Boulud at *Bar Boulud*. This authentic rustic French inspired bistro and wine bar follows the successful format of *Bar Boulud* in New York, and continues to receive significant acclaim for its relaxed ambience and excellent cuisine.

Under the watchful eye of Chef Richard Ekkebus of the two Michelin-starred *Amber* at The Landmark Mandarin Oriental, Hong Kong, the restaurant has been voted one of the best restaurants in the world, “Asia’s 50 Best Restaurants” for many years. *Amber* has also been honoured by Michelin for 13 years in a row.

Chef Thierry Marx is at the helm of Mandarin Oriental, Paris, overseeing all of the hotel’s culinary operations. His signature restaurant, *Sur Mesure* was awarded two Michelin stars just six months after its opening debut in 2011. In Barcelona, Chef Carme Ruscalleda is the Director of the hotel’s signature restaurant, *Moments*. Ruscalleda is currently one of only a few Michelin-starred female chefs in the world, She has been awarded a total of seven Michelin stars for her restaurants located in Tokyo and Spain, two of them for *Moments*. In Miami, *La Mar* by Chef Gaston Acurio arguably offers guests some of the most exciting and diverse Peruvian cuisine to be found in The Americas.

Antonio Guida is Executive Chef of Mandarin Oriental, Milan and just four months after the hotel’s opening in 2015, the signature restaurant *Seta* gained its first Michelin star.



The Group's passion for creating memorable dining experiences has been recognised in the *Michelin Guide*, with a total of 25 Michelin stars being awarded in the 2019/2020 list across a portfolio of 33 hotels.

Michelin Stars 2020/2021

Europe:

Mandarin Oriental, Barcelona – *Moments* (Two stars)

Mandarin Oriental, Lago di Como – *L'Aria*

Mandarin Oriental Hyde Park, London – *Dinner* (Two stars)

Mandarin Oriental, Milan – *Seta* (Two stars)

Mandarin Oriental, Paris – *Sur Mesure* (Two stars)

Asia:

Mandarin Oriental, Bangkok – *Le Normandie* (Two stars)

Mandarin Oriental, Guangzhou – *Jiang by Chef Fei* (Two stars)

Mandarin Oriental, Hong Kong – *Man Wah; Mandarin Grill + Bar*

The Landmark Mandarin Oriental, Hong Kong – *Sushi Shikon* (Three stars), *Amber* (Two stars)

Mandarin Oriental Pudong, Shanghai - *Yong Yi Ting*

Mandarin Oriental, Taipei – *Ya Ge*

Mandarin Oriental, Tokyo – *Signature; Sense; Tapas Molecular Bar*

Legendary Service

Discreet and flawless service underpins the Group's mission and every hotel is committed to exceeding guests' expectations on a daily basis. The Group's legendary service is delivered by more than 10,000 dedicated colleagues around the world who are acknowledged as the Group's most important resource. Rigorous and effective staff training programmes are in place at all hotels, and every property is regularly benchmarked by external research parties to ensure that standards are maintained, and the Group excels in all operational areas.



THE RESIDENCES AT MANDARIN ORIENTAL

The Group currently manages seven *Residences at Mandarin Oriental* globally, with several other projects under development. A natural extension of the brand, *The Residences* offer owners a truly unique lifestyle with the best of both worlds: the comforts of a private home combined with the unsurpassed amenities and legendary service of Mandarin Oriental. Residents can enjoy the Group's signature services from indulgent spa treatments, to cutting edge cuisine and attentive concierge service, plus exclusive resident-only services and amenities. The Group is not responsible for developing the private homes, but it receives branding fees following completion of sales as well as on going service and maintenance fees.

[The Residences at Mandarin Oriental](#) are currently located in Bangkok, Bodrum, Boston, London, Macau, New York and Taipei.



THE ORIGINS OF THE FAN

An award-winning logo

The Group's well-recognised 'fan' logo was created in the mid-1980s in Hong Kong by internationally recognized design house, Pentagram, who were tasked with researching symbols that embodied luxury, elegance and comfort. Classically simple, visually elegant and indisputably a part of the orient, the eleven-bladed fan ties together each hotel into the single identity of the luxury hotel group. The logo is a registered trademark internationally and is respected within the tourism industry as one of the worlds' most highly recognised logos.

Unique fans for individual hotels

In addition to the registered trademark logo for the Group, all Mandarin Oriental hotels are encouraged to find their own unique fan to reflect the individuality of their property. Each hotel's fan is sensitively linked to the environment in which it resides, taking into account the exclusive attributes of the culture in each location. Colours, designs and prints are carefully chosen in collaboration with local artists, historians and graphics experts. Originality also plays a key role in determining the desired fan for each hotel.

GLOBAL ADVERTISING CAMPAIGN

“She's/He's a Fan”

Mandarin Oriental's US\$ multi-million global print advertising campaign, which launched in 2000, continues to gather 'fans' from around the world. The campaign simply and elegantly connects the Group's well-recognised symbol – the fan – with international celebrities who regularly stay at the hotels and are true fans of the Group.

In 2006, Mary McCartney was appointed as the official photographer of the Group's award-winning international advertising campaign. Ms McCartney has established a strong reputation for portrait photography and advertising campaigns for luxury brands internationally. She was preceded by Lord Lichfield, world famous photographer and member of the British Royal family, who died in 2005.



Each fan is photographed in a location of their choice which, for them, best represents the feeling of well-being. In appreciation of their support, the Group donates to each celebrity's individual choice of charity.

The Group recently welcomed Chen Man - visual artist, photographer and designer and Rami Malek – Oscar-winning actor. These celebrity fans not only appear in advertising campaigns, but also endorse the brand by regularly staying at the Group's hotels and attending events both as guests and as performers. They also provide engaging [video footage](#). The full list of fans can be viewed on our [website](#).

A number of additional celebrities also support the brand on the Group's social channels, including Steven Bartlett, CEO and Founder of Social Chain and singer-songwriter, Gary Barlow.

CORPORATE RESPONSIBILITY AND SUSTAINABILITY

The Group is dedicated to advancing sustainability and its sustainability report can be viewed [here](#). Committed to energy efficiency and to reducing carbon emissions, the Group's results are reported on an annual basis. Every hotel also actively supports their local communities and raises funds for local charities. The Group also works to preserve cultural heritage through various initiatives with such organizations as the Asian cultural council. In 2019, the Group also pledged to eliminate all single-use plastic, across its entire portfolio of luxury hotels, by the end of March 2021.

MORE INFORMATION

- For contact information on individual hotels please visit the [Media Centre](#)
- To download photography of all our hotels, and to view videos please visit [Photos and Videos](#)
- Read more about our [Celebrity Fans](#)
- [Awards](#)
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