

GENERAL MANAGER APPOINTED FOR NEW CONRAD SHANGHAI

Luxury Conrad Brand Welcomes Dirk De Cuyper

20 March 2008: Conrad Hotels & Resorts, the global contemporary luxury hotel brand, has appointed Dirk De Cuyper as General Manager of the new state-of-the-art Conrad Shanghai. Located in the heart of the heritage and entertainment district of Xintiandi, the pre-opening phase of the Conrad Shanghai will commence in August 2008.

With a career spanning fifteen years at Hilton Hotels Corporation, Dirk has extensive experience working in hotel management in Brussels, New York, Malaysia, Indonesia and Thailand. Prior to taking on his new role at Conrad Hotels & Resorts, he held the position of General Manager at the Hilton Sanya Resort & Spa on Hainan Island in China since 2005, during which time the resort received a myriad of awards for service and operational excellence.

In the lead up to the opening of the Conrad Shanghai, Dirk will be responsible for appointing a team of experienced professionals to operate the hotel and deliver one of Shanghai's most luxurious guest experiences.



Dirk De Cuyper



Conrad Shanghai

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Commenting on the appointment, Koos Klein, President Hilton Hotels Corporation – Asia Pacific, says, “Dirk’s vast experience, including his success in the leading Hilton Sanya Resort & Spa during its opening and the first three years of operation, will ensure a smooth start for the newest addition to the Conrad portfolio.

“The Conrad Shanghai marks the beginning of the Brand’s expansion into mainland China, building on the success of the well-established Conrad Hong Kong, and will be followed by the opening of the Conrad Beijing in 2010.”

The Conrad Shanghai is part of an urban revitalisation project comprising trendy boutiques, restaurants and shops in the vibrant Xintiandi district. The hotel’s ultra-contemporary design has been inspired by traditional Chinese motifs and will feature 362 stylish guest rooms, a chic urban spa, modern meeting and recreational facilities, and seven innovative food and beverage outlets.

Conrad Hotels & Resorts is continuously growing and strengthening its global portfolio and has properties under development in Koh Samui, Abu Dhabi, Dubai, Bimini, Beijing and the Portuguese Algarve.

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About Conrad® Hotels & Resorts

Conrad Hotels & Resorts is a global contemporary luxury brand. Conrad’s award-winning hotels and resorts are located in key destinations from the US and Asia Pacific to Europe, the Middle East and Africa. Conrad offers unique and personalised services for the discerning traveller, creating a world that celebrates individuality in every sense. Additional Conrad projects are under development in the Bahamas, China, Portugal, South America, Thailand and the UAE. All Conrad’s hotels and resorts participate in the acclaimed Hilton HHonors® reward programme.

Discover the World of Conrad and the greatest luxury of all...The Luxury of Being Yourself.

For further information on Conrad Hotels & Resorts please visit ConradHotels.com.

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