



BEIJING

REGENT BEIJING APPOINTS COOPER BO HU NEW DIRECTOR OF SALES & MARKETING

[Beijing, PRC 12 January, 2018] –Regent Beijing has announced the appointment of Cooper Bo Hu as new Director of Sales & Marketing. He succeeds Mr. Uli Altrichter, who was promoted to Resident Manager at Regent Beijing.

Mr. Hu brings a wealth of experience from Beijing's top 5-star hotels to take the helm of Regent Beijing's sales & marketing operations. He was previously Director of Sales for the re-opening of The Peninsula Beijing.

He launched his hospitality industry career in 2004 with junior positions at Hilton Hotel Beijing.

Subsequently managerial appointments were as Sales Manager at Radisson SAS Hotel Beijing and Senior Sales Manager at Grand Millennium Beijing.

From 2010 to 2017 he rose through the sales & marketing ranks at The St Regis Beijing, from Sales Manager to Assistant Director of Sales and ultimately Director of Sales.

At The St Regis he gained invaluable experience of corporate, leisure & MICE marketing in Beijing, Shanghai, Hong Kong and Singapore, including all the major luxury marketing networks.

Highly service-oriented with extensive sales & marketing experience and ability to implement wide-ranging promotional programs, Mr. Hu is fluent in English as well as his native Chinese. His outside interests include music, reading, swimming, football and basketball.

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About Regent Beijing

Located in the heart of China's dynamic metropolis, Regent Beijing is just a 3-minute walk from famous Wangfujing shopping street. Designed in a classic yet contemporary style, the 500 luxurious guestrooms and suites are spacious and feature modern technology and stylish amenities. Signature dining experiences include Italian restaurant Daccapo; all-day restaurant Jinbao 99, Chicago's Morton's The Steakhouse, Michelin-starred Chinese restaurant Lei Garden as well as the Lobby Lounge with daily live music. Elegantly designed meeting facilities include the lavish pillar-less ballroom with state-of-the-art lighting, a prestigious venue for conferences, banquets and events. For more information, please visit www.regenthotels.com/beijing

About Regent Hotels Group

Regent Hotels Group, Asia's leading luxury hospitality brand, encompasses 17 hotels, resorts and residences in 6 countries across the Regent Hotels & Resorts, Silks Place and Just Sleep brands; the group also runs eight standalone award-winning restaurants.

The Regent experience combines Eastern simplicity and Western elegance melded with gracious and intuitive service, luxurious amenities and traditional hospitality.

Regent Hotels currently operates in select locations around the world including Beijing, Berlin, Chongqing, Montenegro, Singapore and Taipei. Silks Hotels runs four hotels across Taiwan. Just Sleep Hotels has seven hotels in Taiwan. Regent Hotels Group also has further properties opening in Kaohsiung, Harbin, Jakarta, Phu Quoc and in other gateway cities and new resort destinations. www.regenthotels.com

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