



SAV HOSPITALITY LIMITED

Style, Attitude, and Vision

Indulging palates for local art, culture, personal style, culinary tastes, individual interests, social activity, and keeping a healthy body and mind, a stay at sáv properties will leave guests feeling inspired and enriched says **GEORGE WANG**.

Hong Kong tourism continues to swell. As the city evolves, the number of leisure and business and travellers drawn to it will only increase. To capitalize on its growth, sáv Hospitality was established, pioneering a brand new hospitality concept beginning with the flagship Hotel sáv in Hung Hom.

“We aim to deliver a unique hospitality experience to our guests with a passion for health and well-being,” says Group General Manager George Wang. Following a distinguished hospitality career, George brings to sáv extensive experience from his 30 years in the hospitality industry with 5-Star international hotel brands as well as boutique hotels.

The Color of Comfort

“Challenging the status quo, Hotel sáv creates a new hospitality experience to promote an environmentally friendly lifestyle as well as to provide innovative and customized guest services. Among them, the unique Color concept, handy phone and mobile key check-in service deliver a personal touch to our guests,” says George.

“The design concept of our Color Journey, using seven sáv Colors – orange, red, yellow, pink, green, purple and blue, is inspired by the benefits of color therapy to improve the state of mind of our guests.”

Color Journey privileges include breakfast and welcome sáv Color drinks in Palette restaurant and Amplitude lounge bar, complimentary manicure services, rental of technology and travel accessories, personalized introduction of Aura-Soma essential oil and referral of service by sáv Ambassador, and various complimentary services.

With the introduction of its mobile check-in service, guests can bypass the front desk check-in procedure to get



George Wang, Group General Manager of sáv Hospitality.

access to guestrooms by using their cell phones, offering added convenience and saving their valuable time. To further enhance the accommodation experience, Hotel sáv provides handy phones to guests during their stay for free local and international calls to Mainland China, South Korea, Thailand, Singapore, and the US.

“Food and beverage is also our highlight. Guests can begin their gourmet journey in Palette, an all-day dining restaurant providing wide-ranging buffet with elements of homemade and healthy delicacies. They can enjoy the night over an extensive selection of beverages and a stylish, vibrant atmosphere in Amplitude.”

Hues of Love

Needing to take up the task of corporate citizenship, sáv Hospitality launched its corporate social responsibility program dubbed “Floor of Love”.

“We delegate the whole 22nd floor of Hotel sáv to ‘The Gallery – Floor of Love’ featuring over 20 diverse, rec-

ognized artists and creative talents to display their creations including painting, photography, and accessory and interior design. Their creations fall under the themes of ‘Love the Planet’, ‘Love the Community’, ‘Love the Dream’, and ‘Love the Memory’.”

Part of room revenue from ‘Floor of Love’ will be donated to two beneficiaries: Arts with the Disabled Association Hong Kong (ADAHK), and Make-A-Wish Hong Kong. ADAHK also features 14 creations from 8 artists with disabilities along the floor’s corridor.

Across the Coast

Based on the concept and structure of Hotel sáv, George Wang and company aim to spread sáv Colors to other parts of the world. To date, its properties include sáv Residence Taipei, sáv Resort & Spa Xiamen and Pacific Cebu Resort. Each property features its own uniqueness.

Built with eye-catching architecture and contemporary interior, the sáv Residence Taipei consists of four simplex apartment units and two exclusive duplex units, fully decorated and furnished in style.

On the eastern coast of one of the major coral islands in The Philippines, Pacific Cebu Resort features 133 guestrooms and villas, 226 meters of beachfront and access to its own pier.

Only a short walk to the tree-lined beaches of Huan Dao Lu, sáv Resort & Spa Xiamen is an opulent resort with 100 guestrooms and suites, surrounded by 30 villas with beautiful landscaping and water features.

Hotel sáv’s distinct expression of hospitality has impressed connoisseurs and casual travellers alike. The industry is sure to be influenced by its visionary approach. ■

For additional information please visit www.savhospitality.com