

# R O S E W O O D

A S E N S E o f P L A C E™

15 November, 2018

## ROSEWOOD HOTELS & RESORTS®

### OVERVIEW

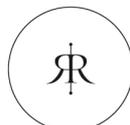
Rosewood Hotels & Resorts®, L.L.C. is an ultra-luxury hotel management company which manages an exceptional collection of properties in the world's most desired destinations. The company is renowned for its dedication to creating one-of-a-kind ambiance and style with industry-defining personalized service at each property.

The Rosewood legacy began 1979 when a historic mansion in Dallas, Texas was restored and transformed into an acclaimed, world-class restaurant and hotel – The Mansion on Turtle Creek – whose success was the blueprint for all subsequent Rosewood hotels and resorts.

The ambition was to create a distinctive collection of luxurious, residential-style hotels: each property would deliver a one-of-a-kind ambiance and style, in which location, culture, history and geography would become part of the fabric of the hotel. Rosewood has since remained dedicated to this unique A Sense of Place® philosophy, infusing the virtues of the locale's culture, history and environs throughout each property.

Today, the Rosewood collection encompasses 24 iconic hotels and resorts in 15 countries, including some of the most legendary properties in the world, including The Carlyle, A Rosewood Hotel in New York, Rosewood Mansion on Turtle Creek® in Dallas, and Hôtel de Crillon in Paris; as well as contemporary classics such as Las Ventanas al Paraíso, A Rosewood Resort in Mexico, Rosewood London and the brand's first China property, Rosewood Beijing, which opened in 2014.

- more -



*rosewoodhotels.com*

### **Rosewood Hallmarks**

#### A Sense of Place®

Each Rosewood property embraces the company's A Sense of Place® philosophy, reflecting the history, culture and sensibilities of the destination. It is Rosewood's position that world-class status is only achieved when a hotel or resort combines the traditions of its host community with exceptional service, a luxury product and incredible attention to detail. This distinction has elevated the Rosewood collection into the upper echelon of luxury vacation destinations for sophisticated travelers around the globe.

#### Rosewood Curators

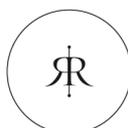
Rosewood Curators are a group of highly select tastemakers and high-profile personalities who share their favorite haunts and travel tips for each Rosewood destination. They offer insider knowledge that opens the door for Rosewood guests to engage more meaningfully in the local culture of Rosewood destinations. The collection of Rosewood Curators include New York fashion and style icon Iris Apfel, Hong Kong film director Johnnie To, London auctioneer and private collector Simon de Pury and China's prima ballerina Tan Yuan Yuan.

#### Sense, A Rosewood Spa

In 2007, Rosewood launched Sense, its proprietary spa brand with the first Sense spa debuted in 2008 at Rosewood Mayakoba in Mexico.

The inspiration for Sense is trust in the natural and innate – a belief that what is grown, harvested, created and produced at its finest and most elemental is the highest luxury and bears the greatest legitimacy. Indigenous, natural ingredients are carefully cultivated and sourced. Beauty and well-being treatments and motivated by trusted traditions that have evolved organically within the host culture.

- more -



### Asaya

In 2017, Rosewood launched Asaya, its integrated wellness concept that is firmly rooted in the belief in self-acceptance and self-discovery with the first Asaya debuted at Rosewood Phuket in Thailand.

Guided by Rosewood's A Sense of Place<sup>®</sup> philosophy, the locally inspired, culturally authentic experiences at Asaya revolve around specific individual wellness goals, supported by alternative therapies and rituals, enriching fitness and lifestyle activities, healthy eating plans, a dedication to pure, authentic ingredients and specially designed spaces for relaxation and reflection.

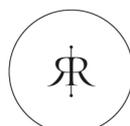
### A Sense of Taste

Rosewood Hotels & Resorts is demonstrating its A Sense of Place<sup>®</sup> philosophy in delicious, authentic style with its signature culinary program, A Sense of Taste, which offers extraordinary culinary journeys and experiences. From exploration of the regional and local culture through curated Epicurean Encounters to the delight of customized and memorable Bespoke Dining, Rosewood has created a series of exquisite experiences tailored to each property. Additionally, as part of Rosewood's Partners in Provenance commitment, guests enjoy fresh, locally sourced foods whenever possible, literally offering them a taste of the location.

### Rose Buds<sup>®</sup>

Offered across the Rosewood collection of hotels and resorts, the innovative and educational Rose Buds<sup>®</sup> program provides Rosewood's youngest guests with special services, amenities and activities designed for parents' convenience and children's fun. Each individual Rosewood property offers a Rose Buds program inspired by the Montessori Method of teaching, unique to the particular property, from kids' menus to special events and fun activities, to age-appropriate adventures to intrigue older kids. Comprehensive convenience items and services at each property range from en-suite wireless baby monitors to lush velour terry child-sized bathrobes and slippers.

- more -



The Perfect Match: A Wedding and Honeymoon Experience from Rosewood

When couples host a wedding celebration at select Rosewood properties, Rosewood invites them to take advantage of the company's exclusive honeymoon offer. Qualifying events earn a honeymoon getaway that includes complimentary accommodation for two nights at one of Rosewood's world-renowned hotels or resorts, plus a romantic private dinner for two and welcome amenity if one honeymoons at a resort, or flowers and champagne upon arrival and an en-suite breakfast for two if one honeymoons at a hotel.

Verdes®: The Green Initiative

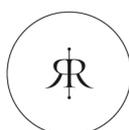
Rosewood is committed to acting as a noble steward of nature and proactively seeks ways to conduct business in a manner that puts environmental responsibility and sustainability at the forefront of its business objectives. In 2010, Rosewood launched the Verdes® Pledge: Value the Earth's Resources and Demonstrate Environmental Sensitivity.

The Verdes commitment includes providing an ultimate level of hospitality while embracing A Sense of Place® philosophy, without compromising the natural environment, by promoting environmental conservation policies and practices, and by providing dedicated educational programs for all associates.

Rosewood Explorers

Designed to inspire creativity and social responsibility through fun and adventure, Rosewood Explorers aims to introduce children to the many wonders of the natural world, teach the importance of contributing to the global environment, inspire appreciation for different cultures, and spark a lifelong passion for all that the planet has to offer. In keeping with the Rosewood Hotels & Resorts guiding philosophy of A Sense of Place®, the programming offered at each Rosewood location will tap into the destination's local environment and heritage.

- more -



## Expansion Plans

Rosewood will grow further amongst primary city and exclusive resort destinations worldwide. The company has embarked on ambitious expansion, with a particular focus in Asia and Europe.

Future Rosewood properties include:

- Rosewood Miramar Beach Montecito – USA (2018)
- Rosewood Bangkok – Thailand (2018)
- Rosewood Hong Kong – China (2018)
- Rosewood Yangon – Myanmar (2018)
- Rosewood Guangzhou – China (2019)
- Rosewood São Paulo – Brazil (2020)
- Rosewood Hoi An – Vietnam (2020)
- Rosewood Edinburgh – Scotland (2020)
- Rosewood Venice – Italy (2020)
- Rosewood Mandarin – Mexico (2021)
- Rosewood Puerto Papagayo, Costa Rica – Costa Rica (2021)
- Rosewood Vienna – Austria (2021)
- Rosewood Half Moon Bay Antigua (2021)
- Rosewood Siem Reap – Cambodia (2022)
- Rosewood Shenzhen – China (2022)
- Rosewood Hermana Mayor – Philippines (2023)
- Rosewood Munich – Germany (2023)
- Rosewood Chengdu – China (2023)
- Rosewood Houston – USA (2023)
- Rosewood Shanghai – China (2024)
- Rosewood on Grosvenor Square, London – U.K. (TBC)

For more information: [rosewoodhotels.com](https://www.rosewoodhotels.com)

Connect with us: [Facebook](#) [Twitter](#) [Instagram](#) [WeChat](#) @RosewoodHotels

### Media Contacts:

#### North America

Callie Stanton  
Nike Communications  
Telephone: +1 646 654 3438  
Email: [cstanton@nikecomm.com](mailto:cstanton@nikecomm.com)

#### United Kingdom

Natasha Long  
Freuds  
Telephone: +44 20 3003 6557  
Email: [natasha.long@freuds.com](mailto:natasha.long@freuds.com)

#### Hong Kong

Connie Wong  
We Worldwide  
Telephone: +852 2578 2179  
Email: [conniewo@we-worldwide.com](mailto:conniewo@we-worldwide.com)

#### Mainland China and Asia

Sachi Yin  
We Red Bridge  
Telephone: +86 21 2287 3621  
Email: [syin@we-redbridge.com](mailto:syin@we-redbridge.com)



Thailand and Southeast Asia  
Nopnarit Lieopanich (Zaadeu)  
Z Communications  
Telephone: +66 81 444 8444  
Email: [zaadeu@zcompr.com](mailto:zaadeu@zcompr.com)

