

## **FACTSHEET**

March 2021

### **Company**

Urban Resort Concepts (HK) Ltd. (URC) was established in 2004 and is registered at 3 Sugar Street, Causeway Bay, Hong Kong, SAR.

### **Services**

URC offers hotel management services as well as technical services, master planning, hospitality advisory and consultancy services.

### **A Team with World Class Experience**

URC directors amass over 100 years of collective experience developing and managing some of the world's finest luxury hotels and resorts.

Senior management positions at The Ritz-Carlton Hotel Company, One & Only Resorts, Kerzner International, The Peninsula Group, Mandarin Oriental, Raffles, Oberoi Hotels & Resorts, Shangri-La Hotel Management, paired with the unparalleled success of URC's first and flagship property, The PuLi Hotel and Spa demonstrate a proven track record, hardly rivalled in the industry.

### **Luxury. Handcrafted.**

A URC hotel is conceived starting with a blank sheet of paper and every aspect of its design and guest experience is entirely bespoke to context, customer and destination.

We consider the development and management of a luxury hotel a craft; one that requires experience, skill, dedication, craftsmanship and an uncompromising attention to detail. We are small and guest-centric; and like it that way.

### **Asian Hospitality**

Our customers are our guests and we are working hard on making their experience at our hotels a quintessentially intuitive, generous and domestic one. We don't deal in room numbers but in personalities. Our DNA is rooted deep in Asia's famed hospitality and our corporate culture is one that is anchored in genuine warmth and respect.

## Results for Owners and Partners

Our experience, expertise and leadership delivers the results we promise.

We operate to the highest standards of integrity and ethics, in full transparency and in complete commitment to our partnerships with owners, developers, customers and employees alike.

## Luxury Hotels In Operation

**The PuLi Hotel and Spa**, Shanghai – since 2009

[www.thepuli.com](http://www.thepuli.com)

**The RuMa Hotel and Residences**, Kuala Lumpur – since 2018

[www.theruma.com](http://www.theruma.com)

**The PuXuan Hotel and Spa**, Beijing – since 2019

[www.thepuxuan.com](http://www.thepuxuan.com)

## Upcoming Openings

**The PuYun Hotel and Spa**, Moganshan – 2022

[www.thepuyun.com](http://www.thepuyun.com)

## Contact

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