



Yas Viceroy hosts 150 Delegates in Abu Dhabi for Inaugural Chinese Visitor Summit

Abu Dhabi, United Arab Emirates – Yas Viceroy, the iconic Yas Island based hotel hosted the inaugural **Chinese Investor Summit**, where 76 of the country's leading tour operators met with over 100 hoteliers, brand principles and retailers. To add a special touch of Viceroy elegance the hotel transformed its iconic grid-shell red to welcome the Chinese guests as they arrived for a 'Red' themed dinner prepared by the hotels seven restaurants.

Commenting during the opening of the summit, General Manager Heiner Werdeling noted ""Abu Dhabi is an amazing and fast growing travel destination. This event in the UAE permitted us to have direct contact with the leading tour operators and with Chinese media. Yas Viceroy Abu Dhabi was thrilled to have been a Summit Venue Partner as it enabled us to showcase our exhilarating location spanning the Yas Marina Circuit and every aspect of our stunning venue to the Chinese Tourism and MICE industry The ability to offer personalised services including translating all documents and offering Chinese newspapers to our guests as well as catering for a Chinese themed banquet has furthered our reputation as the standout events destination in Abu Dhabi."

"This is the first time that this event is being held in the UAE. We wanted to choose an iconic venue to stage the Summit. Yas Viceroy Abu Dhabi is such a stunning hotel, linked to the Yas Marina Circuit on Yas Island, which offers an exceptional and exhilarating environment to the event. Yas Viceroy's cooperation and special attention to bringing a personalised approach have been well appreciated by the group. The conference set up and facilities, service and food have been remarkable." said Robert Nicholas, Managing Director at NPI, and co-organiser of the summit alongside i2i Group, China.

The two day program focused on productive one-to-one appointments for each buyer and multiple networking opportunities throughout their visit aimed at building valuable business relationships between travel buyers and suppliers. Buyers attending the summit represent more than 1,000 tourist offices throughout China.

Co-organiser of the Chinese Visitor Summit, Alexander Glos, from i2i Group commented: "This is a largest gathering for Chinese buyers in the world. We are excited to bring this in the UAE. Over 3000 meetings took place in the Ballroom of Yas Viceroy. Suppliers and buyers shared their "15 minutes of fame", providing the most efficient way for suppliers and buyers to connect. It would have been impossible for these suppliers to go to China, as it involves a high level of planning and would have been quite costly."

About Viceroy Hotel Group

[Viceroy Hotel Group](#) delivers one-of-a-kind lifestyle experiences that bring together provocative design and intuitive service in sought-after locations. Signature brand amenities and services created for the diverse business and leisure guests include dynamic dining venues featuring world-class culinary talents and destination spas specializing in health, fitness and beauty. Current properties include hotels and resorts in Abu Dhabi, Anguilla, Beverly Hills, Maldives, Miami, New York, Palm Springs, Riviera Maya, San Francisco, Santa Monica, Snowmass, St. Lucia and Zihuatanejo with forthcoming openings in Istanbul and Bodrum, Turkey.

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