COURTYARD BY MARRIOTT
SEE THE OPPORTUNITY—CHINA
Over 3,700 properties and 130,000 employees,
across more than 70 countries and territories
with 50 different languages worldwide
The Power of Marriott® is Undeniable.
Global Brands, Local Solutions

WELCOME TO MARriott. We are a global hospitality powerhouse, yet grounded in the core values of our founder, J. Willard Marriott, Sr. — quality, integrity and a “Spirit to serve®” the customer. We believe in the strength of relationships — long-term associations that are mutually beneficial to our associates, our customers and development partners.

J. Willard Marriott, Sr. believed that success is never final. It’s the maxim that drives us to deliver exceptional quality hotels and service, and compels us to continue to expand in rapidly growing markets such as China. A presence in Asia since 1989, Marriott now has a large and rapidly growing network of hotels across the country.

We continue to see tremendous opportunity in China for hotels that will meet the needs of the Chinese travelers and will provide a sound investment opportunity for developers.

We invite you to learn more about Marriott and our Courtyard by Marriott brand, which we have thoughtfully designed to meet the core needs of the Chinese traveler.
The Power of Marriott

MARRIOTT IS THE WORLD’S LEADING HOSPITALITY BRAND, driven by our exceptional people, our commitment to excellence, our powerful revenue generating engines and an unparalleled knowledge of the customers we serve. When you become part of the Marriott family of brands, you gain access to resources unlike any others ...

- The strongest globally integrated reservation system, which produced over US$27 billion in gross room revenue in 2010
- Marriott.com is the world’s 8th largest consumer retail site
- A world-class sales and marketing organization
- The hotel industry’s most preferred loyalty program, Marriott Rewards®, which boasts more than 36 million members worldwide
- Access to a global network of experts in development, operations, revenue management, food and beverage as well as in-market teams that are knowledgeable about the Chinese consumer and industry dynamics
- A disciplined approach to managing brand quality that includes robust guest survey techniques and careful reviews of each hotel to ensure a consistent quality guest experience
- Dedicated Global Reservation Sales and Customer Care Centre located in the Pearl River New City district in the city of Guangzhou
- In-region expertise with offices located in Hong Kong, Beijing and Shanghai

Global Brands. Local Solutions
Marriott is committed to a 25% reduction of water and energy use in our hotels by the year 2017.
Marriott’s Spirit To Preserve®

WITH AN INCREASE IN GLOBAL TRAVEL comes responsibility for mitigating our business impact on the natural environment. Both in our hotels and beyond, we seek to understand and act on the direct and indirect environmental impacts of our business operations.

Our Spirit To Preserve goals are to:

- Reduce energy and water consumption by 25 percent by 2017
- Expand our green hotel development tenfold in five years
- Green our US $10 billion supply chain
- Address environmental challenges through innovative conservation initiatives including rainforest protection and water conservation

Conservation
In May 2010, we launched “Nobility of Nature,” a $3,400,000 RMB commitment to help protect the source of fresh water in Asia, located in the mountains of China’s Sichuan Province. The program helps rural communities develop sustainable businesses, such as mushroom farming and honey production, which reduce erosion and sedimentation and improve water quality downstream.

Three Star and LEED® (Leadership in Energy and Environmental Design)
Marriott is the leader in providing sustainable building practices and design standards. Marriott’s commitment to the environment aims to improve energy efficiency and reduce ongoing operational costs. As global environmental practices are evolving, Marriott is well positioned to support the next generation of growth and urbanization with advanced sustainable building technologies to lower energy use and improve air and water quality.
WITH THE RAPID GROWTH IN THE ECONOMY — AND WITH LIMITED BRANDED, QUALITY HOTELS TO SERVE THEM — CHINA REPRESENTS AN EXCEPTIONAL OPPORTUNITY FOR INVESTORS.
China’s travel and tourism market is 2nd in the world.

Business travel is expected to grow 15% per year over the next 10 years.

China is the 2nd-largest economy in the world.

Courtyard by Marriott
The Premier 4-Star Brand

The Courtyard Opportunity
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Hotel brands in China are concentrated in the luxury and budget tiers, creating opportunity for a modern 4-star, international hotel.
Refreshing Business

COURTYARD IS DESIGNED FOR THE CHINESE TRAVELER who is driven by achievement and sees travel as an opportunity for success and enrichment.

SMART
Courtyard knows travel, and shows it — with comfortably productive rooms, multipurpose public areas, and food and beverage offerings that perfectly match guests’ needs.

ENERGIZING
Refreshing, validating public areas and intuitive design, along with supportive, attentive service help guests achieve their goals and thrive during their stay.

CHOICES
Time is never wasted at a Courtyard, whether it’s a quick breakfast in the morning with fresh noodles, dim sum and fruit or a private business dinner meeting in the evening, our hotel options enable our guests to be more productive.
5 Reasons Why Courtyard is a Smart Choice

1. Backed by the strength of the Marriott Brand and its resources — both locally and globally

2. Demonstrated successes with our existing Courtyard hotels in China

3. Flexible design options to adapt to a range of site needs

4. Strong return on investments due to efficient cost to build and ongoing operating costs

5. Proven track record of delivering a consistent and quality customer experience
Focus on the Customer

DESIGNED, FROM THE GROUND UP, FOR THE CHINESE TRAVELER. One of the reasons Marriott and the Courtyard brand have been so successful is that we have an unrelenting focus on understanding the customer, their needs and designing product and service solutions that exceed their expectations.

In designing a product that would be successful in China, we started where we should start — with the frequent Chinese traveler. We have carefully invested time assessing the market; studying guest behaviors, and gathering their feedback on our design. We listened and designed the hotel to better meet their needs.

The design is based upon several core needs of the Chinese traveler:

- The desire for a quality product that they can count on to consistently meet their high expectations
- A robust and culturally relevant Food & Beverage offering and associated banquet space that meets the Chinese paradigm for entertaining within a business environment
- Generous multistory lobby that affirms the guest’s success and inspires them to perform. The grand stature reflects the Chinese guest’s desire for surroundings that complement their elevated status.
- Business support systems, including modern technology, wireless internet throughout the hotel, ample work space in the room and meeting facilities to help guests be productive
we have leveraged our expertise in building and operating quality hotels across the globe, as well as our in-depth knowledge of china and its customers. the result is a refreshing, smart and modern hotel.
Courtyard Design Direction

EXTERIOR

DÉCOR INSPIRATION

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Exterior

IT’S FLEXIBLE, ECONOMICAL, YET ICONIC. The building has an elegant, modern design. A distinctive glass sleeve surrounding the podium level provides transparency and natural light into the public space and the Grand Ballroom while also creating an inviting sense of arrival. Great care and attention has been given to incorporating sustainable practices, materials and conservation techniques.
Décor Inspiration

A CONTEMPORARY EXPRESSION OF CHINA. The décor for Courtyard by Marriott is a sophisticated and new interpretation of the rich culture and natural beauty of China. With deep and rich golds and magentas combined with embroidered textiles and delicate filigree, we have developed a fresh color palette that creates a distinctive, yet modern appeal.
Creating a sense of grandeur, the public spaces offer guests a variety of experiences — from facilitating casual social gatherings to producing sophisticated wedding banquet celebrations.
Public Space OVERVIEW

GRAND YET COMFORTABLE, COURTYARD’S MULTIFUNCTIONAL SPACES are designed to enhance the guest experience. The space is a place of prominence — a focal point for like-minded guests who value achievement, status and connections. It is highly functional too, serving the unique purposes of both social and business interaction.

GRAND, OPEN FLOOR PLANS
The Courtyard lobby is a gathering place of grand proportions that fuses high-tech, high-style and complete functionality. Here, guests can meet informally in a sophisticated setting. Or relax in a space that’s elegantly comfortable and Wi-Fi accessible.

SOPHISTICATED FOOD & BEVERAGE AND PRIVATE DINING
Authentic dim sum and noodles for breakfast or Cantonese-style roast duck for dinner, Courtyard by Marriott is a fresh and modern approach. The multiuse space enables guests to experience a prestigious private dinner or an abundant selection of skillfully prepared Cantonese and regional specialties in the three-meal-a-day restaurant, all done with gracious hospitality and sophistication.

LUXURIOUS EVENT AND MEETING SPACE
The Courtyard event space is designed to impress, whether for important social events like weddings, or corporate meetings that thrive in an energetic and productive setting. Whether the gathering is for family and friends or associates and colleagues, Courtyard’s luxurious meeting space elevates the stature of each event.
Public Space **FIRST FLOOR | KEY ZONES**

**AUTHENTIC, MODERN, SOPHISTICATED.** The inspiring public areas are designed with thoughtful access to guest services, Food & Beverage and executive privileges.
FIRST FLOOR KEY ZONES
1. LOBBY LOUNGE
2. FRONT DESKS
3. EXECUTIVE LOUNGE
Open, distinctive, thoughtfully planned. The lobby conveys a sense of status and privilege with its sophisticated and timeless design inspired by modern Chinese architecture.
The individual front desks allow for a private, efficient and prompt check-in experience.
Public Space  **FIRST FLOOR | LOBBY LOUNGE**

COMFORTABLE, REFRESHING, MODERN DESIGN. The Lobby Lounge is a flexible space that works well throughout the day — from morning to evening, where it becomes a vibrant space to have a drink, enjoy a light snack and socialize.
With signature private meeting booths, tables, music and lighting to support transitions through the day, the Lobby Lounge can also function as additional informal meeting space.
Public Space  FIRST FLOOR | EXECUTIVE LOUNGE

PREMIER, EXECUTIVE, PERSONALIZED SERVICE. The Executive Lounge caters to guests who appreciate a higher level of recognition, privacy and personalized service.
Guests of the Executive Lounge can take advantage of the many benefits of membership: Marriott Rewards Elite Check-In and Check-Out, premium breakfast, snacks and drinks, conference room, PC and printer access, and evening cocktails, which can be enjoyed in a variety of seating areas.
Public Space  FOOD & BEVERAGE

AUTHENTIC AND ADAPTABLE. Because Food and Beverage plays such an integral role in supporting the travelers’ needs, we put extraordinary thought and care into integrating Food and Beverage choices throughout the hotel.

We deliver spaces that redefine expectations, creating memorable experiences for our guests by offering a hotel that is versatile, economic and efficient to build and operate.

LOBBY LOUNGE (1st floor)
Whether a quick lunch, checking emails or an evening drink with colleagues, the Lobby Lounge is designed to accommodate the needs of our guests with multiple seating configurations and a variety of menu offerings.

PRIVATE DINING ROOMS (2nd floor)
From a discreet business meeting, intimate family gathering to large celebrations, our multiple Private Dining Rooms are ready to meet the discerning needs of our guests with refined and gracious food and service in a lush private setting.

THREE-MEAL-A-DAY RESTAURANT (2nd floor)
From authentic dumplings to elaborate weddings, the Courtyard by Marriott guest experiences the grandeur of regional cuisine set within an adaptable modern Food and Beverage experience.
Public Space  SECOND FLOOR | KEY ZONES

SECOND FLOOR KEY ZONES

1. PRIVATE DINING ROOMS
2. BREAKFAST SEATING CONVERTING TO PRIVATE DINING ROOMS FOR LUNCH AND DINNER
3. BREAKFAST BUFFET
4. RESTAURANT WITH SEATING FOR BREAKFAST, LUNCH OR DINNER
Public Space  SECOND FLOOR | THREE-MEAL-A-DAY RESTAURANT

FRESH, ELEGANT, WELCOMING. A predominantly Chinese restaurant with an upscale, modern Chinese-inspired design offering three meals a day.
The versatile design efficiently integrates a modern Chinese restaurant with an ample number of transitional Private Dining Rooms. The contemporary menu skillfully integrates a refined approach to traditional Cantonese cuisine with a selection of regional specialties that appeal to the local resident as well as the seasonal traveler.
Public Space  SECOND FLOOR  |  PRIVATE DINING ROOMS

Discretely accessible and well-appointed. Each room is accessed through separate corridors and has private restrooms, HDTVs, a sofa seating arrangement, cooking station and pantry.
PUBLIC SPACE SECOND FLOOR

Courtyard Design Direction
Public Space  THIRD FLOOR | BALLROOM AND MEETING ROOMS

REFINED AND GRACIOUS. Large business gatherings or family celebrations can easily be accommodated in our flexible meeting space with floor-to-ceiling access to daylight, making hosting an event at Courtyard a memorable experience.
Public Space  
THIRD FLOOR  |  KEY ZONES

THIRD FLOOR KEY ZONES
1  MEETING ROOMS
2  GRAND BALLROOM
3  BRIDAL ROOM
Public Space  THIRD FLOOR | BALLROOM

DISTINGUISHED AND ACCOMMODATING. Consistent high-quality service and a variety of meeting room configurations will ensure that guests will take pleasure in their time with us.
Public Space  THIRD FLOOR | MEETING ROOMS

SPACIOUS AND FLEXIBLE. From private boardroom experiences to large educational lectures, our adaptable meeting rooms offer flexibility to appeal to a wide array of customers.

Courtyard Beijing Northeast

Courtyard Shanghai Jiading

Courtyard Shanghai Xujiahui
Core Guest Room  FLOOR PLANS

GUEST-CENTERED, HIGH-QUALITY, SMART DESIGN. This space-efficient, 28-square-meter room is not only beautiful and stylish, it also contains all the critical features guests need during their stay.

CORE GUEST ROOM Amenities

- HD LCD TV
- Wireless high-speed Internet
- Phone by the bed and desk
- Movable desk with ergonomic chair
- Comfortable seating area
- Spacious shower configuration
- In-room safe
- Mini-bar
- Tea and coffee service
- Full-length mirror
- Iron and Ironing board
Core Guest Room  **KING**

The guest room creates a comfortable environment that promotes optimal work, relaxation and blissful sleep experiences.
Core Guest Room  WORK SPACE

The guest room offers ample work space with a comfortable ergonomic chair, a flexible mobile desk, task lighting to keep guests focused and multiple outlets.
Core Guest Room  BATH

The smart bath design creates a separation between wet and dry areas and provides a light and spacious open spa atmosphere.
Options

EXTENDED-STAY GUEST ROOM FLOOR PLAN

This one and a half bay room is aimed at guests traveling on long-term engagements and who might require additional space and amenities.

EXTENDED-STAY GUEST ROOM

Additional Amenities

- Private bedroom
- Kitchenette with sink and electric cook top
- Under-counter refrigerator
- Cookware and dinnerware
- Dishwasher
- Open style kitchen bar seating
- Seating area with sleeper sofa
- Additional closets and storage
Options  SQUARE GUEST ROOM FLOOR PLANS

The square guest room option maintains the key features of the rectangular room, yet accommodates a new aesthetic quality and functionality.

SQUARE GUEST ROOM Amenities

- HD LCD TV
- Wireless high-speed Internet
- Phone by the bed and desk
- Movable desk with ergonomic chair
- Comfortable seating area
- Spacious shower configuration
- In-room safe
- Mini-bar
- Tea and coffee service
- Full-length mirror
- Iron and Ironing board
SOPHISTICATED INVESTORS KNOW MARRIOTT IS THE RIGHT CHOICE TO CAPITALIZE ON THE GROWTH OPPORTUNITY IN CHINA.

GET STARTED TODAY BY CONTACTING OUR CHINA-BASED DEVELOPMENT TEAM AT +86 (10) 5737 6699 OR MARRIOTTDEVELOPMENT.COM.