

5-star Hotels in Beijing

中国酒店设计大系 No.02
Collection of Hotel Designs in China
北京五星级酒店

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前言 Preface

■ 蒋生伟

追溯历史渊源,不难发现古人将为行人提供食宿的地方称为客栈,它是为过往游客提供住宿和吃饭的场所,显然它是一个服务性的场所,服务的对象是人,人性化的服务就是此行业的根本特征。

发展至今天,人们用一个现代时尚的名词——酒店代替了客栈。从过去的楼阁变成今天现代化的高楼大厦,酒店的功能也从单一的吃饭、住宿发展到集食宿、休闲、娱乐为一体的场所,更大程度地满足了顾客的不同需求,在此,人的需求占据了主导地位。

从文化角度来说,现代酒店体现出了不同地域的特定文化,酒店也以这种特定文化为经营卖点,同时,酒店设计也担负起了对地域文化推广和传播的“重任”。

了解了酒店的性质,我们言归正题,进一步来探讨酒店的设计。酒店设计与写文章类似,所要表达的都是一种抽象但又具体的理念。通常,每篇文章都有其主题思想,这主题思想便是文章的灵魂,它或表达一段伟大而又平凡的爱情,或反映社会的一种现实,或表现一个国家的悠久历史和文化底蕴,等等。这些作品都是源自作者的心灵感受和对历史、文化的一种深刻理解,是作者有感而发的产物。同样,酒店设计的灵感源泉也是设计师有感而发的产物。设计师在考虑一个酒店的设计方案时,要有一个明确的主题思想,这主题思想便是设计的灵魂,此主题思想应该是高雅的、有深刻文化内涵的,是能够给顾客传达出某种特定文化内涵的。一个酒店设计的主题思想应是惟一的,但表现、造型手法可以多样性,表现手法不应仅仅停留在表面的装饰上,而更应该深刻研究装饰所能表达的文化内涵,可采用各种艺术手段结合现代材料工艺去塑造崭新的艺术形体,从而使主题思想更加完善,同时又能够给人们流下一个新的思考,使主题思想进一步得到升华。在此,主题思想已不仅仅是设计,还是一种文化研究,是特定文化以实体形式表现出来的一种方式,它表达出了文字和其他艺术手段难以表达的思想,是形体符号对深刻文化内涵的一种表达。

主题思想对酒店设计起着决定性的作用,但如何确定其主题思想呢?这就是酒店的设计定位。

■ Jiang Shengwei

Looking back into the history, we can easily find that a place that provided food and accommodation to people on the way was called roadhouse. It was a place where passengers could stay for the night and have meals. Obviously it was a place of service with passengers as its objects and humanized service as the essential feature of the business.

Nowadays, people use a modern, fashionable name - hotel in place of roadhouse. As the roadside houses grew up into modern skyscrapers, hotel functions have also changed from simple supply of food and a bed to a place integrating food, accommodation, leisure and entertainment to better meet customers' different demands. Here, human necessity is of supreme importance.

Seen from the angle of culture, modern hotels express specific cultures of different regions and also take the specific cultures as their selling points. At the same time, a hotel designer also shoulders the "heavy burden" of promoting and spreading the regional cultures.

Understanding what a hotel is, let's come back to our topic of probing into hotel design. Like writing an article, what a hotel designer tries to express is a kind of abstract but specific concept. An article usually has a thematic idea that is the soul of the article. It either expresses a love that is great as well ordinary, or reflects a kind of social reality, or the long history and profound culture of a nation. These writings that are the products of reasonable thinking originate from the writers' perceptions and deep understanding of the histories and cultures. Similarly, inspiration of a hotel designer is also a product of reasonable thinking. When considering about a design scheme of a hotel, a designer should have clear thematic idea that is the soul of the design. The thematic idea should be graceful with profound cultural content that can deliver certain cultural feelings to the customers. Thematic idea of a hotel should be unique, but expressing approach may differ. It should not just stop at superficial decorations but also go further into the studies of the cultural contents expressed by the decorations. Various artistic means combined with modern materials and techniques can be used to create new artistic forms that can make the thematic idea more perfect and, at the same time, inspire people to think as well so that the thematic idea can be further sublimed, wherein the thematic idea is not only a design but also a kind of cultural study, a way of expressing specific culture with substantial forms that deliver ideas that can hardly be expressed with letters or other artistic means, an expression of profound cultural content with formalized symbols.

酒店的设计定位是一个比较复杂的过程，需要经过反复的市场调研，研究酒店周边同行业的设计风格、当地的特定文化内涵，同时，还要考虑其消费群体的文化结构、心理需求和功能需求。

只有酒店的设计定位确定了，才能开始下一步的具体设计。

Thematic idea plays a decisive role in hotel design. But how can we define a thematic idea? The answer is positioning of hotel design. Positioning of hotel design is a very complicated process calling for repeated market researches on design styles of other hotels around and connotations of specific local culture as well as cultural structure, psychological demand and functional demand of consumer groups.

Only when positioning of hotel design is defined, can the next step of detailed design start.

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设计理念：尽情地表现，没有最好只有更好

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Representative Works: Designs of some sculptures in Qinghua University, design of the lobby of the head office of Industrial and Commercial Bank of China, design of public facility elements of Beijing Doudian Industrial Park, decoration design of Dazizai Yangshengtang, etc.

Experience: designer, Beijing Shihua Decoration Company

Designer with Huang Jian Studio of Qinghua Gongmei Environmental Art Designing Institute

Founded Fendou Studio in 2003

Returned Qinghua Gongmei Environmental Art Designing Institute to work as a designer

Present Designing Supervisor of Xinxirun Decoration Engineering Co., Ltd

Concept of Design: Express to the heart's content, there is no best but only better.



Requirements on Evaluation of Five-star Hotel

五星级酒店评定要求

1. 饭店布局合理

- (1)功能划分合理;
- (2)设施使用方便、安全。

2. 内外装修采用高档、豪华材料, 工艺精致, 具有突出风格。

3. 饭店内公共信息图形符号符合LB/T001。

4. 有中央空调(别墅式度假村除外), 各区域通风良好。

5. 有与饭店星级相适应的计算机管理系统。

6. 有背景音乐系统。

7. 前厅

- (1)面积宽敞, 与接待能力相适应;
- (2)气氛豪华, 风格独特, 装饰典雅, 色调协调, 光线充足;

- (3)有与饭店规模、星级相适应的总服务台;

- (4)总服务台有中英文标志, 分区段设置接待、问讯、结账, 24小时有工作人员在岗;

- (5)提供留言服务;

- (6)提供一次性总账单结账服务(商品除外);

- (7)提供信用卡服务;

- (8)18小时提供外币兑换服务;

- (9)总服务台提供饭店服务项目宣传品、饭店价目表、中英文本市交通图、全国旅游交通图、本市和全国旅游景点介绍、各种交通工具时刻表、与住店客人相适应的报刊;

- (10)可18小时直接接受国内和国际客房预订, 并能代订国内其他饭店客房;

- (11)有饭店和客人同时开启的贵重物品保险箱, 保险箱位置安全、隐蔽, 能够保护客人的隐私;

- (12)设门卫应接员, 18小时迎送客人;

- (13)设专职行李员, 有专用行李车, 24小时提供行李服务; 有小件行李存放处;

- (14)设值班经理, 24小时接待客人;

1. Reasonable layout of hotel

- (1)Reasonable division of functions;
- (2)Convenient and safe application of facilities.

2. The indoor and outdoor furnishing adopts high-grade and luxurious materials and elaborate technologies, and presents unique style.

3. The public information figures and symbols in the hotel meet the LB/T 001 standard.

4. The hotel is equipped with central air-conditioning (except villa vacation place) and excellent ventilation in all zones.

5. The hotel has the computer management system adaptable to its level.

6. The hotel has background music system.

7. Anteroom

- (1)It has spacious area adaptable to its capability of reception;

- (2)It has luxurious appearance, unique style, elegant decoration, harmonious color tone and adequate light;

- (3)It has the general information desk adaptable to the scale and level of the hotel.

- (4)The general information desk is marked in English and Chinese, and sets up the reception, inquiry and accounting in separate sections, with personnel on duty in 24 hours;

- (5)It provides services on message;

- (6)It provides the service of one-off general accounting (except for commodities);

- (7)It provides the services on credit cards;

- (8)It provides the service of foreign currency exchange in 18 hours per day;

- (9)The general information desk provides the publicity materials of the service items of hotel, price lists, the municipal traffic map in English and Chinese, nationwide tourism traffic map, introduction of the municipal and nationwide tourism sites, time schedule of various vehicles and the newspaper and magazines appropriate for the guests;

- (10)It shall handle the booking of domestic and international guest rooms in 18 hours per day, and shall provide the agency on booking of guest rooms of other domestic hotels.

- (11)It shall have the safe deposit boxes of valuable articles that are to be opened with the keys hold by the hotel and the guests used jointly, and the position of safe boxes shall be safe and kept shady to protect the privacy of the guests;

- (12)It shall set up the doorman to welcome and see off the guests;

- (13)It shall set up specific luggage clerk and provide luggage services in 24 hours a day with specific luggage cart; it shall have depository for small luggage articles;

- (14)It shall have on-duty manager to receive guests in 24 hours a day;

(17)客房内设微型酒吧(包括小冰箱),提供充足饮料,并在适当位置放置烈性酒,备有饮酒器具和酒单;

(18)客人在房间会客,可应要求提供加椅和茶水服务;

(19)提供叫醒服务;

(20)提供留言服务;

(21)提供衣装干洗、湿洗、熨烫及修补服务,可在24小时内交还客人;16小时提供加急服务;

(22)有送餐菜单和饮料单,24小时提供中西式早餐、正餐送餐服务;送餐菜式品种不少于10种,饮料品种不少于8种,甜食品种不少于6种,有可挂置门外的送餐牌;

(23)提供擦鞋服务。

9. 餐厅及酒吧

(1)总餐位数与客房接待能力相适应;

(2)有布局合理、装饰豪华的中餐厅,至少能提供2种风味中餐,晚餐结束客人点菜时间不早于22时;

(3)有布局合理、装饰豪华、格调高雅的高级西餐厅,配有专门的西餐厨房;

(4)有独具特色、格调高雅、位置合理的咖啡厅(简易西餐厅),能提供自助早餐、西式正餐,咖啡厅(或有一餐厅)营业时间不少于18小时,并有明确的营业时间;

(5)有适量的宴会单间或小宴会厅,能提供中西式宴会服务;

(6)有位置合理、装饰高雅、具有特色、独立封闭式的酒吧;

(7)餐厅及酒吧的主管、领班和服务员能用流利的英语提供服务,餐厅及酒吧至少能用3种外语(英语为必备语种)提供服务。

10. 厨房

(1)位置合理、布局科学,保证传菜路线短且不与其他公共区域交叉;

(2)墙面满铺瓷砖,用防滑材料满铺地面,有吊顶;

(3)冷菜间、面点间独立分隔,有足够的冷气设备,冷菜间内有空气消毒设施;

(4)粗加工间与操作间隔离,操作间温度适宜,冷气供给应比客房更为充足;

(5)有足够的冷库;

(6)洗碗间位置合理;

(7)有专门放置临时垃圾的设施并保持其封闭;

(8)厨房与餐厅之间,有起隔音、隔热和隔气味作用的进出分开的弹簧门;

(9)采取有效的消杀蚊蝇、蟑螂等虫害措施。

11. 公共区域

(1)有停车场(地下停车场或停车楼);

(2)有足够的高质量客用电梯,轿厢装修高雅,并有服务电梯;

(3)有公用电话,并配备市内电话簿;

(17)The guest rooms shall set up mini bar (including mini refrigerator), be provided with adequate beverage, and placed with alcohol in appropriate position, together with the drinking vessel and list of alcohols;

(18)When the guest is receiving visitors, if requested, the additional chairs as well as tea and drinks shall be provided.

(19)The service of awakening shall be provided;

(20)The service of message shall be provided;

(21)The rooms shall be provided with the services of dry cleaning, wet cleaning, ironing and repairing of dresses, and shall be able to return the dresses to the guests within 24 hours; the service of emergency shall be provided in 16 hours a day;

(22)There shall be menu of delivery and list of beverage for providing breakfast and dinner delivery service in 24 hours a day; the variety of dishes offered shall be no less than 10, and that of beverage shall be no less than 8, and that of sweet food shall be no less than 6; there shall be panel of meal delivery to be mounted on the door from outside;

(23)The service of shoe polishing shall be provided.

9. Restaurant and bar

(1)The total quantity of seats in restaurant shall be in accordance with the capacity of reception of the guest rooms;

(2)There shall be Chinese food restaurant with appropriate layout and luxurious furnishing, which shall provide the Chinese food in at least flavors, and the termination time of allowing the guests to selecting items in dinner shall be no earlier than 22:00;

(3)There shall be super saloon class with reasonable layout, luxurious furnishing and elegant style, which is equipped with specific kitchen for western meal;

(4)There shall be coffee parlor (simple saloon class) with unique characteristics, elegant style and reasonable position to provide buffet breakfast and western dinner, and the business hours of the coffee parlor (or one of the restaurants) shall be no less than 18 hours, and the service time is specified;

(5)There shall be appropriate single room or small hall for banquet, which provides the services of Chinese and western style banquet;

(6)There shall be independent and closed bar with reasonable position, elegant furnishing, and unique characteristic;

(7)The manager, shift leader and attendants in the restaurants and bars shall be able to provide services by using fluent English, and the restaurants and bars shall be able to provide services with at least 3 foreign languages (English is compulsory).

10. Kitchen

(1)The kitchen shall have reasonable positions and appropriate layout to ensure short routes of delivering dishes and prevent it from crossing with other public areas;

(2)The wall shall be covered with ceramic bricks, the floor shall be covered with anti-sliding materials, and there shall be ceiling;

(3)The room of cool dishes shall be separated from the room of snacks both shall be provided with sufficient air conditioning, and the room of cool dishes shall have the facilities of air disinfection;

(4)The room of rough processing shall be separated from the room of operation, and the operation room shall have appropriate temperature and the supply of air conditioning shall be more sufficient than that in the guest rooms;

(5)There shall be sufficient refrigerators;

(6)The room of dish washing shall have reasonable position;

(7)There shall be specific facilities for placing temporary garbage and maintain its close;

(8)Between kitchen and restaurant, there shall be spring door with separated entrance and exit with the functions of sound, heat and smell insulation;

(9)The effective measures of killing bad insects including mosquito and cockroach shall be taken.

11. Public areas

(1)There shall be packing lot (subterranean parking or packing floor);

(2)There shall be adequate high-quality lifts for guests, with elegant furnishing in cages, and the service lift shall be established;

(3)There shall be public telephones with municipal yellow pages;

- (4)有男女分设的公共卫生间;
- (5)有商场,出售旅行日常用品、旅游纪念品、工艺品等商品;
- (6)有商务中心,代售邮票,代发信件,办理电报、电传、传真、复印、国际长途电话、国内行李托运、冲洗胶卷等,提供打字等服务;
- (7)有医务室;
- (8)提供代购交通、影剧、参观等票务服务;
- (9)提供市内观光服务;
- (10)有应急供电专用线和应急照明灯。

12. 选择项目(共78项,至少具备35项)

(1)客房(10项)

- ①客房内可通过视听设备提供账单等可视性查询服务,提供语音信箱服务;
- ②卫生间有饮用水系统;
- ③不少于50%的客房卫生间淋浴与浴缸分设;
- ④不少于50%的客房卫生间干湿区分开(有独立的化妆间);
- ⑤所有套房分设供主人和来访客人使用的卫生间;
- ⑥设商务楼层,可在楼层办理入住登记及离店手续,楼层有供客人使用的商务中心及休息场所;
- ⑦商务楼层的客房内有收发传真或电子邮件的设备;
- ⑧为客人提供免费店内无线寻呼服务;
- ⑨24小时提供洗衣加急服务;
- ⑩委托代办服务(金钥匙服务)。

(2)餐厅及酒吧(8项)

- ①有大堂酒吧;
- ②有专业性茶室;
- ③有除西餐厅以外的其他外国餐厅,配有专门的厨房;
- ④有饼屋;
- ⑤有风味餐厅;
- ⑥有至少容纳200人正式宴会的大宴会厅,配有专门的宴会厨房;
- ⑦有至少10个不同风味的餐厅(大小宴会厅除外);
- ⑧有24小时营业的餐厅。

(3)商务设施及服务(5项)

- ①提供国际互联网服务,传输速率不小于64kbit/s;
- ②封闭的电话间(至少2个);
- ③洽谈室(至少容纳10人);
- ④提供笔译、口译和专职秘书服务;
- ⑤图书馆(至少有1000册图书)。

(4)会议设施(10项)

- ①有至少容纳200人会议的专用会议厅,配有衣帽间;
- ②至少配有2个小会议室;
- ③同声传译设施(至少4种语言);
- ④有电话会议设施;
- ⑤有现场可视音频转播系统;

- (4)There shall be public toilets for men and women;
- (5)There shall be shopping market for selling the daily articles of tourism, tourism souvenir and craftworks;
- (6)There shall be commercial center for selling stamps, sending mails, handling telegram, telex, fax, copying, international long-distance telephone, domestic luggage consignment and developing photo, and providing the services of printing;
- (7)There shall be clinic;
- (8)The ticket-booking service of transportation, film and opera and visiting shall be provided;
- (9)The service of municipal sightseeing shall be provided;
- (10)There shall be specific wiring for emergency power supply and emergency illumination lamp.

12. Optional items (totaling 78 items, of which at least 35 shall be satisfied)

(1)Guest room (10 items)

- ① The guest rooms shall be provided with the visual inquiry services, including giving bill through the audio-visual equipments, and with the service of voice mailbox;
- ② The toilets shall have the system of drinking water;
- ③ The showering facilities shall be separated with the bathtub in the toilets of no less than 50% guest rooms;
- ④ The dry zone shall be separated with the wet zone in the toilets of no less than 50% guest rooms (there are independent room of make-up);
- ⑤ All the suites shall have the separate toilets for the host and the visitors;
- ⑥ There shall be commercial floors, on which the registration and checkout is available in the respective floor, and the commercial center and resting places for the guests shall be provided;
- ⑦ In the guest rooms of commercial floors, there shall be the equipments for receiving and sending fax or e-mail;
- ⑧ The service of wireless pager shall be provided within the hotel for the guests;
- ⑨ The emergency laundry service shall be provided in 24 hours;
- ⑩ The service of entrusted agency shall be provided (golden key service).

(2)Restaurant and bar (8 items)

- ① There shall be mail hall bar;
- ② There shall be professional tearoom;
- ③ There shall be other types of foreign restaurants other than saloon class, equipped with specific kitchen;
- ④ There shall be cake room;
- ⑤ There shall be flavor restaurant;
- ⑥ There shall be large formal banquet hall holding at least 200 persons, equipped with specific banquet kitchen;
- ⑦ There shall be at least 10 restaurants with 10 different flavors (not including the large and small banquet halls);

(3)Commercial facilities and services (5 items)

- ① The Internet services shall be provided, with the transmission rate no less than 64kbit/s;
- ② There shall be closed phone boxes (at least two);
- ③ There shall be room for negotiation (holding at least 10 persons);
- ④ The services of translation, interpretation and full-time secretary shall be provided;
- ⑤ There shall be a library (with at least 1000 books).

(4)Conference facilities (10 items)

- ① There shall be specific conference hall holding at least 200 persons, with cloak room;
- ② There shall be at least 2 small conference rooms;
- ③ There shall be facilities for simultaneous interpretation (in at least 4 languages);
- ④ There shall be facilities for teleconferencing;
- ⑤ There shall be site visual-audio relay system;

中餐厅

Chinese Food Restaurant



Shihao International Hotel, Beijing

北京世豪国际酒店



地址：北京市密云县鼓楼大街37号

邮编：101500

建筑面积：100000m²

电话：86(010)69086688 86(010)69086666

传真：86(010)69086655

网址：www.shihaohotel.com

交通地段：距离市中心50公里，距离飞机场25公里，距离火车站52公里



Add: 37 Gulou Avenue, Miyun County, Beijing, PRC Postcode: 101500

Floor Area: 100,000m²

Tel: 86(010)69086688 86(010)69086666

Fax: 86(010)69086655

Website: www.shihaohotel.com

Location: 50 km away from the City Center, 25 km away from the Airport, 52 km away from the Railway Station

北京世豪国际酒店是由北京世豪房地产开发有限公司独资兴建的一家集商务、旅游、度假、会议为一体的五星级涉外酒店。酒店位于北京市密云县中心，总建筑面积10万平方米。楼体气势磅礴，挺拔巍峨，内部装修美轮美奂，相得益彰，是商务型酒店与旅游酒店的完美结合体。

世豪国际酒店有两栋公寓，楼高24层，共有各种规格的公寓房420余间(套)，可为中外宾客和业主提供星级酒店管家式服务。

酒店主楼共19层，设有各种规格客房217间。可为中外宾客提供国际国内长途电话、卫星电视

Beijing Shihao International Hotel (BSIH), invested wholly by Beijing Shihao Real Estate Development Co. Ltd., is a five-star foreign-related hotel integrating business, traveling, holiday-spending and meeting. The hotel is located in the central part of Miyun County and has a total floor area of 100,000m². With its towering building and sumptuous internal fitment, it is a perfect integration of business hotel and traveling hotel.

Shihao International Hotel has two 24-storey flats with over 420 rooms of various standards and can offer Chinese and foreign guests and owners with house-keeper services of star-level hotel.

The main building of the hotel has 19 stories with over 217rooms of various standards. The hotel can offer domestic and foreign guests with such services

频道、闭路电视系统以及电脑宽带网络等服务。酒店拥有装修别致、典雅豪华的餐厅20余个。主要经营的风味菜肴有：川菜、鲁菜、粤菜、民间风味菜及西式大餐，等等。酒店还拥有商务中心及10个大小会议室，可为中外宾客提供商务洽谈、专业会议、同声传译等服务。

北京世豪国际酒店的现代管理风格与国际接轨，走出了独具特色的“世豪之路”，以其独特的品质与魅力为中外宾客提供优质、高效、周到的服务，创造出了一流的酒店管家式服务。

as international and domestic long distance telephone, satellite TV, closed circuit TV system, broadband network, etc. It has over 20 unique decorated and luxurious and elegant dinning halls which specialize in flavor dishes such as Sichuan flavor, Shandong cuisine, Cantonese food, folk flavors and Western-style food, etc. The hotel also has business centers and 10 meeting rooms of various sizes which can offer Chinese and foreign guests with services of business negotiation, specialty meeting and simultaneous interpretation.

Modern management style of Beijing Shihao International Hotel integrates with global management pattern and explores a unique "Shihao Way". With its unique character and charm, the hotel offers Chinese and foreign guests with high quality, high efficiency and considerate services, creating first-class hotel house-keeper service.

