

# 东莞饭店精粹

A COLLECTION OF CHOICE HOTELS IN DONGGUAN

东莞市旅游局 编 Edited by Dongguan Tourism Bureau

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## 前言

很不情愿用“神奇”来形容东莞的饭店业。因为任何事物的发生和发展都有其内在的必然，只是我们的主观认识没跟上客观事物的发展而已。

其实，东莞的饭店业是伴随着我国改革开放的步伐共进的。1992年吹遍神州大地的春风，催生了东莞的饭店业，当年有了第一批星级饭店（三星级），东莞的第一家五星级饭店挂牌则是1997年。此后十年，东莞饭店爆炸式发展。这主要得益于东莞制造业的繁荣，城市化进程的加快，同时也得益于政府对产业调整的指引。数万家工厂为饭店带来源源不断的客人，而高星级饭店群又为厂家提供会展和商务活动的平台，为客人提供舒适的生活休闲场所。东莞的饭店业与制造业共生共荣持续发展。

传统的观念认为，饭店只是旅游配套设施，而东莞并非传统意义上的旅游目的地。因此，对东莞如此众多的饭店觉得不可理解，自然对其经营深表担忧。其实，只要我们抛弃旧观念就不难发现以观光旅游为目的地的城市，饭店业发展得都不怎么样。因为，观光还未成为普通大众的必需，而商务会展，度假休闲都跟生产和生活息息相关。频繁的商务活动和珠三角的白领，是东莞高星级饭店的第一客源市场，而且是高端市场。

此外，强劲的本土消费和经营结构的多样性，也是东莞饭店的成功之道。有人笑东莞的高星级饭店是农民五星，的确，东莞农民的婚宴在五星级饭店的豪华宴会厅筵开百席并不罕见，东莞的农民为父辈安排总统套房喜度“金婚”、“银婚”也并不稀奇。

据不完全统计，东莞饭店业的投资超过250亿元（人民币），而本土民营资金占了绝大部分。有经济学家认为，民营资金的投入是市场成熟的重要标志。喜来登、索菲特、凯悦的进入更是东莞饭店业市场成熟的佐证。

随着东莞饭店的不断发展，“政府给予多少扶持和优惠”的疑问也越来越多。然而，对一个行业的优惠就意味着对另一行业的歧视，这是WTO规则所不容的。反面的经验也证明，靠行政拉动、政府扶持的行业难以长盛不衰。

“饭店往往是一个地方的标志性建筑，是城市化水平的重要标志；饭店是社会活动的重要场所，折射出社会的文明程度；饭店是地方投资环境的综合体现。饭店，特别是高星级饭店的经营状况影响广泛。若有不测，投资者损失的是金钱，地方社会损失的是声誉。在信息高度发达的今天，这实在是一笔不可小窥的无形资产”。正是基于对饭店的社会功能达成了如此共识，才形成了东莞饭店和谐的社会氛围和良好的市场环境，一句话：东莞饭店的发展有赖于改革开放的天时，得益于“珠三角”中心的地利，受惠于东莞民风朴素的人和。

东莞市旅游局局长

Liina  
2006年10月





## PREFACE

The hotel industry in Dongguan, which is often described as "wonder", is developing so fast that even Dongguan citizen consider it unbelievable. There is the internal inevitability in the existence for anything, but our subjective cognition can not keep up with the development of object.

With the carrying out of "reform-and-opening-up" policy in the spring of 1992, the hotel industry in Dongguan bursts into prosperity. First, a scale of three-star hotels appeared in the year. In 1997, the first five-star hotel came into being. In the following decade, the more factories there are, the more hotels we find in the forming of the new city of Dongguan under the leadership of the municipal government.

One hand, thousands of factories are bringing in guests from both home and abroad; on the other hand, the excellent hotels with modern facilities and high-level service are offering them an ideal place for leisure, entertainment and commercial conferences. The hotel industry and manufacturing industry in Dongguan have been mutually promoted and become flourishing at the same speed. In the traditional perspective, hotel is the supporting industry of tourism. And Dongguan is not a city for tourism. You may doubt the necessity of existence for so many hotels in such a city. Well, the fact is that tourism is often affected by seasons, while business activities aren't. Business guests and the white-collars from the Pearl River Gold Delta area are the main consumers.


Besides, it is multi-management to please the local consumers that leads the hotels to success. You can't imagine how many peasants in Dongguan would hold large parties in the grand ballrooms to celebrate their wedding, and the golden, silver wedding of their older generations.

The hotel industry in Dongguan has been invested over RMB25 billion, most of which is local capital from privately-run enterprises. That is a symbol of a fully developed marketing economy, said some economists. We assure you that the investments, markets and management models in the hotel industry are all mature in Dongguan.

The privileged policy by the government is not the only reason for the persistent development of the hotel industry in Dongguan, for privileges to one industry mean discrimination to another, which is against the WTO rules. And if an industry has to be held up by the government, its prosperity can't last long.

"Hotels, where social activities are carried on, are always symbolized buildings of the city, which tells how developed the city is. Hotels, especially superior hotels play an important role to the economic life of the city. A failure in the management would mean a loss of money to the investors and a bad social fame to the city. It's, in fact, an invisible capital which can be neglected by no means in the highly communicational society." All the citizens in Dongguan, now, come to realize the social functions of hotels. In a word, we owe our achievements in hotel industry to the "reform-and-opening-up" policy, the geographical advantages of the Pearl River Gold Delta and the friendly citizens in Dongguan city.

By Dongguan Tourism Bureau  
Shannu Li  
2006.10.1









# 「东莞主要饭店分布示意图」

## THE DISTRIBUTION OF THE MAIN HOTELS IN DONGGUAN





# 目 录

## Contents

- 2-5 银城酒店  
Hotel Silverland
- 6-9 樟木头三正半山酒店  
Goodview Hotel Zhangmutou
- 11 寮步金凯悦大酒店  
Gladden Hotel Liaobu
- 12 凤岗金凯悦大酒店  
Gladden Hotel Fenggang
- 13 石龙金凯悦大酒店  
Gladden Hotel Shilong
- 14-15 龙泉国际大酒店  
Dongguan Lung Chuen International Hotel
- 16-17 会展国际大酒店  
Dongguan Exhibition International Hotel
- 18-21 豪门大饭店  
Grand Noble Hotel
- 22-25 嘉华大酒店  
Regal Palace Hotel
- 26-27 富盈酒店  
Cinese Hotel
- 28 万盈酒店  
Cinese Hotel Machong
- 29 加州酒店  
California Hotel
- 30-31 索菲特御景湾酒店  
Sofitel Royal Lagoon Dongguan
- 32-33 索菲特御景湾峰景酒店  
Sofitel Royal Lagoon Executive Resort



- 34-35 长安海悦花园大酒店  
Haiyatt Garden Hotel Chang' an
- 36-37 厚街海悦花园大酒店  
Haiyatt Garden Hotel Houjie
- 38-41 长安国际酒店  
Parkview Hotel
- 42-45 喜来登大酒店  
Sheraton Dongguan Hotel
- 46-49 塘厦新都会怡景酒店  
Metropolitan Yiking Hotel
- 50-51 汇景酒店  
Grand View Hotel
- 52-55 东城国际酒店  
Dongcheng International Hotel
- 56-59 清溪万豪酒店  
Grand Howard Hotel
- 60-63 汇华国际饭店  
Hui Hua International Hotel
- 64-69 塘厦三正半山酒店  
Goodview Hotel Tangxia
- 70-73 帝京国际酒店  
Grand Oriental Hotel
- 74-77 丰泰花园酒店  
Richwood Garden Hotel
- 78-81 帝豪花园酒店  
Royal Garden Hotel
- 82-85 松山湖凯悦酒店  
Hyatt Regency Dongguan





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Hotel Silverland  
銀城酒店



银城酒店

一点一滴 尽心尽力 至尊至诚 东莞银城

*Hotel Silverland*

*Where business meets with pleasure.....*

银城酒店是东莞市首家五星级酒店，酒店位于东莞新城市中心区，往返香港、广州、深圳及周边城市极为便捷。酒店曾荣获“中国旅游业标志性饭店建筑”称号和“金客房奖”。酒店拥有各类型豪华客房333间，荟萃世界各地美食，设有泳池、桑拿、保龄球、网球场等多项康乐设施。我们坚持“一点一滴，尽心尽力”的服务宗旨，为您带来至诚温馨的享受。东莞之行，入住银城酒店是您理想的选择。

Rising Prominently above Dongguan's new city, Hotel Silverland is the first luxury 5-star business hotel approved by National Tourism Administration. Conveniently located at Yinfeng Road, Guantai highway, Hotel silverland Dongguan is just 20 minutes' drive from Taiping Harbor and 40 minutes from Guangzhou and Shenzhen airports. In september 1997, Hotel silverland won the honour of Exemplary Chinese Tourist Hotel, Golden Medal for Guest Houses. The hotel has 333 superbly-appointed guest rooms and suites, a variety of restaurants offering a world cuisine and also a complete recreational facilities such as sauna / swimming pool / bowling centre and tennis courts. With advanced equipment and professional management, we assure your stay would be most enjoyable and unforgettable.





2



3

- 1 酒店外景 Hotel Exterior
- 2 怡苑海鲜酒家 Elegance Chiu Chow Restaurant
- 3 大堂 Lobby









- 1 宴会服务 Banquet Service
- 2 大堂 Lobby
- 3 豪华客房 Guest Room
- 4 怡苑海鲜酒家 Elegance Chiu Chow Restaurant
- 5 餐饮服务 Food & Beverage Service
- 6 大地观景西餐厅 DaiDee Western Restaurant





GOODVIEW

三正半山酒店

GOODVIEW HOTEL

—— 东莞·樟木头 ——

★★★★★

樟木头三正半山酒店——歌舞升平 商逸荟萃

*Hotel Good View Sangem — A Touch Of Resplendence*

樟木头三正半山酒店开业于2000年，是全国首家乡镇五星级酒店。酒店坐落于东莞市樟木头镇广东观音山国家森林公园内，距离深圳机场只需45分钟的车程，乘火车前往香港也只需30分钟。

樟木头镇素有“小香港”之称，酒店远离闹市喧嚣而备觉安宁，休闲之余前往镇中心闹市区购物娱乐也极为方便。酒店拥有200多间豪华客房，房间内可俯瞰樟城繁荣，也可远眺观音山美景。酒店拥有各类中、西式餐厅，酒吧及其他休闲娱乐设施。为了方便客人出行，酒店设有免费穿梭巴士服务，每30分钟一班定时往返于酒店、镇中心及樟木头火车站。

Opened in the year 2000, Goodview Hotel Zhangmutou is the first 5-star township hotel authorized by the China National Tourism Administration. The hotel is in the mid-hill of Guanyin Mountain of Zhangmutou town in Dongguan. It is only a 45-minute driving distance from Shenzhen Airport or a 30-minute ride to Hongkong by train.

Located in Zhangmutou, known as “Little Hongkong”, the hotel is possessed with tranquility and calmness. You can also enjoy the hustling shopping pleasure in town center. The hotel features over 200 luxurious rooms and suites with terrific views of the town or mountain greenery.





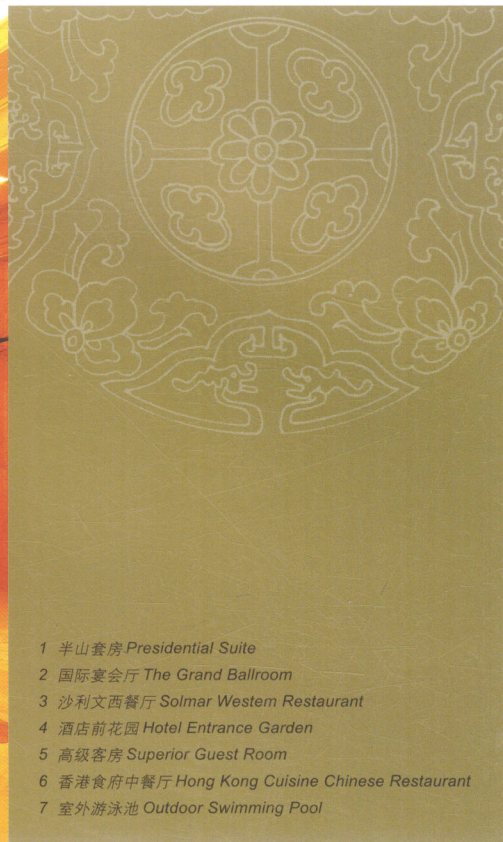


- 1 酒店夜景 Goodview Hotel at Night
- 2 酒店大堂 Lobby
- 3 天鹅湖歌舞剧院 Swan Lake Night Club

2







- 1 半山套房 Presidential Suite
- 2 国际宴会厅 The Grand Ballroom
- 3 沙利文西餐厅 Solmar Western Restaurant
- 4 酒店前花园 Hotel Entrance Garden
- 5 高级客房 Superior Guest Room
- 6 香港食府中餐厅 Hong Kong Cuisine Chinese Restaurant
- 7 室外游泳池 Outdoor Swimming Pool





