

# The 50 Most Beautiful Hotels

# 50 个最美酒店

佳图文化 主编

下

中国林业出版社  
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## 672 Room TRYP by Wyndham to Open 2016 in Dubai

Wyndham Hotel Group, the world's largest hotel company with approximately 7,410 hotels and part of Wyndham Worldwide Corporation (NYSE: WYN), today announced plans for the first TRYP by Wyndham® hotel in the Middle East, following the signing of a management agreement with Omega I, a subsidiary of British-owned developer The First Group. The property is currently planned to be the select-service brand's largest in the world upon opening in Dubai, anticipated for late 2016.

The announcement, which will see the 672-room TRYP by Wyndham Dubai developed in the city's TECOM district, comes just months after the two companies revealed plans to introduce the first upscale Wyndham Hotels and Resorts® property to the United Arab Emirates in the exclusive Dubai Marina in the next three years.

## 800 New Hotels Projected for Indonesia



Although Indonesia is considered to be a vacation paradise, in fact only eight million foreign travelers visited the country in 2012. But the number is expected to rise. Because of

new air routes, more business trips and the opportunities of the future market more tourists should be attracted. Therefore numerous of new hotels have to arise. During the next ten years, 700 to 800 new hotels with 100,000 rooms will open their doors. This data has been revealed by TOPHOTELPROJECTS, the worldwide leading provider of global B2B hotel data.

## Four Seasons Sydney Sold for AUD340 Million

One of Sydney's trophy five-star hotels, the Four Seasons Hotel Sydney, has been sold for AUD340 million (approximately USD306.8 million) to Korean investors, Mirae Asset Global Investments. The hotel was jointly marketed by Jones Lang LaSalle's Hotels & Hospitality Group and McVay Real Estate on behalf of Eureka Funds Management.



Glen Boulwood, Fund Manager of Eureka Funds Management commented, "We are delighted with the sale of the hotel which was in response to Unitholders' desire to crystallise the strong profit growth over the past four years in a period where returns from other property asset classes has been somewhat muted."

## Minor Hotel Group takes majority share in Cambodia boutique resort



Cambodia: Thailand-based Minor Hotel Group (MHG) has acquired a majority ownership of the Sothea Boutique Resort in Siem Reap.

The acquisition takes the company's portfolio to 95 properties in 14 countries. The hotel, MHG's first in Cambodia, will be rebranded as the Anantara Angkor Resort & Spa later this year. It will be a 39-suite boutique resort close to the Angkor Wat temples, Cambodia's most visited destination.

Dillip Rajakarier, CEO Minor Hotel Group, said, "We are thrilled to add Cambodia to our ever-growing list of countries with this beautiful boutique resort in Siem Reap joining our portfolio. It's exciting times for Anantara right now – this addition strengthens the brand's position in Southeast Asia, plus we have our first Anantara opening in Dubai in a few days and also the first Anantara in Africa to come before the end of the year."

## Kimpton to open hotel in downtown Pittsburgh

US: Kimpton Hotels & Restaurants will open the redeveloped James Reed building as Hotel Monaco in 2014.



Kimpton has been working with PMC Property Group on the redevelopment of the 110-year-old, nine-story structure which will be converted into a 247-room Hotel Monaco with a 120-seat restaurant and 9,000 square feet of meeting space.

The Hotel Monaco will be owned by a joint venture between PMC Property Group and the Kimpton KHP Fund III. Kimpton already owns and operates two hotels in Pennsylvania, including a Hotel Monaco in Philadelphia.

Kimpton CEO Mike Depatie said: "Pittsburgh is a logical choice for expansion, especially given the relative lack of boutique-style properties and high demand for that here. Also, as the 22nd-largest city in the country with many Fortune 500 companies, universities and a thriving technology sector, Pittsburgh deserves a great boutique hotel. We think visitors and locals will appreciate the warm and playful approach to hospitality Kimpton brings to the market."

## Hyatt opens Andaz property in Hawaii

US: The Andaz Maui at Wailea Resort & Spa on the island of Maui has opened its doors to guests.





The property is the first Andaz hotel in Hawaii, as well as the first in a resort location. It is a joint venture between Hyatt Hotels Corp. and property owner Starwood Capital Group.

The 15-acre property, formerly the Renaissance Wailea Beach Resort, has undergone a \$90 million refurbishment and features 297 guest rooms and suites, including seven residential villas with two to four bedrooms.

The resort's guest amenities include four cascading infinity pools and the 14,000-square-foot Awili Spa and Salon featuring 10 treatment rooms, a 24-hour fitness centre and a private adult-only spa pool.

The resort's two restaurants include the casual Kaana Kitchen, with a menu and kitchen team led by executive chef Isaac Bancaco, and Morimoto Maui – the second Hawaii restaurant by Iron Chef Japan's Masaharu Morimoto.

Two poolside cocktail lounges – Bumbye Beach Bar and Lehua Lounge – feature cocktails designed by renowned New York bartender/bar owner and Hawaii native Julie Reiner.

## Prince Sakura Tower Tokyo Joins Autograph Collection

The Autograph Collection is an upscale portfolio of hand-selected independent hotels each offering its own unique travel experience. Experiences fall within diverse categories including Urban Excitement, Indulgent Escape, Culinary Delight, Artistic Getaway, Historic Exploration and more. Each hotel is thoughtfully chosen based on quality, character and individuality.

Speaking at the signing ceremony in Tokyo, Simon Cooper, Marriott International's president and managing director in Asia, said: "Today we celebrate the inauguration of The Prince Sakura Tower into Autograph Collection, marking the first Autograph property to open in Japan and only the second Collection hotel to open in Asia. The vision and inspiration behind Autograph Collection was to create an evolving ensemble of strikingly independent hotels and this hotel certainly meets those criteria with its wonderful new design and inspiring gardens.

"I want to personally thank everyone involved with creating this wonderful hotel for their passion and commitment to providing an exceptional hotel experience which is sure to add enormous value to Autograph Collection here and around the world. Tokyo is one of the most exciting and vibrant cities in the world, and we could not be more proud to introduce Autograph Collection to this great city with the conversion of The Prince Sakura Tower – and the timing could not be better with this great city having just won the 2020 Olympic bid."



## Park Hyatt Hotel Announced for Shenzhen China



Hyatt Hotels Corporation (NYSE: H) announced that a Hyatt affiliate has entered into a management agreement with Shenzhen Ping'An Financial Centre Construction and Development Co., Ltd. for a Park Hyatt hotel in Futian district, Shenzhen, China. Park Hyatt Shenzhen, Futian will join Grand Hyatt Shenzhen, which opened in 2009.

"Shenzhen is a key city for multiple industries in China and is becoming a gateway city in its own right. We are pleased to offer travelers another opportunity to stay at a Hyatt-branded property in Shenzhen and thanks to Park Hyatt's reputation for outstanding service, as well as world-class dining, the hotel will be a natural addition to the city's central business and financial district," said Larry Tchou, group president, Asia Pacific for Hyatt. "This is our first project with Ping'An Group, and we believe that our shared values and vision for serving the best to Shenzhen will position Park Hyatt Shenzhen, Futian to provide guests with an unprecedented level of luxury and unrivalled hospitality."

## Two Thirds of Rezidor Portfolio 220 Eco-labelled

In order to attain an eco-label hotels have to comply with strict environmental requirements and actions criteria in energy and water savings, waste management, environmental management, use of fair trade and organic products.



Rezidor continues to go green: All across Europe, the Middle East and Africa, Rezidor now counts more than 220 eco-labelled hotels – and is on track to become the first international hotel group to have all its properties eco-labelled by the year 2015.

"We are proud that 2/3 of our entire portfolio in operation is eco-labelled. Rezidor is a responsible organisation – we care for our planet and act in a sustainable way", said Wolfgang M. Neumann, President & CEO of Rezidor. The group features an industry-leading and award-winning Responsible Business Programme built on three pillars: Think Planet or minimizing the environmental footprint; Think People or caring about the health and safety of guests and employees; and Think Together or taking responsibility for business ethics and the local communities. Every year since 2010, Rezidor has been named one of the world's most ethical companies by the US think tank "Ethisphere".



In China, once a hotel has been given the “business concept”, it would receive a tremendous boost in value and is often associated with “the most noble”, “most luxurious”, “elites”, “celebrity”, etc. , let alone a business hotel located in the CBD area. Nevertheless, for many people, to be more precise positioning business hotel is still a problem, to dig out the top and the most fascinating business hotel is a bigger problem. In fact, there is only one thing need to do to get the title of “most popular”, i.e., to meet the desire of every standard business people to the best extent possible. This’s what makes CBD business hotel valuable.

在中国,一旦酒店被赋予“商务概念”,立刻身价百倍,它经常与“最高贵”、“最奢华”、“业界精英”、“名流”等词联系在一起。更何况是位于 CBD 区域的商务酒店。尽管如此,但对于许多人来说,要更精确定位商务酒店依旧是个难题,要挖掘出顶级和最令人神往的商务酒店,则更是个大难题。其实,当得起“最受欢迎”这个词,只需要一条依据:能最大限度满足每一位标准商务人士的欲望。这也是 CBD 商务酒店的价值所在。

# Brand Development of CBD Hotel

## CBD 商务酒店的品牌化发展

The development of CBD business hotel in China is the result of market competition driven by demand of business travel, and an inevitable outcome of hotel operators' long-term commitment to brand development. For business travelers, they play a passive role in selecting hotels in a lot of times, coupled with business pressures, they become even more sensitive and picky on hotel service for loosing body and mind. In this sense, a good business hotel is more than just a platform for investors to make profits, but an organic vehicle for those business travelers on business trip to enjoy the humane care.

CBD 商务酒店在中国的成长首先是商务旅行需求引导下的市场竞争的产物,也是商务酒店运营商长期致力于品牌培育的必然结果。对于商务旅行者而言,很多时候在选择消费对象时是被动的,加上商业上的压力,使得他们对放松身心的酒店服务显得更加敏感和挑剔。从这个意义上说,一家好的商务酒店的存在不仅仅是投资者用以获利的平台,更是那些常年奔波在旅途中的商务旅行者得以尽享人文关怀的有机载体。

### CBD Business Hotel Facing Rare Market Opportunity

As China's economy continues to boom for more than 30 years, the investment negotiations, exhibition and seminars, goods, technology and services trade, management and other business activities increased significantly both at home and abroad. The business activities are often accompanied by business people's spatial displacement and temporary activities in destination, which provides the most fundamental client base to deepen China's business tourism market.

### 中国 CBD 商务酒店面临难得的市场机遇

由于中国经济 30 多年的持续繁荣,使得国内和国际范围内的投资谈判、展览与研讨、商品、技术与服务贸易、经营管理等商务活动大量增加。上述商务活动往往同时伴随着商业人士的空间移动和目的地的暂时居留活动,从而为中国的商务旅游市场的深化提供了最根本的客源基础。





正是这种极为难得的市场发展机遇，使得越来越多的旅游住宿供应商，特别是高星级酒店已经或正在调整自己的发展战略和运营策略，将商务酒店置于产品结构的中心地位。为了占有更多的商务旅行市场份额，国际知名的酒店集团和国内都市区域的单体酒店正在给自己的企业注入更多的商务元素。比如国际酒店管理公司开始引入其品牌谱系中更多的高端商务品牌；国内的管理公司则试图通过品牌延伸或规模扩张的方式寻求更多的商务旅游市场份额；一些在区域市场上知名的单体酒店也在抓紧制订自己的集团化运营方案，以期能够借助更多的客源和资源优势培育新的战略增长点；而更多的酒店则在改变酒店内部的产品线，特别是提供有针对性的功能齐全的商务楼层。

从地理分布上看，我国的 CBD 商务酒店市场在地理分布上相对集中，主要分布在北京、上海和广州等大城市，这是由这些城市的经济发展状况决定的，这些城市活跃的经济形势吸引了成千上万的商务客人，城市商务活动频繁。

It's that rare market opportunity that makes more and more tourist accommodation providers, especially high-star hotels have been or are adjusting their development strategy and operation policy, placing business hotel in the center of product structure. In order to occupy more market share in business travel, the internationally renowned hotel groups and independent hotel in domestic metropolitan area are injecting more business elements in their enterprises. Such as the International hotel management companies introduce more high-end business brands to their brand pedigree; domestic management companies are trying to seek more business travel market share through brand extension or scale expansion; some well-known independent hotels in the regional market also pay close attention to develop their own group operation programs to be able to cultivate new strategic growth with more clients and resource superiority; while more hotels are changing product lines in their interior space, especially in providing targeted full-featured business floors.

Geographically, China's CBD business hotel market is relatively concentrated mainly in Beijing, Shanghai and Guangzhou, etc. which is determined by these cities' economic development. Vibrant economy attracts tens of thousands of business travelers, bringing along frequent business activities.





### Building CBD Hotel Competitiveness Based on Brand

In order to meet the future growing business travel market, China's CBD hotel suppliers must be committed to form and enhance sustainable competitive system that takes brand and scale as the core in the market cultivation period. A business hotel with no brand is a futureless operator, and the hotel industry without national brand can't bear the long-term development goals.

Now the question is, on one hand, the domestic hotel groups such as Jin Jiang International and other leading brands can't nurture a stable image for their members with effective brand segment in the business tourism market, the impression is always a collection of various types of hotels possessed by one owner; on the other hand, some independent hotels who have made their own reputation in the regional market can't increase its market share with effective regional scale expansion, giving an impression that local business hotel industry is always lack of brand that enjoys nationwide popularity and reputation.

With no corresponding size of market share in tourism market, the brand CBD business hotel would not be able to realize marketization truly. As to independent hotel, the boundary of among the large number of business hotels and the hotels provide business floors are intersected, and it is difficult to distinguish them completely. This also led to unclear orientation. Travelers often see the hotel brochure says "perfect service facilities, complete recreational

### 基于品牌构建 CBD 商务酒店的竞争力

为了迎接日渐增长的商务旅行市场的未来，中国的 CBD 商务酒店供应商必须在市场培育期就致力于以品牌和规模为核心的可持续竞争体系的形成和提升。一个没有品牌的商务酒店是没有希望的运营商，一个无法以民族品牌为支撑的酒店产业也是承担不了商务旅游市场的长期发展目标的。

现在问题是，一方面，国内的酒店集团比如锦江国际等领导型品牌无法通过有效的品牌区隔来培育其成员酒店在商务旅游市场的稳定形象，给人的感觉总是一群由一个业主拥有各种各样的酒店集合体；另一方面，部分在区域市场上已经做出了自己的知名度的单体商务酒店又无法通过有效的区域化规模扩张来提高其市场占有率，给商务旅游市场的印象是本地商务酒店业界总是缺少能够在全国范围内享有知名度和美誉度的品牌。

在消费者是在空间移动中完成消费的旅游市场上，没有相应规模的市场份额，CBD 商务酒店的品牌就不会真正地实现市场化。而就单体酒店来说，大





量的商务酒店和提供商务楼层的酒店之间出现了交叉，完全区分二者很难。这也导致了酒店定位不明，经常可看到酒店宣传册上写着“服务设施完善，休闲功能齐全，是旅游、商务、会议、餐饮、娱乐的理想去所”，这样就没有自身明显的特色。同时，商务产品和服务单一，差异化不大。

正是在上述背景下，必须促进中国商务酒店产业的品牌发育和规模扩张，特别是民族酒店的品牌成长和市场份额的扩大。从产业层面来看，只有把握住最有发展潜力的国内商务旅游市场，才能培育真正有竞争力的酒店集团。毕竟只有我们自己才真正了解本地商务旅游者的消费需求特征，真正了解商务客人的服务需求和商务酒店的产业运营环境。

从商务客人方面看，有些商务客人是大型公司的高层人员，入住酒店的等级往往与所在公司的形象和自身的形象有直接关系，因此他们也希望所住酒店也具有相应的知名度，体现公司的形象和实力以及自身的地位和品味。在供求两个方面的共同推动下，商务酒店的品牌化发展必将从必要走向可行。

functions, an ideal place for traveling, business, conference, catering and entertainment” with no obvious features. Meanwhile, the business products and services are simple, and the differentiation is not that big.

In the above context, it is urgent to promote brand development and scale expansion of Chinese business hotel industry, particularly the brand growth and market share expansion of national hotel brands. From the industry perspective, the one who grasps the most potential domestic business tourism market will truly foster competitive hotel groups. After all, only we truly understand about the consumer demand characteristics of local business travelers, service needs of business guests and industry operating environment of business hotel.

For the business guests, some of them are senior executives of large companies, the level of the hotel their stay has a direct relation with the images of their companies and their own, so they want the hotel to have the corresponding brand awareness to reflect the company image & strength as well as their own status and taste. Driven by supply and demand, business hotel will go further on the way of brand development.





Business guests have special consumer demand compared with common guests. They stay at the hotel for business activities, so most of the products they need are work-related, and they pay more attention to efficiency and exchange of information.

### Grasping Customer Needs Accurately

To win business people over, the first thing need to do is to understand their needs and then meet their needs. Compared with other forms of tourism, business travel would be different in terms of demand of hotel facilities, service, consumption patterns, ect. Business guests have special consumer demand compared with common guests. They stay at the hotel for business activities, so most of the products they need are work-related, and they pay more attention to efficiency and exchange of information. In terms of hotel facilities, business guests deal with a variety of business activities every day, they require a modern office space, meeting space, network and information exchange facilities to facilitate their work. In terms of hotel service, they expect efficient, fast and convenient service. The second thing f the hotels to do is to understand their own orientation, they need to run targeted marketing campaigns according to their orientation and target customers.

Business guests have special consumer demand compared with common guests. They stay at the hotel for business activities, so most of the products they need are work-related, and they pay more attention to efficiency and exchange of information.

与一般人相比，商务客人有着特殊的消费需求。他们是因为商务活动需要而入住酒店的，所以商务客人对酒店产品的需求也大多与工作有关，他们更注重效率与信息的交流。

### 准确把握顾客需求

酒店要赢得商务人士，首要做的当然就是了解他们的需求进而满足其需求。商务旅游与其他旅游形式相比，对酒店的设施需求、服务方式、消费模式有所不同。与一般人相比，商务客人有着特殊的消费需求。他们是因为商务活动需要而入住酒店的，所以商务客人对酒店产品的需求也大多与工作有关，他们更注重效率与信息的交流。在酒店硬件方面，商务客人每天为了处理各种商务活动需要酒店提供现代化的办公场所、会议场地和网络信息交换设施方便其办公。在软件服务方面，商务客人希望酒店提供的服务高效、快捷、方便。其次就是酒店自身的定位，根据自己的定位和确定的目标顾客，有针对性的进行营销活动。