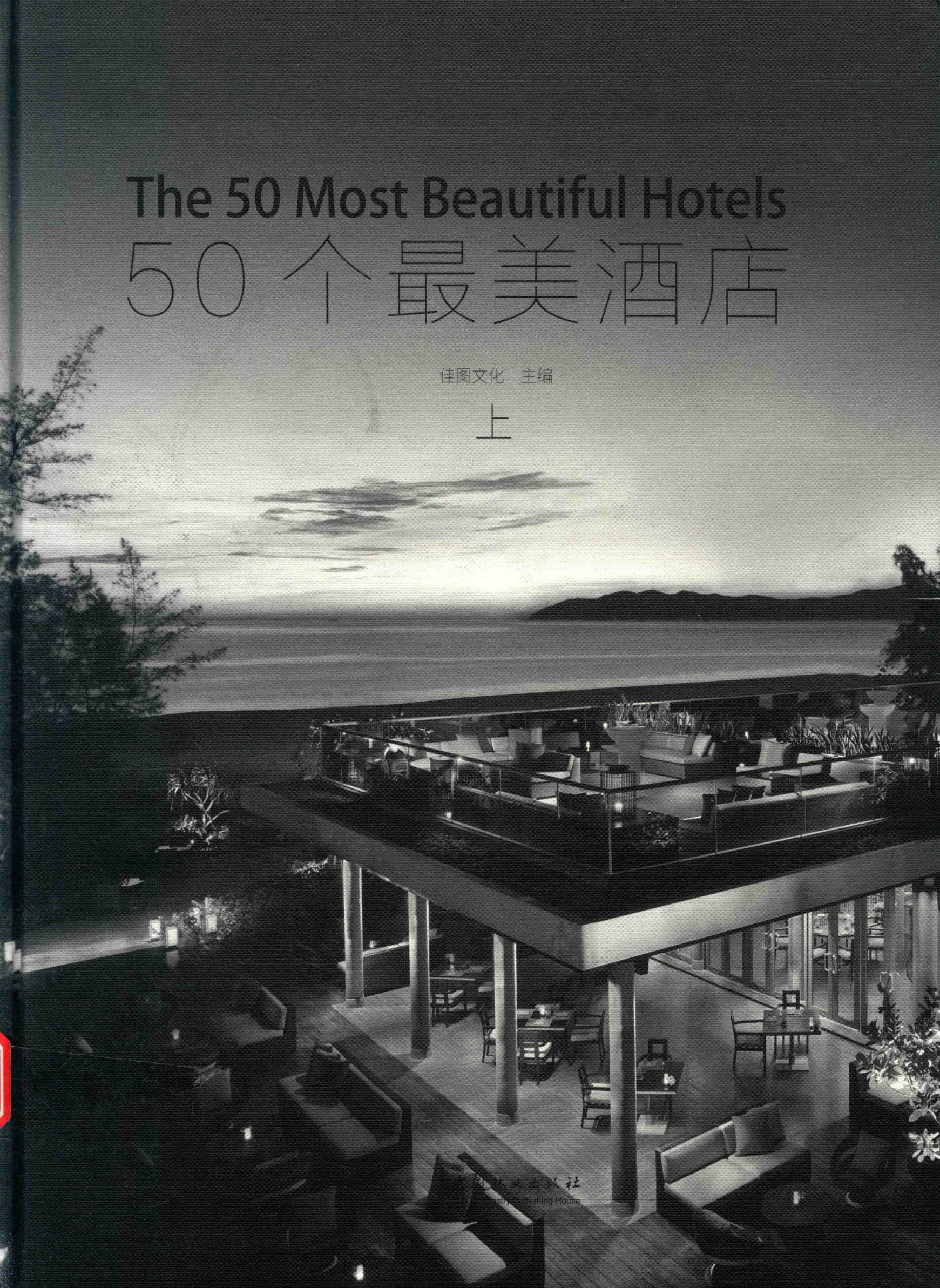


The 50 Most Beautiful Hotels

50 个最美酒店

佳图文化 主编

上



机械工业出版社
Publishing House

The 50 Most Beautiful Hotels

50 个最美酒店

佳图文化 主编

上



图书在版编目 (C I P) 数据

50 个最美的酒店 . 上 / 佳图文化主编 . -- 北京 : 中国林业出版社 , 2016.3

ISBN 978-7-5038-8395-8

I . ① 5… II . ① 佳… III . ① 饭店—建筑设计—世界—现代 IV . ① TU247.4

中国版本图书馆 CIP 数据核字 (2016) 第 021174 号

中国林业出版社·建筑家居出版分社

责任编辑: 李 顺 唐 杨

出版咨询: (010) 83143569

出版: 中国林业出版社 (100009 北京西城区德内大街刘海胡同 7 号)

网 站: <http://lycb.forestry.gov.cn/>

印刷: 利丰雅高 (深圳) 印刷有限公司

发行: 中国林业出版社

电话: (010) 83143500

版次: 2016 年 3 月第 1 版

印次: 2016 年 3 月第 1 次

开本: 889mm×1194mm 1 / 16

印张: 16.5

字数: 200 千字

定价: 298.00 元

Contents

目录



■ Information 资讯

■ Hotel Brand Management 酒店品牌管理

- 008 Brand Building for the Holiday Villages in Experience Economy Era
体验经济时代的度假村品牌塑造

■ International Brand Hotel 国际品牌酒店

- 016 Kempinski Hotel Yixing
宜兴凯宾斯基饭店
- 034 The Okura Prestige Bangkok
曼谷大仓新颐饭店

■ New Hotel 新酒店

- 046 The St. Regis Abu Dhabi
阿布扎比瑞吉酒店
- 074 Hilton Shijiazhuang
石家庄希尔顿酒店
- 086 Crowne Plaza Resort Xishuangbanna
西双版纳避寒皇冠假日度假酒店

■ Special 专题

- 106 Angsana Lang Co
兰珂悦椿度假村



122 Banyan Tree Lang Co

兰珂悦榕庄

138 Angsana Tengchong Hot Spring Village

腾冲悦椿温泉村

150 Andaz Maui at Wailea

夏威夷安达仕酒店

160 Le Méridien Chiang Rai Resort, Thailand

泰国清莱艾美度假酒店

■ **Resort Hotel** 度假酒店

174 Han Yue Lou Villa Resort

黄山雨润涵月楼

190 The Westin Snowmass Resort

斯诺马斯威斯汀度假酒店

■ **Business Hotel** 商务酒店

204 Macalister Mansion, Penang

槟城麦卡利斯特酒店

228 Sheraton Montreal Airport Hotel

蒙特利尔机场喜来登酒店

242 The Westin Ningbo

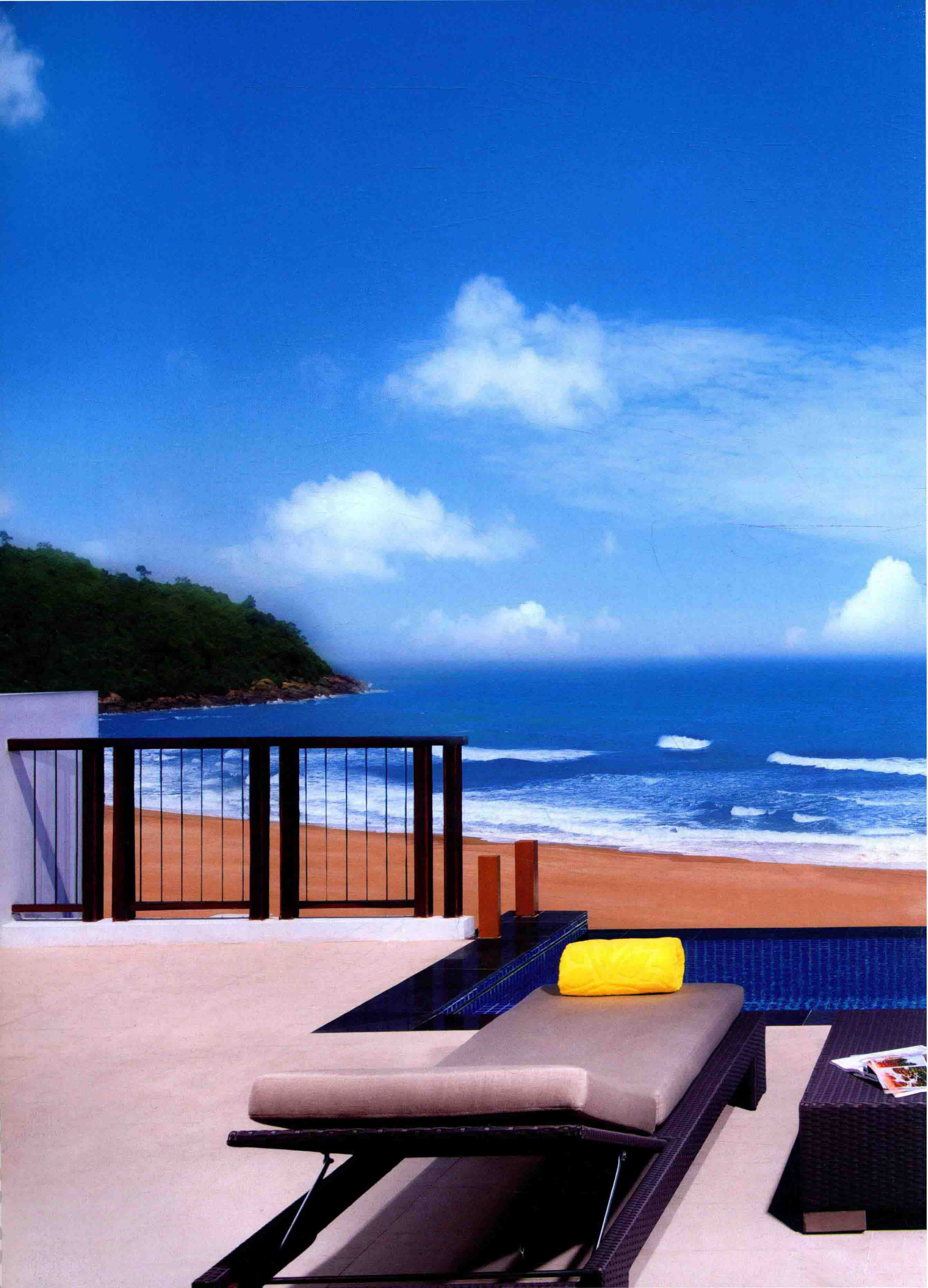
宁波威斯汀酒店

The 50 Most Beautiful Hotels

50 个最美酒店

佳图文化 主编

上





Contents

目录



■ Information 资讯

■ Hotel Brand Management 酒店品牌管理

- 008 Brand Building for the Holiday Villages in Experience Economy Era
体验经济时代的度假村品牌塑造

■ International Brand Hotel 国际品牌酒店

- 016 Kempinski Hotel Yixing
宜兴凯宾斯基饭店
- 034 The Okura Prestige Bangkok
曼谷大仓新颐饭店

■ New Hotel 新酒店

- 046 The St. Regis Abu Dhabi
阿布扎比瑞吉酒店
- 074 Hilton Shijiazhuang
石家庄希尔顿酒店
- 086 Crowne Plaza Resort Xishuangbanna
西双版纳避寒皇冠假日度假酒店

■ Special 专题

- 106 Angsana Lang Co
兰珂悦椿度假村



122 Banyan Tree Lang Co

兰珂悦榕庄

138 Angsana Tengchong Hot Spring Village

腾冲悦椿温泉村

150 Andaz Maui at Wailea

夏威夷安达仕酒店

160 Le Méridien Chiang Rai Resort, Thailand

泰国清莱艾美度假酒店

■ **Resort Hotel** 度假酒店

174 Han Yue Lou Villa Resort

黄山雨润涵月楼

190 The Westin Snowmass Resort

斯诺马斯威斯汀度假酒店

■ **Business Hotel** 商务酒店

204 Macalister Mansion, Penang

槟城麦卡利斯特酒店

228 Sheraton Montreal Airport Hotel

蒙特利尔机场喜来登酒店

242 The Westin Ningbo

宁波威斯汀酒店

Four Seasons Hotel Seoul to Open in May 2015



Four Seasons Hotels and Resorts announces its entry into Korea. Four Seasons Hotel Seoul is currently under construction and projected to open in May 2015. The announcement is made in partner-

ship with Mirae Asset Global Investments, the market leader in real estate investment in Korea. Four Seasons Hotel Seoul will open in a prime location in the Central Business District of Seoul, where major financial institutions, government offices, shopping venues, and historic sites are located. It is expected to become a landmark in Seoul for both domestic and foreign travellers.

Mövenpick Hotel Enshi Opens in Central China's Hubei Province

Mövenpick Hotels & Resorts announces the opening of the first international five-star hotel in the city of Enshi, in central China's Hubei province. The new 14-storey Mövenpick Hotel Enshi is located close to the convention centre in the city's thriving business district, just a short drive from the train station, with fast connections to the strategic cities of Wuhan and Chongqing, and the newly built airport.



Sino Group of Hotels, the hospitality management arm of Sino Group and an affiliate of Sino Land Company Limited (HKSE: 083), operates and manag-



es a growing portfolio of hotels, a yacht club, serviced apartments and residential club houses. Sino Group of Hotels announced today the naming of The Johnston Suites, the first serviced apartments under its management, situated in a prime location where business travellers can experience the vibrancy and excitement of Hong Kong, the diverse and attractive heritage that parallels the evolution of the city, weaving together history, tradition, and new developments.

Radisson Hotel JFK Airport Announced

Radisson today announced the signing of the Radisson Hotel JFK Airport, located at 135-30 140th Street, Jamaica/Queens with an expected opening of Oct. 10, 2013.

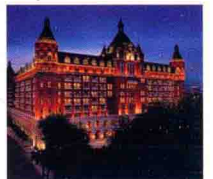
The hotel will then immediately undergo a multi-million dollar renovation while remaining open. With 385 guestrooms, this full-service hotel is adjacent to John F. Kennedy International Airport and ideal for business or leisure travelers.

Hilton and Hilton Garden Inn Properties Coming to Georgia

Hilton Worldwide today announced the signing of two management agreements which mark its entry into Georgia. Hilton Hotels & Resorts will debut in the coastal city of Batumi in summer 2014, whilst Georgian capital Tbilisi will be the location for a mid-market Hilton Garden Inn property in 2016. The two projects are entirely separate with different partners but jointly represent Hilton's arrival into Georgia. Patrick Fitzgibbon, senior vice president, development, Europe & Africa, Hilton Worldwide, said, "Georgia is a growing business and leisure tourism destination and we are delighted to have reached agreement on two separate deals to bring two new world class hotel brands to the country for the first time. Hilton Worldwide is growing across Eastern Europe and we see significant potential to bring quality, branded accommodation to the region."

Ritz-Carlton Plans to Add 20 Hotels Through 2016

The Ritz-Carlton Hotel Company, L.L.C. has announced a major expansion and development initiative that will bring the total number of properties in its portfolio to 100 hotels and resorts around the world by 2016. Ranging from Morocco to Japan and Israel to India, this plan will expand the brand to urban capitals and emerging tourist destinations, some of which are a first for the JD Powers luxury hospitality leader. "The robust pipeline of hotel projects indicates a continued strong demand for Ritz-Carlton products and services. We are delighted at the company's continued positive growth," said Herve Humler, president and chief operations officer. "Across the globe, and especially in Asia and the Middle East, we will be the undisputed top-tier luxury hospitality brand by 2016," Humler predicted.



The St. Regis Istanbul to Open 2014 in Turkey

St. Regis Hotels & Resorts, part of Starwood Hotels & Resorts World-



wide, Inc. (NYSE:HOT), has signed an agreement with Nisantasi Konaklama ve Otel Hizmetleri A.S. (Dems Group) to open a St. Regis hotel in Istanbul. Set to open in the first half of 2014, The St. Regis

Istanbul will mark the debut of the luxury brand in Turkey and extend Starwood's presence in the country.

Park Inn by Radisson Pulkovo Airport to Oen Q1 2014 in St. Petersburg, Russia

The Carlson Rezidor Hotel Group announces the Park Inn by Radisson Pulkovo Airport in St. Petersburg. The mid-market property featuring 200 keys is scheduled to open in Q1 2014. Carlson Rezidor's portfolio in Russia now comprises 42 hotels in operation and under development. In St. Petersburg alone, the group operates and develops 6 hotels with more than 2,800 rooms. "We further strengthen our position as the leading international hotel operator in Russia/CIS & Baltics. This region remains one of our key focus areas for future business development", commented Wolfgang M. Neumann, President & CEO of Rezidor. "We also remain committed to grow Park Inn by Radisson at major travel hubs and to penetrate deeper into selected markets", Neumann continued.

Renaissance Izmir Hotel Opens in Turkey

Renaissance Hotels announced today the opening of the new Renaissance Izmir Hotel in Turkey. With its chic design and architecture, the new hotel is ideally located minutes from the city centre and sea front promenade. "We are thrilled to grow our portfolio in Turkey to ten hotels with this unique property as well as introduce the Renaissance Hotels brand to Izmir," said Amy McPherson, President and Managing Director for Marriott International in Europe. "With its sophisticated ambiance and signature Renaissance Hotels programmes including NAVIGATOR and RLIVE LIVE, we are confident the hotel will be a popular destination for guests and locals alike."



Abu Dhabi 2013 Chinese Hotel Guest Numbers Up 36%

Abu Dhabi welcomed 23,618 Chinese hotel guests in the first seven months of 2013, up 36 percent over the same period last year, with the emirate expecting further increases as the local industry develops tailored products and attractions to cater for the lucrative Chi-

nese market. According to Abu Dhabi Tourism & Culture Authority (TCA Abu Dhabi), Chinese visitors accounted for 44,094 room nights in the emirate's 146 hotel and hotel apartments from January to July this year, up 38 percent over the same period last year, with average length of stay increasing marginally by two percent to 1.87 days. Addressing the 2nd Chinese Visitor Summit taking place at the five-star The Ritz Carlton Abu Dhabi, Grand Canal and attended by 75 top-tier Chinese travel buyers, Mohammed Al Dhaheri, Director of Strategy & Policy, TCA Abu Dhabi, said the emirate's tourism industry is now acutely aware of the need to tailor to specific Chinese needs.



Largest Hotel Suite in the United Arab Emirates Unveiled

The St. Regis Saadiyat Island Resort, Abu Dhabi, (NYSE: HOT) has unveiled the resort's flagship Royal Suite, the largest hotel suite in the United Arab Emirates. Trumping elaborate hotel suites throughout

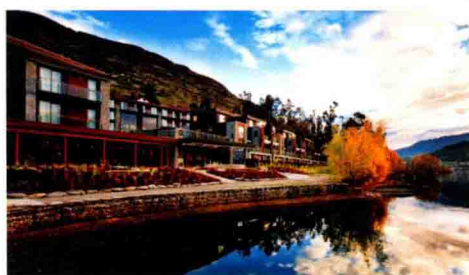


the region, the Royal Suite spans nearly 22,600 square feet with four bedrooms, a private study, cinema and game room, spa treatment room and sauna as well as full living and dining room. The suite, which occupies the top two floors of the resort's west wing, is priced at AED 130,000 (approx. USD \$35,000) per night.

Hilton Queenstown in New Zealand Renamed

"We felt somewhat confined by the original name, which didn't quite communicate the expansiveness of the guest experience here," said Andrew Nisbet, general manager. "As a resort and spa, we're really embracing this destination as a place to experience some of the greatest natural wonders and most exhilarating pursuits available in all New Zealand."

Hilton has four properties spread throughout the country, with the Queenstown location being the only resort & spa. Situated at the foothills of the Remarkables mountain range, the property is a jumping off point for skiing and snowboarding in the winter and exploring



hiking and biking trails in the summer, as well as the numerous adventure sports in the surrounding area, including Bungee Jumping, which began in New Zealand.

Under the background of experience economy, tourism experience is one of the pursuit targets of the tourists; they are willing to pay for it to obtain the expected experience and have strong demand on such kind of experience. Driven by the tourists' experience need, its consumption way and demand have taken great changes that visitors' consumption demand has developed to a higher level, such as the tourists' spiritual demand (including sensory, emotional, mental, spiritual connotation) proportion and the need of personalized products and services have become increasingly strong. Tourism resort village needs design and innovation for the products and services according to the change of tourist consumption demand, which is the core element for its branding.

在体验经济背景下，旅游体验是游客追逐的目标，游客愿意为了获得所期待的体验而付费，并且体验需求旺盛。在游客体验需求的驱使下，其消费方式和消费需求发生了很大的变化，游客的消费需求向更高层次转移，如游客精神层面的需求（包括感官、情感、精神、心灵等方面的内涵）比重不断增加、个性化产品和服务的需求日趋强烈。旅游度假村需要根据游客消费需求的变化来进行产品与服务的设计和创新，这是其品牌塑造的核心要义。

Brand Building for the Holiday Villages in Experience Economy Era

体验经济时代的度假村品牌塑造

In the era of experience economy, tourists pay more and more attention to gain particular experience that conforms to their psychological needs and interest in the process of tourism. Under the condition of convergent products or services provided by each resort management enterprise, experience becomes a key determinant of value and the main motivation of tourists' purchase decisions. If resort management enterprises want to survive and develop in the market with fierce competition, they must pay attention to the tourists' experience, analyze factors that influence the tourists experience and formulate corresponding strategy specific to the experience factors.

In other words, the tourist experience is the core of the resort brand building, resort branding is essentially the branding process of visitors' experience, and the resort branding must keep visitors' experience as the core. For resort villages, superior brand image and the industry reputation certainly can help enterprises to emerge from the complex competition situation and occupy a higher market share.

在体验经济时代，旅游者越来越注重在旅游过程中获得符合自己心理需要和情趣偏好的特定体验。在各度假村经营企业提供的产品或服务趋同的情况下，体验成为关键的价值决定因素，并成为游客购买决策的主要动机。度假村经营企业要想在竞争激烈的市场中生存和发展，就必须关注游客的体验、分析影响游客体验的因素，并针对体验影响因素制定相应的经营策略。

换句话说，游客体验是度假村品牌塑造的核心，度假村品牌塑造的过程实质上是游客体验品牌化的过程，度假村品牌塑造必须以游客体验为核心。对于度假村来讲，为自己树立优越的品牌形象、业界口碑无疑能够帮助企业从激烈复杂的竞争形势中脱颖而出，占据更高的市场份额。



基于游客体验的品牌的塑造步骤

一个成功的品牌必定是将其特征与顾客的特征和需求高度契合的品牌。基于游客体验的度假村的品牌塑造，首先需要品牌定位，明确游客体验所要传递的价值，要保证这种价值是游客需要的并且与竞争对手相比具有差异性，从而确定体验的实施主题；其次是进行品牌体验的打造，主要是对影响游客体验价值的要素进行设计，传递给游客体验价值。其中，游客体验要素的设计主要包括营造体现主题内容的特色氛围、设计参与性强的康乐设施和合理的主题，提高员工的服务水平，完善客房餐饮的特色和品质。通过各体验要素的整合，来传递品牌价值。

在巴厘岛的崖上度假村，人们置身于具有浓郁地方风情的别墅庭园中，眺望海天相接处。落日余晖映红了晚霞，海面层层叠浪溢满碎影流光。树影间泳池上无边界的静流；道路旁，透着原始韵味的石雕、木雕更添神秘气氛。这是个巨大的花园，各式花草在潮湿的空气中郁郁葱葱散发出生命的气息。这里的居民的生活日复一日，平和有序，时光的流逝只印刻在斑

Brand Building Steps for the Tourist Experience

A successful brand must have its characteristics and customers' characteristics and requirements in great consonance. The resorts branding of the tourist experience, firstly, should march to the brand positioning that make clear what the value of the visitors experience pass and ensure that the value is exactly needed to the tourists and different from that of other competitors, so as to determine the implementation subject of the experience; Secondly, go on the experience brand building, which is mainly to design the elements that affect visitors experience value and pass the experience value to the tourists. The elements of the visitors experience in the design mainly include creating atmosphere to embody the theme features, designing recreation facilities with great participation and reasonable theme, improving the employees' service level, completing the dining feature and quality. Pass through the brand value through the integration of the experience elements.

In the cliff hotel in Bali, people place themselves in the villa garden with strong local flavor and customs, and overlook the horizon in distance. The sunset flames the evening glow, and the folding waves over the sea surface are dotted with broken shadow. Boundless streams flow along the pool under the tree shadows; on the side of the road, the original stone carving and woodcarving add more mysterious atmosphere. This is a big garden, all kinds of flowers and plants send out the breath of life in the damp air. Residents spend their life day after day, peaceful and orderly, and the passage of time is only engraved on the mottled stone road and

antiquated cabin, and this is the life of rainforest village.

Leisure resort hotel lies in this mysterious island, thatched cottages scatter on the cliff is the most natural buildings in the forest. Simple, quite and refined Malay style furnishings show low-key luster, sending joyful, sweet Bali amorous feelings in a slow rhythm. When living in the hotel, people will lose themselves in this garden island. This kind of experience is the real and romantic feeling when being all out in a natural environment. The architectural form of the leisure resort hotel in Bali is an excellent annotation for the environment, which inspires the imagination of the traveler and makes people's mind bathing in the rich Bali amorous feelings.

Domestic Market Lacks of Personalized Holiday Villages

Most of the domestic cities will be scattered around by some resort villages. "Island" and "village" become the leisure place for the city dwellers today. The experience-type and scene-type resort modes depend on the depth development of the scenic spot. Though it can yet be regarded as a joyful leisure way, when we know more examples we only to find that the homogeneity, development and design of the current leisure resort hotels fail to get rid of stereotype and stylization, which make the leisure vacation more simple and squeeze people's experience space. There are few personalized leisure resort hotels that indeed combine the scenic area and regional culture together as the leading rules.

驳的石道与古旧的木屋上，这就是雨林村落的生活。

休闲度假村不着痕迹地存在于这座神秘的岛上，散落崖上的茅草屋是林间最自然的建筑。简单、静雅的马来式陈设透着低调的光泽，在缓慢的节奏中散发出一股愉悦、甜美的巴厘风情。人们身处酒店而整个心灵迷失在花园岛上。这种体验，是人在自然环境中既真实又浪漫的感受。休闲度假村的建筑形态在此成为环境的极佳注释，启发着旅人的想象力，使人的心灵沐浴在浓郁的巴厘风情中。

国内欠缺个性化的休闲度假村

国内大部分城市的周边都会散落着这样的度假村。“岛”与“村”是当今城市人的休闲去处。这种体验式和情景式度假方式依托于深度开发的景区。虽不失为欢乐的休闲方式，但当我们了解更多的实例，却发现目前休闲度假村这种集群式类型的同质化，开发与设计都未能摆脱模式化、程式化，显得千篇一律，令休闲度假的内容愈显单薄，从而挤压了人们的体验空间。真正做到景区与地域文化相伴相生为前导的个性化休闲度假村还不多。





地域化的创新设计照顾了顾客的体验需求

所谓地域文化就是指某一特定地区的民族文化。地域文化是某一地区的人民在长期的生产和生活实践中创造形成的。它的形成有三个主要因素。

地域文化形成的三个主要因素	
1	本土的地域环境、自然条件、季节气候
2	历史遗风、先辈祖训及生活方式
3	民俗礼仪、本土文化、风土人情、当地用材

不同的地域文化有不同的特质，深入研究和准确地概括地域文化的主要特质，有助于设计师更好

Regional innovation design takes care of the customers' experience requirements

The so-called regional culture refers to the national culture in a specific area. Regional culture is formed in the long-term production and life practice by the people in a certain region. Its formation has three main factors.

Three main factors of the formation of regional culture	
1	local geographical environment, natural conditions, seasonal climate
2	historical relic, the ancestors' directives and living ways
3	folk etiquette, local culture, local conditions and customs, local materials

Different cultures have different characteristics, in-depth study and accurate summary of the main characteristics of regional culture help the designers to better grasp the law of the re-

gional culture development and make it serve for the modernization of tourism construction.

The architectural design concept of the regional culture style resort hotel is not equal to the antiquing and instauration of the local traditional buildings, but the development of the modern architecture style based on the traditional style. The function and structure follow the modern standards and requirements and its connotation and form absorb the essence of traditional architecture.

Most of the resort hotels are located in resort place or scenic spot that far from the urban area, and rely on the seaside, mountains and other natural resources, including climate resource, natural vegetation, terrain resources, etc. Fully considering the regional attribute in the design is to fully respect and well use the local resources, reflecting the sustainable principle that design should combine with the nature. For the use of climatic resources is to make the structure of the building to adapt to the local climate and have full use of natural ventilation and lighting to save energy, which conform to the trend of the development of ecological tourism. Natural vegetation resource is a green barrier for the resort hotel, and the reasonable plant design can adjust the micro climate of the environment and improve the indoor thermal comfort. For the use of the terrain and land resource is to design according to the mountain potential and conform to the topography & landforms, making full use of the natural environment elements. Regional design avoids the phenomenon of "thousands of hotels in the same pattern", which is an indispensable design method to realize the characterization of the ecological resort hotel.

In the specific resort hotel design, as long as handle well the overall layout and color system of the regional design, well control the pleasant space environment and construction scale, try to use local building materials and the appropriately add some additional decoration with local features, and stick to the concept of sustainability all through, it can generally achieve a good regional, localized fundamental design scheme.

Imperial Palace Hotel in the Lost City of South Africa gives expression to the primal flavor in Africa. The designer makes ingenious arrangement and fusion for the African totem worship and primitive jungle murals, and keeps the African ancient tribes palace as the theme to build it into a super luxury hotel. The appearance of the hotel consists of a main ivory-like castle and four detached buildings, which looks like emulational ivory roof. Images of lions, leopards,

地把握地域文化的发展规律, 并使之成为旅游建设的现代化服务。

地域文化风格的度假村建筑设计理念不等于地方传统建筑的仿古、复旧, 而应当是现代建筑风格在传统基础上的升华。其在功能和构造上都遵循现代的标准和需求, 在内涵和形式上吸收传统建筑的精髓。

度假村大多选址于远离城市的度假胜地或风景区, 依托滨海或是山地等自然资源。包括气候资源、自然植被资源、地形地势资源等。设计时充分考虑其地域性就是充分尊重、利用当地资源, 体现设计结合自然的可持续原则。对气候资源的运用就是要使建筑的结构适应当地气候, 充分利用自然通风、采光以节约能源, 符合生态旅游的发展趋势。自然植被资源是度假村的绿色屏障, 合理的植物设计能调节环境的微气候, 提高室内的热舒适度。而对于地形、地势资源的运用就是要做到设计依山就势, 顺应地形、地貌, 充分利用自然环境因素。地域性设计避免了度假村的“千店一面”的现象, 是实现生态型度假酒店特色化不可或缺的设计手段。

在具体的度假村的设计工作中, 只要把握好地域化的整体布局和色彩体系; 控制好宜人的空间环境和建筑尺度; 尽量应用可就地取材的建筑材料和适当添加地方特色的附加装饰; 并将可持续性的理念贯彻始终, 就大体可以完成一个较好的地域化、本土化的基础设计方案。

南非的失落皇城度假村, 就突出体现了非洲原始情调。设计师对非洲图腾崇拜与原始丛林的壁画作了巧妙的安排与融合, 并以非洲古代部落的王宫为主题, 将度假村中的酒店设计建成了超豪华酒店。酒店的外观由一个主体象牙型的城堡以及4个副楼组成, 近看是一根根仿真的象牙屋顶。非洲森林的狮子、花

