

World Class Hotels

国际品牌酒店

香港科讯国际出版有限公司 编

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万豪酒店集团的创始人马里奥特说过，
The creator of Marriott Hotel Group Marriott had
“生活就是服务”，
ever said that life is service.

我们时时刻刻都处在为别人服务和
We are always serving others and being served.
被别人服务的环境当中。



In 1982, Hongkong Peninsula Group began to manage Jianguo Hotel in Beijing in due form, it indicated the overseas hotel group entered Chinese market. After IHG managed Beijing Lidu Holidayinn in 1984, it formed network in Lhasa, Guilin, Guangzhou, Xi'an, Dalian, Chengdu and Chongqing successively in 5 years, thus become an international hotel group that managed the largest number of hotels at that time. In 1980s, more than 10 hotel managing groups have entered Chinese market including Shangri-la, Sheraton, Hilton, Accor, New world, ANA, Ramada, Hyatt, Miramar, Pacific and Manila and so on. Among them, Shangri-la is one of the few groups with management and fund.

During 1990s, the steps of international hotel groups into Chinese market had speeded up. In this period, Chinese economy had developed quickly, while prosperous travel industry showed the great potential of hotel market and the endless business opportunity. The labor cost in China was relatively low while the quality was high. So the international hotel groups had paid much attention on Chinese market to enlarge the market share and finally appeared complexion of competition.

The international hotel groups quickened the improvement of hotel operation and management level by introducing advanced managing concept and mode to short the gap between chinese hotel industry and international level. So Chinese hotel industry has been one of the industries opened early, with high market degree and early combination with the world. The entrance of international hotel groups has brought up numbers of hotel managing talents, managing the

advanced class of hotel managing talents in our country. Many people who have ever worked as managers in international hotels became the objects contested by domestic hotels and foreign companies; apart from this, the entrance of international hotel groups has promoted the application of high tech in hotel, leading hotels to follow the developing trend of international hotels. Digitalization and humanization built up warmer and more comfortable and convenient living environment. For Chinese tour and hotel industry as the leader of Chinese service industry, the entrance of international hotels has played an important role.

The continuous inburst of international hotel groups has also brought competition. In which way will Chinese hotel industry develop facing to the strong trend of international top grade brands and economic brands in early 20th century? At present, the gross number of Chinese star hotels is the 4th in the world, with disproportional collectivization and scale of collectivity despite local famous hotels such as Shanghai Jinjiang, Shanghai Xinya, Homeinns He Mei in Shanghai, China Travel Service in Beijing, Va Ya Hua Tian in Hunana, Jinling in Nanjing. The collectivization of star hotels is less than 20%, which makes Chinese hotel industry in the dry tree in international competition. On July 22, 2007, Chinese travel and hotel association hold a top grade meeting about the development of Chinese travel and hotel industry for the in Nanjing for the first time, with a theme of exploiting brand chain law to build up a system of scientific operation, which has attracted attention in the industry.

This book has carefully chosen

18 items from international hotel groups to delicately show in layout background, integral design concept, interior decoration, landscape setting, accessories and services to attempt to play a reference role for Chinese hotel group.

Preface

前言

1982年，香港半岛集团管理北京建国酒店，标志着境外酒店集团开始进入中国酒店市场。洲际集团于1984年管理北京丽都假日酒店后，5年之内先后在国内拉萨、桂林、广州、西安、厦门、大连、成都、重庆等城市形成网络，成为当时在中国管理酒店最多的国际酒店集团。20世纪80年代进入中国市场的还有香格里拉、喜来登、希尔顿、雅高、新世界、日航、华美达、凯悦、美丽华、太平洋、马尼拉等十余家酒店管理集团，其中香格里拉酒店集团是为数不多的带资管理的集团。

20世纪90年代，国际酒店集团登陆中国市场的步伐明显加快，这一时期，中国的经济保持了高速增长，蓬勃发展的旅游业显示出酒店市场的巨大潜力和无限商机。中国劳动力成本相对较低且素质较高，因此，国际酒店集团看好中国市场，积极扩大市场份额，出现了群雄逐鹿的局面。

国际酒店集团通过引进先进的管理观念、管理模式，加快了我国酒店经营管理水平的提高，缩短了我国酒店业与国际水平的差距，使我国酒店业成为开放较早、市场化程度较高、最先与国际接轨的行业之一；国际酒店集团的进入同时培养了大批酒店管理人才，其管理的酒店成为我国酒店管理人才的“提高班”，曾经在国际品

牌酒店管理的酒店任职的人员成为国内酒店和外企争夺的对象；国际酒店集团的进入还促进了高新技术在酒店中的应用，在引导酒店追踪国际酒店发展趋势方面起到了示范作用，数字化、人性化的酒店为客人营造了更加温馨、舒适、便捷的居住环境。目前，中国旅游、酒店业之所以成为中国社会服务业的领头羊，重要因素之一就是得益于国际酒店集团的进入。

国际酒店集团的不断涌入也给国内同业带来了竞争。21世纪之初，面对国际高端品牌的强劲势头和经济型品牌的迅速崛起，中国本土传统的酒店集团将如何发展？中国目前的星级酒店总量在世界上排名第四，虽出现了上海锦江、上海新亚、上海如家和美、北京中旅、湖南华天国际、南京金陵等本土知名的酒店集团，但酒店集团化发展水平与行业总体规模还不相称，星级酒店集团化程度不到20%，这使得中国的酒店业在国际竞争中处于劣势。2007年6月22日，中国旅游饭店业协会首次在南京召开的关于我国旅游饭店业发展，主题为“探索品牌连锁规律，构筑科学运作体系”的高层次会议，受到了业界广泛的瞩目。

本书精心挑选了18个国际品牌酒店，从规划背景、整体设计理念、室内装饰、景观布置、配套设施和服务等方面进行细致的展示，冀望为中国酒店业起到很好的借鉴作用。

Shangri-La Hotels

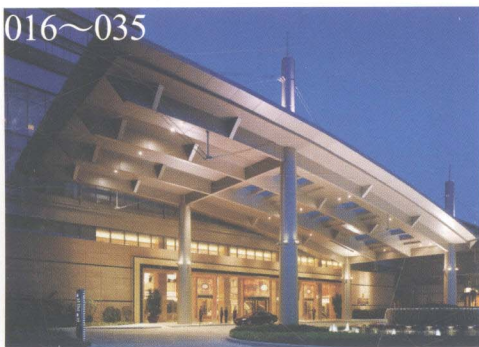
香格里拉酒店集团

014~055

Shangri-La Hotels, the largest deluxe hotel group in Asia, are five-star luxury hotels located in premier city addressing across Asia and the Middle East, with future deluxe hotels underway in North America and Europe. At present, the group has more than 60 hotels, with over 24,000 rooms.

总部设在香港的香格里拉酒店集团，是亚洲最大的豪华酒店集团。集团目前在亚洲和中东主要城市拥有多座五星级豪华酒店，在北美和欧洲地区也即将揭幕。集团目前共有 50 多家饭店，全部客房总量超过 24 000 间。

016~035



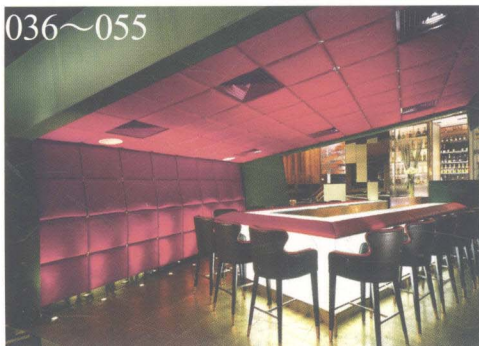
Guangzhou Shangri-la Hotel

广州香格里拉大酒店

Guangzhou Shangri-la hotel has a height of 36 floors, with 730 luxury and warm rooms, suites and service apartments. This hotel is the first introduction of Shangri-la into Guangzhou, and also the highest hotel in Guangzhou.

广州香格里拉大酒店楼高 36 层，拥有 730 间豪华温馨的客房、套房及服务式公寓。该酒店是香格里拉品牌首次进入广州的项目，也是目前广州档次最高的酒店。

036~055



Shanghai Shangri-la Hotel

上海浦东香格里拉大酒店

Shanghai Shangri-la Hotel opened in 1998 with a height of 28 floors, is one of top grade hotels in Shanghai. This hotel locates in the commercial center of Shanghai-Lujiazui finance and trading area, with an excellent geographical position that can easily go to central Puxi and 2 airports of Hongqiao and Pudong.

上海浦东香格里拉大酒店于 1998 年开业，楼高 28 层，是上海顶级酒店之一。该酒店地处上海的商业中心地带—陆家嘴金融贸易区，可以轻松便捷地往返浦西市中心及虹桥、浦东两大国际机场，地理位置十分优越。

Sheraton Hotels & Resorts

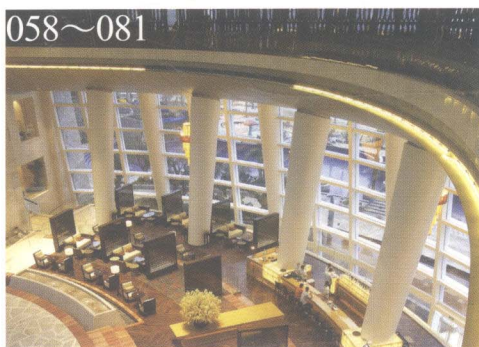
喜来登酒店集团

056~081

Sheraton Hotels & Resorts, which can be found in the most sought-after cities and resort destinations around the world, has nearly 400 hotels in more than 60 countries. The hospitality of Sheraton has been well known, which makes it succeed in market competition.

喜来登酒店集团在全球 60 多个国家拥有近 400 家酒店，这些酒店分布在现代化的城市和别具风情的度假胜地。喜来登的友好待客之道一直享有盛名，在市场竞争中独占鳌头。

058~081



Sheraton Dameisha Resort, Shenzhen

深圳大梅沙京基喜来登度假酒店

Sheraton Dameisha Resort, Shenzhen is a project managed by Sheraton hotel from Intercontinental Hotel group. This hotel is the only one who has private beach in Guangdong, and also the only five-star hotel in Dameisha District at present.

深圳大梅沙京基喜来登度假酒店，是由洲际酒店集团旗下的喜来登酒店管理公司管理的项目。该酒店是广东省唯一一家拥有私家海滩的五星级酒店，也是目前大梅沙片区唯一的五星级酒店。

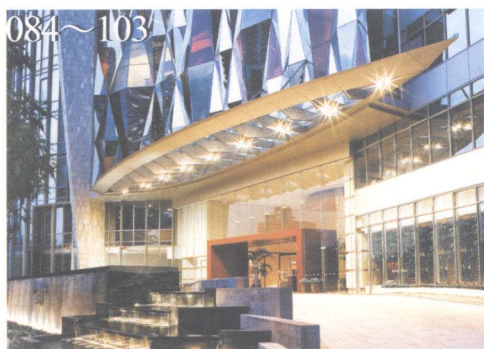
Westin Hotels & Resorts

威斯汀酒店集团

082~121

Westin has more than 127 hotels and resorts in more than 30 countries and regions. The Westin unique facilities and services including Heavenly Bed, Evening Ritual, Heavenly Baby Bed, Westin fitness plan, express service and Westin Kid Club are famous all over the world. It is also the first hotel brand carried out "No Smoking" in the hotel.

威斯汀的酒店及度假村分布在全球 30 多个国家及地区，目前共拥有超过 127 间酒店和度假村。威斯汀的“天梦之床”、“入夜仪式”、“天梦婴儿床”、威斯汀“健身计划”、快捷服务、威斯汀儿童俱乐部等独有的设施和服务蜚声全球。威斯汀是全球第一家实施酒店无烟化的酒店品牌。



084~103

Westin Guangzhou Hotel

广州天誉威斯汀酒店

Westin Guangzhou hotel lies in Tianhe commercial area in core Guangzhou, parallel to Zhongxin Square with a distance of 20 m, it takes 3 minutes to walk to the eastern Guangzhou railway station and the intersection of No.1 and No.3 route of underground to reach anywhere inside or outside the city.

广州天誉威斯汀酒店矗立于广州城市中轴核心天河商业区，与相距 20 米的中信广场比肩而立，从酒店步行 5 分钟即到广州火车东站，邻近地铁一、三号线交汇处，畅达全城。



104~113

The Westin New York at Times Square

纽约时代广场威斯汀酒店

The Westin New York at Times Square lies in Times Square in Manhattan of central New York, which is a famous entertaining center for "Crossroad of the World". In the surrounding area of the square, there are lots of famous buildings including Rockefeller Center, Chrysler Building and GE Building, adding beauty to each other with the 47-floor hotel.

纽约时代广场威斯汀酒店坐落在美国纽约市中心区曼哈顿的时代广场，时代广场是世界闻名的娱乐中心，被誉为“世界十字路口”，广场周边地区有洛克菲尔中心、克莱斯勒大厦、NBC 新闻总部大楼等著名的建筑物，与 47 层的酒店互相辉映。



114~121

The Westin Beijing, Financial Street

北京金融街威斯汀大酒店

The Westin Beijing, Financial Street is the 3rd hotel managed by Starwood Group in Beijing, which is equipped with creative Westin Star services and products, including Evening Ritual, Heavenly bed, Heavenly baby bed, Westin fitness plan, express services, club Westin kid.

北京金融街威斯汀大酒店，是继北京国际俱乐部之后，喜达屋集团在北京管理的第三家酒店，该酒店配备了所有独具创意的威斯汀明星服务和产品，如“入夜仪式”、“天梦之床”、“旅行者神采飞扬计划”、“天梦婴儿床”、威斯汀“健身计划”、快捷服务、威斯汀儿童俱乐部等。

The Ritz-Carlton Hotels & Resorts

丽思卡尔顿酒店集团

122~137

The Ritz-Carlton Hotels & Resorts belongs to Marriott International Group, which is the magnate in global hotel management industry, one of the global top 500 by "Fortune" magazine. Marriott International Group was built in 1927, holding 18 famous hotel brands of different degrees including Marriott, Ritz-Carlton, Renaissance, Courtyard, Residence Inn, Fairfield Inns, to manage more than 2 800 hotels in 67 countries and regions.

丽思卡尔顿酒店集团隶属万豪国际集团。万豪国际集团是全球酒店管理业的巨头，《财富》杂志全球 500 强企业，创建于 1927 年，目前拥有万豪（包括 JW 万豪）、丽思卡尔顿、万丽、万怡、Residence Inn、Fairfield Inns 等 18 个不同档次的著名酒店品牌，在全球 67 个国家和地区管理超过 2800 家酒店。

124~137



The Ritz-Carlton, Moscow

莫斯科丽思卡尔顿酒店

The Ritz-Carlton, Moscow is located in Tverskaya Street, just off the Red Square, next to the Kremlin, in the heart of Moscow's cultural and business district. World-class shopping, theaters and concert halls are within walking distance.

莫斯科丽思卡尔顿酒店位于特维尔街，这里是莫斯科文化和商业的中心区，附近有红场、克里姆林宫、列宁墓、购物中心 GUM、普希金美术馆、圣瓦西里大教堂、俄罗斯大剧院等俄罗斯地标性建筑。距离 Sheremetyevo, Domodedovo, Vnukovo 三个国际机场分别为 35 千米、45 千米、30 千米。

The Mandarin Oriental Hotel Group

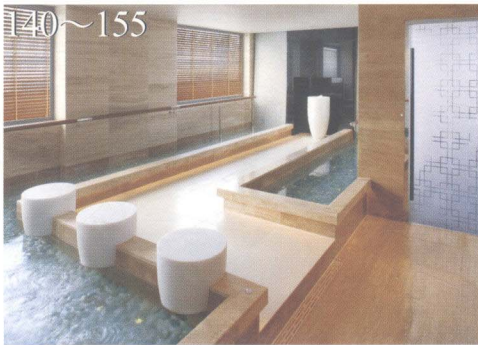
文华东方酒店集团

138~187

The Mandarin Oriental Hotel Group (MOHG) is a hotel management company which is part of Jardine Matheson Holdings Limited and managed by parent company Mandarin Oriental International Limited. The headquarters of the hotel lies in Hongkong, while its name comes from the two flagship hotels-the Mandarin Oriental Hong Kong and the Oriental Bangkok.

文华东方酒店集团隶属世界 500 强企业之一的英国怡和集团，负责经营管理怡和集团所有的酒店业务。文华东方酒店集团总部在香港，集团的名称来自集团发展初期开业的两家旗舰店—香港文华酒店及曼谷东方酒店。

140~155



Mandarin Oriental, Hong Kong

香港文华东方酒店

Mandarin Oriental, Hong Kong is the flagship hotel of Mandarin Oriental group.

香港文华东方酒店是文华东方酒店集团旗下的旗舰酒店。酒店地处中环与大型购物商场、时尚名店及兰桂坊等近在咫尺，地理位置尤为优越。

156~167



The Oriental, Bangkok

曼谷东方酒店

The Oriental, Bangkok is developed from former Oriental Bangkok opened in 1876. In 1974, Jardine Matheson Holdings Limited purchased 49% share of Oriental Bangkok, and renamed it as Mandarin Oriental Bangkok, another flagship hotel of MOHG.

曼谷文华东方酒店前身，是 1876 年开业的曼谷东方酒店。1974 年英国怡和集团收购了曼谷东方酒店 49% 的股权，曼谷东方酒店遂改名为曼谷文华东方酒店，成为文华东方酒店集团的另一旗舰店。

168~187



Mandarin Oriental, Tokyo

东京文华东方酒店

With a superb location on the city's prestigious financial district, Mandarin Oriental, Tokyo brings contemporary luxury to Nihonbashi, the historical and cultural centre of Tokyo commerce. True to its surroundings, the first Mandarin Oriental hotel in Japan dynamically blends the best of architectural splendor of the past and future.

东京文华东方酒店位于东京著名的金融区，它为日本桥这个历史和文化商业中心增添了现代的奢华。为了配合周边环境的风格，酒店融合了新旧建筑的特色和优点。

Hilton Hotels 希尔顿酒店集团

188~201

Hilton Hotels is recognized around the world as one of the largest hotel groups and the first one created franchising hotel model. while it is No. 5 in international hotels in 2006.

美国希尔顿酒店集团是全球最大的酒店集团之一,也是世界上第一个开创酒店委托经营模式的公司。2006 年国际酒店排名中希尔顿位列第五名。

190~201



Yuanyi Hilton in Hefei 合肥元一希尔顿酒店

Yuanyi Hilton in Hefei is the 5th hotel of Hilton Group after Shanghai, Beijing, Chongqing, Sanya, where the unique character and standardized design show the future developing trend of Hilton in China—to build up a hotel preferred by loyal guests of Hilton, modern young people and top class tourists.

合肥元一希尔顿酒店是希尔顿集团继上海、北京、重庆、三亚之后,在中国管理的第 5 家酒店。该酒店独有的个性及标准化的设计,标志着希尔顿品牌在中国未来的发展方向 — 打造成希尔顿忠诚顾客、现代年轻人及高端旅游人士都喜欢的酒店。

InterContinental Hotels Group 洲际酒店集团

202~215

InterContinental Hotels Group PLC of the United Kingdom is the world's largest hotel group by its number of rooms. IHG owns, manages, leases or franchises, through various subsidiaries, over 3 700 hotels and more than 558 000 guest rooms around the world with its headquarters in England. In 2006, IHG came first among international hotels.

洲际酒店集团是全球最大、拥有最多酒店品牌的酒店管理公司,目前在 100 多个国家里拥有、运营及管理着 3700 多家酒店,总客房数超过 55.8 万间。2006 年国际酒店排名中洲际集团位列第一。

204~215



ANA Intercontinental Tokyo 东京全日空洲际酒店

The hotel is developed from the flagship hotel of original famous flight company All Nippon Airways (ANA), ANA Hotel Tokyo. In October 2006, ANA and Intercontinental Hotel Group has built up a hotel group of joint venture, Japanese Intercontinental ANA Hotel Group, planning to rename the 13 hotels belonging to ANA step by step.

本酒店是从原日本知名的航空公司全日本航空公司(全日空)的旗舰酒店 — 东京全日空酒店(ANA Hotel Tokyo)更名而来。2006 年 10 月,全日空与洲际酒店集团成立了合资酒店集团 — 日本洲际全日空酒店集团,并计划对 13 家原全日空旗下酒店逐步更名。

Crowne Plaza Hotels & Resorts 皇冠假日酒店集团

216~253

Crowne Plaza Hotels & Resorts belongs to Intercontinental Hotel Group. It was founded in 1983 as a famous brand of five-star standard distributing in main cities of more than 40 countries, holding more than 270 hotels.

皇冠假日酒店集团隶属洲际酒店集团。皇冠假日创立于 1983 年,是国际五星级标准的著名品牌,目前分布在 40 多个国家的主要门户城市,拥有超过 270 家酒店。

218~235



Crowne Plaza Hotel Estepona-Costa Del Sol

西班牙埃斯德波纳皇冠假日酒店

Crowne Plaza Hotel Estepona-Costa Del Sol lies in the seashore of Atlantic in Andalusia of southern Spain, with lush subtropical garden around it, 500 m away from Costa Del Sol. The coastline of Costa Del Sol, which is one of the six perfect beaches in the world, stretches 250 km long. As one of the four tour destinations in Spain.

埃斯德波纳皇冠假日酒店地处西班牙南部安达卢西亚地区的大西洋海滨，周边环绕着郁郁葱葱的亚热带花园，与“太阳海岸”海滩距离不足500米。“太阳海岸”海岸线断续绵延250公里，是世界六大完美海滩之一，也是西班牙四大旅游区之一。

236~253



Huayu Crowne Plaza, Sanya

三亚华宇皇冠假日酒店

Huayu Crowne Plaza, Sanya is the first property resort aiming at investment. To ensure the return of investment, this hotel chose Intercontinental hotel group who has business on global hotel services doing its anaphase property management.

三亚华宇皇冠假日酒店是亚龙湾首个以投资为目的的产权式度假酒店。为保证投资回报，该酒店选择具有全球酒店服务业务的洲际酒店集团作后期物业管理。

Holiday Inn
Hotels & Resorts

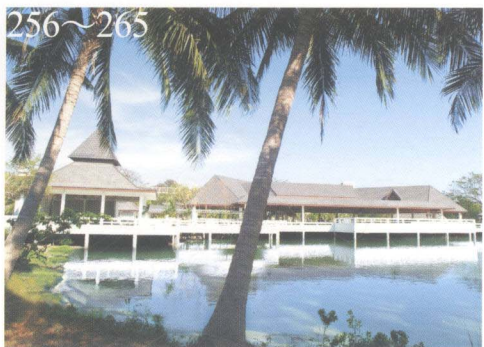
假日酒店集团

254~265

Holiday Inn has been continuously awarded Best Moderate Hotel Brand in Asia Pacific area and Best Moderate Hotel in the World by Business Traveler magazine for 6 years in succession. It is especially stands out in Asia Pacific area, while in China it is the international hotel brand, which develops fastest. In 2006, Holiday Inn has been awarded cultivation award in China Hotel Industry .

假日酒店及度假村连续六年被商旅杂志 (Business Traveller) 授予亚太最佳中档酒店品牌和世界最佳中档酒店称号。假日品牌在亚太地区的发展尤其突出。假日又是在中国发展最快的国际酒店品牌。假日酒店及度假村被评为“2006年中国酒店业拓荒奖”。

256~265



Holiday Inn Resort Regent Beach Cha-Am, Thailand

泰国七岩丽晶海滩假日酒店

Holiday Inn Resort Regent Beach locates in Cha Am, Thailand, which is near to Hua Hin beach and Cha Am beach in east bank of Thailand, both of which is famous for its southern scene of blue sea, beach and coco tree. It is fills with rustic feeling of local Thailand with various water sports facilities all ready to be an excellent holiday spot.

七岩丽晶海滩假日酒店位于泰国七岩市，毗邻 162 000 平方米的花园。邻近泰国东岸的华欣海滩和七岩海滩，都以碧海、沙滩、椰影的南国风光闻名于世，具有泰国本土纯朴的风情，各种水上运动设施齐备，是不可多得的度假胜地。

Others

其他

266~319

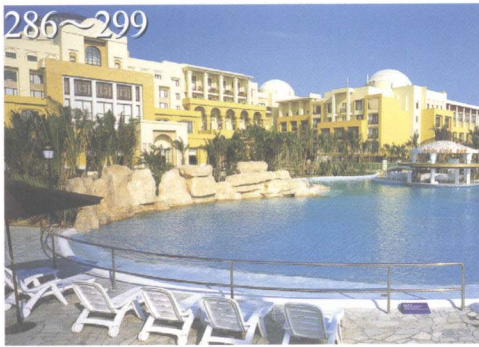


Bulgari Resort Bali

宝格丽巴厘岛豪华度假村

The Bulgari Resort is located near the village of Pecatu and the stunning clifftop site of the Pura Luhur Uluwatu Temple, on the island's far southwestern tip. Uniquely positioned at more than 150 metres above the sea shore, the resort offers unrivalled views across the Indian Ocean.

宝格丽巴厘岛豪华度假村，是意大利宝格丽珠宝集团旗下的酒店。度假村位于全世界最独特、最具异国风情的旅游胜地——巴厘岛西南端的150米高的悬崖上，邻近臂砸独村落（Pecatu）和乌鲁瓦图神庙（Pura Luhur Uluwatu），拥有令人惊叹的景观。



Zhuhai Ocean Spring Hotel

珠海海泉湾大酒店

Zhuhai Ocean Spring Hotel, which locates on both sides of middle axes of Ocean Spring resort in western Zhuhai, is one of the components of Ocean Spring resort. Ocean Spring resort takes oceanic spring as its core element, including holiday hotel, cate-entertaining wharf, theater, theme park, health center and fitness club that make it a top class resort.

珠海海泉湾大酒店坐落于珠海西部海泉湾度假城的中轴线两侧，是海泉湾度假城的组成部分。海泉湾度假城是以海洋温泉为核心元素，由度假酒店、美食娱乐码头、剧院、主题乐园、康体中心、健身俱乐部等七大项目构成的中国顶级度假胜地。

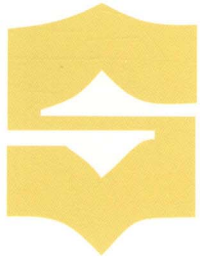


Yalong Bay Mangrove Tree Resort, Sanya

三亚亚龙湾红树林度假酒店

Yalong Bay Mangrove Tree Resort, Sanya is the only Bali style resort with tropic feeling in China at present. This hotel is located in the pristine Yalong Bay National Hotel and Resort District, in the core area of Yalong bay beach.

亚龙湾红树林度假酒店是目前中国唯一的具有巴厘岛热带风情的度假酒店。该酒店位于海南省三亚市亚龙湾国家旅游度假区内，盘踞亚龙湾海滩的中心地带。



SHANGRI-LA

香格里拉

Shangri-La Hotels, the largest deluxe hotel group in Asia, are five-star luxury hotels located in premier city addressing across Asia and the Middle East, with future deluxe hotels underway in North America and Europe. At present, the group has more than 60 hotels, with over 24 000 rooms. There are 2 brands in the group—Shangri-la and Trader hotels. Shangri-la is mainly five-star luxury hotels and resorts with relatively small scale while Trader hotels are four-star hotels with moderate price to form additional advantages to Shangri-la. In 1990s, Shangri-la spreaded quickly in the mainland of China, and from 1996 to 1999, 9 hotels have been built in China in those 4 years. At present, this group has more than 20 hotels in China, with room capacity of 10 000.

Beautiful Legend

Shangri-la gets its name from the famous legendary novel from James Hilton—The Lost Horizon. Shangri-la in reality lies in the common boundary of Yunnan province, Sichuan province and Tibet, where are bright blue sky, beautiful snow mountain, rhododendron all covering the mountain and quiet and mystery Buddhism temple. It is a Utopia full of poem and eclogue. In the novel, Shangri-la is a place with few people and a neverland without earthliness. The people here can throw away meaningless dispute to gain wisdom through meditation and find the ultimate meaning of life.

The 'S' logo, which resembles uniquely Asian architectural forms, suggesting majestic mountains reflected in the waters of a tranquil lake.

CHI: A Classic Approach to Health and Vitality

In 2004, Shangri-la started "CHI" Spa, while in 2006, "CHI" Spa was elected as one of top ten pop Spas in hotels around the world. In Chinese philosophy, CHI is the universal life force that governs well-being and personal vitality. These treatments express the essence of this time-honoured Asian approach to healing.

CHI, the Spa at Shangri-La, embraces a holistic approach to physical and spiritual vitality. Inspired by traditional healing philosophies from China and the Himalayas, these treatments are based upon the principles of restoring balance and harmony to mind and body. Inside CHI, the Spa at the Shangri-La, guests will enjoy an expansive private Spa suite that includes a changing area, Spa shower, bath and steam, and a lounge—a Spa within a Spa exclusively for relaxation and enjoyment. The oils and fragrances used in therapies are customized to guests' personal element signs, which are expressed by their preferences in tastes, colors, and daily living.

Pay Attention to Training

"Super hotel comes from super staff, but not super ornaments". Shangri-la takes staff training as the first mission, a lot of money has been paid on training staff to master professional knowledge and technique. Training is not only the most effective

way to spread its unique culture and service, but also the promise to its staff development. This helps Shangri-la win high praise from craft brothers and become one of the most popular employers. Since the "hospitality" in 1996, "surprising" in 1998, "remedy in time, to win royalty of guests" in 2003, "develop host sense" in 2005, the training of Shangri-la is upgrading with the promotion of service concept.

It is estimated that the accelerated number of hotels in China will cause large increase of staff number. In September 2004, the group set up training center in Langfang, Shenzhen to provide future talents. Soon, this center recruits students from society, and raise hotel-manage course together with Zhongshan University to realize its promise of supporting the development of Chinese hotels.

Important Dates

- 1971 The first Shangri-la hotel opened in Singapore
- 1984 The group rebuilt Hangzhou Hotel which was built in 1956 into a five-star hotel. This is the first Shangri-la in China; it also began the process of its management to hotel with fund in China
- 1987 Beijing Shangri-la opened, as the highest and most luxury five-star hotel in Beijing
- 1989 First Trader hotel—National Trade Hotel opened in Beijing
- 2004 The CHI SPA began. The first hotel with CHI SPA is Bangkok Shangri-la hotel. The management-training center was built in Langfang, Shenzhen and began to work
- 2005 CHI located in China, appearing in Pudong Shangri-la Hotel in Shanghai



总部设在香港的香格里拉酒店集团，是亚洲最大的豪华酒店集团。集团目前在亚洲和中东主要城市拥有多座五星级豪华酒店，在北美和欧洲地区也即将揭幕。集团目前共有 50 多家饭店，全部客房总量超过 24 000 间。集团共拥有两个品牌：香格里拉和商贸饭店。香格里拉主要为五星级的豪华城市和度假酒店，度假酒店的规模相对小些。商贸饭店为四星品牌，价格定位适中，与五星级的饭店形成资源优势互补。20 世纪 90 年代，香格里拉以迅猛的速度开始其在中国内地的拓展行动，1996 年到 1999 年短短 4 年内共在中国开设了 9 家饭店。集团目前在中国已拥有 20 多家饭店，客房量近 10 000 间。

美丽的传说

香格里拉的美名，来自詹姆斯·希尔顿的传奇小说《消失的地平线》。现实中的香格里拉位于滇、川、藏三省区交界处，那里有澄碧的蓝天，远处熠熠生辉的雪山，漫山开放的杜鹃花和神秘幽静的藏传佛教寺院，是一个充满诗意、飘荡着田野牧歌的理想国度。在小说里，香格里拉则是人迹罕至，未被俗世沾染的人间乐土，生活在香格里拉的人可以抛开毫无意义的事世纷争，靠冥想沉思获得智慧，找到生命的终极意义。

香格里拉集团的标志秉承着香格里拉优美名称的深切含意，“S”的造型与亚洲地区特有的建筑外形类似，又宛如宁静的湖面上倒映出雄伟壮观的山脉。

独创“气”品牌 SPA

2004 年，香格里拉推出“气”品牌 SPA，2006 年 4 月，“气”SPA 被福布斯网站评选为全球十大最热门的酒店 SPA 之一。“气”SPA 的独特之处在于以中医“五元论”为基础，融合中国传统养生哲学和喜马拉雅山脉的康复疗法，即利用金、木、水、火、土五种元素的相互平衡，使人体内的阴阳能量协调一致，从而使顾客的身心得到全面释放和休养。

“气”SPA 拥有宽敞、舒适的私人 SPA 套房，提倡“SPA 中的 SPA”的概念。首个“气”SPA 于 2004 年底在曼谷香格里拉大酒店登陆，每间 SPA 套房都有私人浴池、桑拿、蒸气浴、更衣室，以及休闲廊，其花园套房面积达 107 平方米，是曼谷最大的 SPA 套房。每个“气”SPA 套房内都有一个根据喜马拉雅传统格子图案衍生而来的柚木滑动屏风，并使用喜马拉雅艺术品和配件作为饰品，以现代手法诠释了西藏的庙宇风情。

重视内部培训

“卓越的酒店源自卓越的员工，而非绚丽的水晶吊灯或昂贵的地毯。”香格里拉将员工培训奉为集团的首要任务，每年拨出大量经费训练员工掌握专业化的知识、技能。培训除作为传播香格里拉独特文化和服务的最有效途径，也是集团对员工发展所做出的坚实承诺。此举，令香格里拉赢得同业伙伴的极

高赞誉，也成为最受欢迎的雇主之一。自 1996 年推出的反映香格里拉 5 个核心价值的入职培训“香格里拉殷勤好客”，1998 年的“令客人喜出望外”，到 2003 年的“积极补救，赢得客人忠实感”，2005 年的“发扬主人翁精神”以及营销培训计划“明星”，香格里拉的培训随着服务理念的提升而不断更新。

2004 年以后，集团在中国加速增长的饭店数已促使员工数目大幅增长。2004 年 9 月，集团在深圳、廊坊建立香格里拉酒店管理培训中心，作为向香格里拉输送未来人才的渠道，不久该中心面向社会公开招生，而且与中山大学联手推出高素质的酒店管理课程，履行支持中国酒店业发展的承诺。

香格里拉大事记

1971 年—首家香格里拉酒店—新加坡香格里拉大酒店面世。

1984 年—集团注入资本，把 1956 年建成的老饭店杭州饭店改建成五星级酒店。这是香格里拉第一个落户中国的酒店，也正式开始了其在中国内地带资管理酒店的历程。

1987 年—北京香格里拉饭店落成，是当时京城最高、最豪华的五星级饭店。

1989 年—第一家商贸品牌饭店—国贸饭店在北京开业。

2004 年—香格里拉“气”品牌 SPA 问世，第一家开设“气”SPA 的酒店是曼谷香格里拉大酒店。香格里拉酒店管理培训中心在深圳、廊坊建成并交付使用。

2005 年—“气”SPA 登陆中国，首先在上海浦东香格里拉大酒店亮相。

Guangzhou Shangri-la Hotel

广州香格里拉大酒店

Occupied Area: 50 000 m²

Building Area: 21 000 m²

Developer: Shangri-la group

Architecture Design: Guangdong Architectural Design Academe

Landscape Design: Open Space Partnership (HK) Ltd. (DLQ Design (HK) Ltd.)

Location: No1, Huizhan Lu, Haizhu District, Guangzhou

占地面积: 50 000 平方米

建筑面积: 21 000 平方米

开发商: 香格里拉集团

建筑设计: 广东省建筑设计研究院

景观设计: 澳地(香港)有限公司(原帝乐求设计(香港)有限公司)

项目地址: 广州市海珠区会展东路一号