

酒店 + 1

Hotel

佳图文化 主编
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Coastal Resort 滨海度假

国际品牌酒店 / International Brand Hotel

新加坡圣淘沙湾 W 酒店

新酒店 / New Hotel

三亚海棠湾凯宾斯基酒店

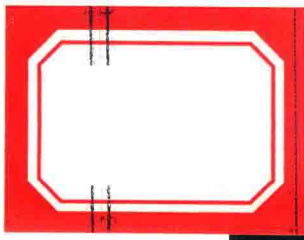
专题 / Special

普吉岛纳卡岛度假酒店

——豪华精选度假胜地

度假酒店 / Resort Hotel

巴尔港瑞吉度假酒店



H酒店⁺ Hotel

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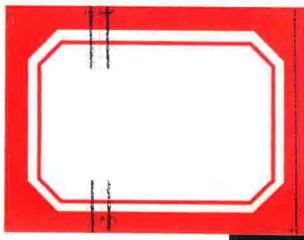
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希尔顿全球亚太地区第 100 家酒店开业



2013 年 5 月 2 日希尔顿全球宣布，其在亚太地区的第 100 家酒店——曼谷素坤逸希尔顿逸林酒店盛大开幕。这家酒店的开业是希尔顿全球在亚太地区重要的里程碑事件。另外，希尔顿全球在亚太地区还有超过 170 家酒店，近 50 000 间客房正在筹备之中，目前的酒店品牌组合也预期会在未来五年内增长三倍。

The 100th Hilton Hotel in the Asia-Pacific Region Opened

On May 2nd, 2013, Hilton Hotels Group announced its 100th hotel in the Asia-Pacific region – DoubleTree by Hilton Hotel Sukhumvit Bangkok was opened. The operation of this hotel is important milestone event of Hilton International in the Asia-Pacific region. In addition, Hilton has more than 170 hotels in the Asia-Pacific region, 50000 rooms are being prepared, and the present hotel brand portfolios are expected to grow three times in the next five years.

洲际酒店集团落户金东 成金华首家五星酒店

4 月 19 日，全球客房拥有量最大的洲际酒店管理集团，正式携旗下皇冠假日酒店签约金华最大的城市综合体——紫金湾。据介绍，洲际集团旗下酒店覆盖 100 多个国家和地区，拥有 65 万间客房，每年客流量超过 1.4 亿人次。入驻紫金湾的洲际皇冠假日酒店，是浙中唯一一家洲际酒店管理集团旗下的五星级酒店品牌。



InterContinental Hotels Group Settled Its First Five-Star Hotel in Jinhua

On April 19th, InterContinental Hotels Group which holds the largest number of guestrooms officially carried its Crowne Plaza Hotel to sign the largest city complex in Jinhua – Zijin bay. According to its introduction, InterContinental Hotels Group spreads its hotels in more than 100 countries and regions, with 650,000 guestrooms and guest flow of over 140,000,000 every year. The Crowne Plaza Hotel is the only five-star hotel brand of Intercontinental Hotels Group in Zijin Bay.

卡尔森旗下丽笙五星级酒店签约郑州天地湾



汉唐墅院天地湾，立足全球视野，斥资近 8 亿元倾力打造天地湾丽笙五星级国际酒店，由美国卡尔森环球酒店运营，于 4 月 26 日正式签约，改变了郑州北区没有五星级酒店的历史。天地湾将全能配套与郊区静谧完美结合，打造真正的高尚人

居；以五星酒店、大型商业、优质教育全能配套，打造北区墅院生活中心；

以核聚一城巅峰的墅区生活，革新北区墅院格局。

The Five-Star Radisson Blu Hotel of Carlson Settled in Zhengzhou Tiandi Bay

Hantang Villas Tiandi Bay is based on the global vision and spends nearly 800,000,000 Yuan to build the five-star Radisson Blu Tiandi Hotel which is operated by Carlson Hotels Worldwide; Radisson Blu Tiandi Hotel made an official sign on April 26th, which changed the history of Zhengzhou without a five-star hotel. Tiandi Bay perfectly combines its all-round supporting facilities with the quiet suburban area to create the indeed noble living environment. Five-star hotels, large commercial facility and high-quality education build the north villa community into a living center. Villa community concentrated in one city brings the North villa community pattern a new layout.

“中国的马尔代夫”云品酒店在云和正式开业

4 月 27 日，由宋城集团重金打造的云品酒店，在丽水云和 1929 高原旅游度假区正式开业。酒店群以孤岛的形式凌水而建，宛若镶嵌在万顷碧波上的宝石，每间客房均以马尔代夫的总统套房样板精心设计，造价高达 600 万元，为目前世界上单间投资最高。云品酒店以其个性化的主题定位，独一无二的山水大观以及颠覆传统的酒店概念，与世界顶尖知名酒店接轨，将提升丽水旅游整体品质，开启度假型酒店新模式。



“Chinese Maldives” Yunpin Hotel opened in Yunhe

On April 27th, Yunpin Hotel, supported by Songcheng Group, was opened in Lishui Yunhe 1929 Plateau Tourism Resort. The hotel group is built along the water as an independent island, like a jewel set in the vast water surface; all rooms are designed with the standard of Maldives president suite with a cost up to 6,000,000 Yuan, which is currently the world's highest investment on single room. Yunpin Hotel has its personalized theme position, unique landscapes and anti-traditional hotel concept and perfectly integrates with the world top well-known hotels to will enhance the overall quality of Lishui tourism and open a new mode of holiday hotel.

三亚海棠湾民生威斯汀度假酒店 7 月开业



三亚海棠湾民生威斯汀度假酒店作为喜达屋酒店与度假村国际集团旗下威斯汀品牌中国大陆首家海滨度假酒店将于 2013 年 7 月隆重登场。据了解，由三亚民生旅业有限责任公司投资并打造的这家五星级酒店位于三亚海棠

湾，紧邻即将开业的中国第一大免税购物商城。酒店共设有 452 间舒适客房、套房与别墅，每一间配备超大观景阳台。此外，该酒店还拥有独立的会议与多功能空间总面积达 2 000 m² 以上，包括豪华宴会厅与户外草坪。

Westin Sanya Haitang Bay Resort is to open in July

Westin Sanya Haitang Bay Resort, possessed by the Starwood Hotels and the International Resorts Wenstin brand, as well as the first Seaside Resort in China mainland, is to open in July, 2013. Invested and built by Sanya Minsheng Tourism Industry Co., Ltd., this five-star hotel is located in Sanya Haitang Bay, adjacent to the largest duty-free shopping mall in China. The hotel has 452 comfortable guestrooms, suites and villas, and each is equipped with super viewing balcony. In addition, the hotel also has an independent meeting room and functional space with a total area of more than 2,000 m², including luxury banquet halls and outdoor lawn.

青海将增 9 家五星级宾馆

随着青海知名度的不断提升，来青海旅游的外地人越来越多，“十二五”期间青海全省旅游将实现倍增目标，星级宾馆建设是实现倍增的重要内容之一。2013 年，青海省新建、续建的四星级以上宾馆达 28 家，其中五星级 9 家。



Qinghai to Add 9 Five-Star Hotels

With the increasing popularity of Qinghai, more and more foreigners come there for tourism; during the period of “Twelfth Five-Year Plan” in Qinghai will achieve double goals on the tourism industry, and the construction of star-level hotels is one of the important multiplication contents to realize. In 2013, Qinghai has 28 new-built or continued hotels above four-star, of which there are 9 five-star ones.

美爵荣获年度最受喜爱国际五星级酒店品牌



全球领先的国际酒店集团及亚太地区最大的酒店运营商——雅高集团近日宣布，在中国旅游品牌总评榜上，美爵这一专为中国市场量身打造的高档品牌被评为“年度最受喜爱国际五星级酒店品牌”。中国旅游品牌总评榜由中国城市第一媒体旅游联盟主办，该联盟的成员是来自全国各地的多家主流平面媒体，通过独立、谨慎和公正的评判，评选出中国旅游行业内最具活力的航空公司、酒店运营商、旅行社和旅游局。

Grand Mercure Was Awarded the Most Popular International Five-Star Hotel Brand

The world's leading international hotel group and the largest hotel operator in Asia-Pacific region – Accor recently announced that on the Chinese Tourism Brand Billboard, Grand Mercure, a high-end brand specifically tailored for the Chinese market, was named “most popular International Five-Star Hotel Brand”. Chinese Tourism Brand Billboard is sponsored by the China City First Media Tourism Alliance; the alliance members come from many main print medias all over the country, through independent, prudent and fair judgment, they will make a selection of the most vigorous airline company, hotel operator, travel bureau and tourism bureau in Chinese tourism industry.

2013 年度英国最佳精品酒店设计

伦敦里程碑酒店，这所被《Condé Nast Traveler》杂志誉为 2013 年度英国最佳酒店的精品酒店，古典奢华，位于一座已被列为英国二级保护建筑的维多利亚宅邸内。酒店的每一个房间，豪华客房、奢华套房以及常住公寓，都经过



精心的装饰布置。在色调丰富饱满的房间内，布满了定制的纺织品、古董家具和数量众多的艺术珍品。每一个房间都被赋予与众不同的主题风格，从艾伯特亲王到绅士俱乐部，从玛格丽特公主、马蒂斯与亨利·伍德，从摄政王到白金汉宫，犹如小型的英国历史博物馆。

The Best British Boutique Hotel Design in 2013

Milestone Hotel Kensington in London is named the annually Best British Boutique Hotel in 2013 by “Condé Nast Traveler”; it is classic and luxury, located in a Vitoria block that is listed as the two levels of protection of architecture. Every room, deluxe guestroom, luxury suites and resident apartments have been decorated meticulously. In the colorful room, there are many customized textiles, antique furniture and art treasures. Every room is given a subject style out of the ordinary, such as Prince Albert, gentleman's club, Princess Margaret, Matisse, Henry•Wood, Princeregent and Buckingham Palace, which just look like a small British history museum.

万豪国际一季度利润增长 31%



酒店行业指标股万豪国际 (MAR) 一季度利润增长了 31%，期间每可用酒店营收与客房价格继续强劲增长。万豪一季度盈利 1.36 亿美元，合每股收益 43 美分，去年同期盈利 1.04 亿美元，合每股收益 30 美分。营收增长了 23%，至 31.4 亿美元，好于汤

森路透调查的分析师的 28.1 亿美元预期。万豪预计二季度每股收益可达 55 至 59 美分，分析师的预期为 55 美分。该公司还将全年每股收益预期上调了 3 美分，至 1.93 至 2.08 美元。该股盘后上涨了 1.1%，至 42.95 美元。该股今年迄今已上涨 14%。

Marriott International First- Quarter Profit up by 31%

Marriott International Inc.'s (MAR) first-quarter earnings climbed 31% as the hotel industry bellwether continued to record stronger revenue per available room and higher average daily rates. Overall, Marriott reported a profit of \$136 million, or 43 cents a share, up from \$104 million, or 30 cents a share, a year earlier. Revenue jumped 23% to \$3.14 billion, topping the \$2.81 billion estimate from analysts polled by Thomson Reuters. In the second quarter, Marriott also predicted earnings of 55 cents to 59 cents a share, while analysts projected 55 cents. The company also raised its full-year earnings view by three cents to a range of \$1.93 to \$2.08 a share. Shares were up 1.1% to \$42.95 after hours. The stock is up 14% since the start of the year.

随着竞争的加剧，同类型同星级酒店硬件日益接近，其产品的同质化日益增强，而品牌则是跨越这一障碍的撑杆。一件产品可以被竞争对手模仿，但品牌则是独一无二的，成功的品牌是持久的。因此，酒店要强化品牌个性来体现差异，突出竞争优势。中国本土的酒店管理公司也以各种方式在拓展自己的酒店品牌。理论界对于酒店品牌的研究由来已久，而酒店设计与品牌管理的关系问题则是其中颇具专业性的话题。



探究品牌化背景下的酒店设计

美国营销学家菲利普·科特勒认为品牌是一个名字、称谓、符号或设计，或是上述的总和，其目的是要使自己的产品或服务有别于其他竞争者。由于酒店产品与服务“不可触摸性”的特点，酒店品牌在市场营销中的作用越来越明显。经常旅行的人都会选择自己了解的和适合自己的酒店进行消费。这也是世界上品牌酒店所占比例越来越高的原因所在。

高速发展的中国酒店业，品牌已成为旅游者选择酒店的重要依据之一。如今，世界排名前10位的国际酒店管理公司均已进入中国市场，已有40多家国际酒店管理公司的60多个酒店品牌亮相中国，管理着500家以上的酒店，其增长势头依然强劲。

酒店品牌内涵与设计的兴起

酒店品牌有时代表了一个企业（集团）所属的所有酒店，有时只是其中之一。这里有两种情况：一是按照现代市场的操作模式，一个企业可以通过投资收购另一家企业，同时保留被收购的品牌；二是为了做不同的消费市场，在一个大的品牌下，开发出不同的酒店品牌以适应不同的顾客。

譬如人们熟悉的万豪国际酒店集团 (Marriott) 其旗下就拥有万豪 (Marriott)、万丽 (Renaissance) 等10多个品牌，分别代表了不同的酒店概念。

酒店设计的形式始于20世纪80年代中期，源于世界著名设计师 Philippe

Starck，他可以将牙刷变成艺术品，将电视变成玩具，其设计领域涉及建筑设计、工业设计、包装设计等，设计的产品从家具、灯具、高科技日用品，到服装、箱包、食品、汽车，应有尽有。其设计理念是：将一种文化概念的美丽升华为人文概念的美好。对环境和人文的尊重是 Philippe Starck 的重要风格。法国总统密特朗曾请他设计过爱丽舍宫的内部，在日本设计的一系列风格独特的建筑使他成为表现主义建筑的代表还有巴黎高级艺术学院、波尔多机场控制塔等也都是他的杰作。

1990年，酒店业怪杰 Ian Schrager 请 Philippe Starck 为纽约的派拉蒙酒店 (Paramount Hotel) 进行全面设计，由大堂的桌椅到房间的床柜到浴室牙刷，里里外外，全都出自 Starck 的手笔。客人住在派拉蒙酒店，就像住在 Starck 的设计产品陈列室一样。Starck 的名气加上其风格独特的设计使派拉蒙酒店成为世界顶级的经典设计酒店。

寻求品牌与地域特征之间的平衡点

酒店设计是一门社会科学，对酒店建设及营运成本高低、投资与经营成功与否关系十分重大。由于一些投资者、设计者不重视，或不懂酒店的规划与设计，致使酒店设计中存在很多问题。

在酒店业发达国家，当一个新酒店项目启动之时，相关的机构包括业主、投资人、管理公司、设计单位等，都是同时进入的。实践证明这样的方式对酒

当一个新酒店项目启动之时，业主、投资人、管理公司、设计单位等同时进入。实践证明这样的方式对酒店建设和经营十分重要，也是最理想的。设计者可以减少盲目设计，从而有更多的精力放在酒店品味和个性的营造上。

酒店建设和经营十分重要，也是最理想的。其益处在于：对业主、投资人而言，可以避免重复施工带来的经济损失；对管理公司而言是强化了品牌，便于日后有效的管理和经营；对设计单位（设计者）而言则是减少盲目设计，从而有更多的精力放在酒店品味和个性的营造上。

业主、投资人投资酒店，选择合适的品牌和酒店管理公司是与其自身条件、前期调研分不开的：品牌公司的扩展通常与其战略布局是一致的；设计师则必须在两者之间寻找平衡点，将品牌特征与地域特点有机的结合起来。而酒店概念规划要严格满足有关的法律法规、合理经济的满足酒店特定的经营需求、充分体现酒店的定位理念、将酒店的个性和周边的环境有机的融合。必须认识到酒店在经营过程中其形态和功能的不可变更性，及规划设计是影响酒店价值的重要因素。所以一般酒店设计公司都构架了具有国际视角、丰富的项目经验、多专业交叉的酒店概念规划设计顾问团队，将充分协调酒店管理和酒店设计之间的需要关系，前瞻性的策划拟建项目的概念规划方案。

酒店设计突出品牌文化传承

酒店设计不同于单纯的工业与民用建筑设计和规划，是包括酒店整体规划、单体建筑设计、室内装饰设计、酒店形象识别、酒店设备和用品顾问、酒店发展趋势研究等工作内容在内的专业体系。酒店设计的目的是为投资者和经营者实现持久利润服务，要实现经营利润，就需要通过满足客人的需求来实现。由于认识的局限，设计师常常将酒店看作是一个类型，而忽略消费者的差异和不同的酒店管理体系。对酒店品牌的认识可以帮助其深入和全面的理解酒店设计的本质特征和内在规律。

建筑是艺术，品牌酒店更因其形成过程所积淀的人文历史经典而展示无限的魅力。著名的凯悦(Hyatt)品牌开始并没有影响力，直到1967年凯悦在美国亚特兰大的新酒店开业，才使其名声大噪。这座由约翰·波特曼设计的宏伟建筑包含了一个庞大的中庭、透明的观光电梯和顶层的旋转餐厅，日后，这些都成为凯悦旗下的著名品牌君悦酒店的标志性设计，也成为其他酒店效仿的样本。如今走在世界各地的凯悦酒店，人们都能感受到这一品牌对建筑、对酒店环境的独特追求，因此也把它看作是凯悦的文化传承。君悦酒店除了它的独特设计还展示了它的豪华，如采用大理石和高档玻璃，以及颇具特色的照明等。

万豪酒店在视觉上更强调地域文化。在世界各地，它都能将当地的文化很好地融入自己的设计之中。在功能上则显示了它的细致入微，如为客人提供最大可能的舒适度，酒店功能布局的最大合理化，客房数量与公共区域的比例适当，酒店的流程合理化，为了适应更多的商务客人，不作过多的装饰。里兹·卡尔顿(RitzCarlton)酒店趋于传统，他们更多采用了木制品、座椅、沙发和老式花纹地毯，尽可能给人以舒适典雅的感觉，摆设也是具有历史内涵的物品。

香格里拉酒店的设计一向以清新的园林美景、富有浓厚亚洲文化气息的大堂特征闻名于世。香格里拉酒店大量分布于东亚和东南亚，即使开设在世界其他地区也有着同样的特点。与其类似的另一品牌是东方文华酒店集团。

一些著名的设计公司在承担酒店设计项目中除了保持自己独有传统的设计模式、设施特点外。更尊重所在国家地区的风土人情、人文历史，满足公众和旅游者的需要。酒店设计“地域化”的趋势对于全面理解品牌与设计的关系具有重要意义。

设计必须显示品牌特征

对于经常出入世界著名酒店的旅行者，往往不用提示就能猜出眼前酒店大致属于哪个品牌或类似酒店，原因就在于酒店的设计已经体现了它的管理模式、经营方式、接待礼仪等。当今酒店业品牌转换的情况时常发生，有时一家酒店刚开业不久就因为某种因素而转到另一品牌名下，装潢虽然很新，并处在同一等级，但接手的品牌公司还是会对它进行装修改造，或者至少进行重新布局。问题就在于不同酒店品牌的管理模式和经营理念存在差异。

20世纪90年代，在美国康涅狄克州的斯坦福，威斯汀酒店在接替经营才两个月遇到问题的TRUSTHOUSE FORTE饭店后，提出以贷款方花200万美元改造大堂的条件接受管理合同，所用的钱将按经营损失来处理。问题就在于原饭店离威斯汀的标准差得很远。而威斯汀品牌是强调有形装置和高质量服务的。除了这些不足外，威斯汀热衷于追求新奇。威斯汀在签定管理合同前自己进行了可行性研究，预期性规划描绘了美好的前景。

对于威斯汀这个品牌，现在无论是在北京或是在上海，都能感受到类似的理念。20世纪末，上海先后有太平洋威斯汀变为太平洋喜来登酒店。波特曼香格里拉变为波特曼里嘉酒店。为此，两家酒店都进行了大量的装修和内部调整，以适应各自的品牌特征。

消费群体决定酒店设计方向

消费群体决定了酒店设计的方向。比如旅游胜地的度假型酒店，在设计上主要是针对不同层次的旅游者，为其提供休息、餐饮和借以消除疲劳的健身康乐的现代生活场所。商务酒店一般具有良好的通讯条件，具备大型会议厅和宴会厅。以满足客人签约、会议、社交、宴请等商务需要。经济型酒店基本以客房为主，没有过多的公共经营区，实用大方。

每一酒店品牌都有明确的消费群体定位，如同属于喜达屋国际酒店集团(Starwood)的圣·瑞吉斯(St. Regis)i酒店是世界上最高档饭店的标志，代表着绝对私人的高水准服务。威斯汀(Westin)在酒店行业中一直位于领先者和创新者行列，它分布于重要的商业区，每一家饭店的建筑风格和内部陈设都别具特色。至尊精选(The Luxury Collection)是为上层客人提供独出心裁服务的饭店和度假村的独特组合，如华丽的装饰、壮观的摆设、先进的便利用具和设施等。W饭店(W Hotel)针对商务客人的特点对服务设施和服务方式、内容上有全新的设计。

酒店设计“地域化”的趋势对于全面理解品牌与设计的关系具有重要意义。酒店设计必须尊重所在国家地区的风土人情、人文历史，满足公众和旅游者的需要。

As competition intensifies, the facilities and equipment of the same star-rated hotel of the same type are becoming more and more similar. However, brand is an exception. A product can be imitated by competitors, but the brand is unique and a successful brand is long-lasting. Therefore, hotels have to strengthen the brand personality to reflect differences and highlight the competitive advantages. China's domestic management company should expand their own hotel brand in various ways. Theoretical cycle got researches on hotel brand for a very long time, and the relationship between hotel design and brand management is one of the most professional topics.

Explore the Hotel Design in a Branding Context

American marketing master Philip Kotler believes that brand is a name, a title, a symbol or a design, or to sum it up, its purpose is to make their own products or services that are different from those of other competitors. Due to the "can't be touched" characteristic of hotel products and services, hotel brand plays a more and more important role in marketing management. Frequent travelers always choose the hotel they understand and the hotel that suits them, that's also the reason why the world's brand hotels is in a growing percentage.

In the fast-developing Chinese hotel industry, the brand has become one of the most important elements for tourists to make their decisions. Today, there are more than 500 hotels of 60+ hotel brands under the management of more than 40 international hotel management companies in China, still having strong growth momentum.

The Rise of Hotel Brand Connotation and Design

Hotel brand sometimes represents all the hotels of an Enterprise (Group), and sometimes just one of them. There are two situations: first, in accordance with the operation mode of the modern market, an enterprise can

buy another enterprise by investing, while retaining the original brand; second, in order to develop different markets, different hotel brands are established under a big brand to suit different customers.

For example the well-known Marriott Group owns more than 10 brands like Marriott and Renaissance, etc. which represent different hotel concepts.

The form of hotel design began in the mid-1980s, from the world-renowned designer Phillippe Starck, who can turn toothbrush into artwork and TV into toy, and he involves in architecture design, industrial design and packaging design, etc. The products he designed include furniture, lamps, high-tech daily necessities, clothing, bags, food, cars, everything. His design philosophy is: We have to replace beauty, which is a cultural concept, with goodness, which is a humanist concept. Respect for the environment and human is the important style of Phillippe Starck. French President Francois Mitterrand had asked him to design the interior of the Elysee Palace. A series of unique architectural style designed in Japan made him a representative of the expressionist architecture. In addition, Collège de Paris and Bordeaux Airport Control Tower are also his masterpieces.



In 1990, Phillippe Starck was invited by entrepreneur Ian Schrager to redesign the Paramount Hotel. From tables & chair in the lobby to cabinets to the toothbrush in the bathroom, inside and out, all of them are designed by Phillippe Starck. Staying at the Paramount Hotel is just like living in Starck's showroom. His fame and unique design style made Paramount Hotel the world's top design hotel.

Seeking Balance between Brand and Regional Feature

Hotel design as a subject of social science, matters to the cost of hotel construction and operation, the success of investment and operation. A large number of problems could be found in hotel design owing to investors and designers' disrespect or ignorance of hotel planning and design.

In countries with developed hotel industry, relative parties simultaneously participate in a hotel project in the starting stage, including proprietors, investors, management companies and design studios etc, which has been proved to be the most significant and ideal way for hotel construction and operation with benefits as following: to proprietors and investors, it could avoid economic losses due to repeated construction; to management companies, it strengthens the brands, facilitating the effective management and operation of future; to design studios(designers), it could reduce blind design and focus more on the construction of hotel taste and individuality.

Proprietors and investors' decision on hotel investment, hotel brand

Relative parties simultaneously participate in a hotel project in the starting stage, including proprietors, investors, management companies and design studios etc, which has been proved to be the most significant and ideal way for hotel construction and operation. It will reduce designers' blind design and focus more on the construction of hotel taste and individuality.

and management companies is related to their self conditions and the prophase investigation; the expansion of brands is normally consistent with the strategic layout; designers are required to seek the balance point between both, and to organically connect the brand characteristic to regional features. Hotel conceptual planning is expected to strictly satisfy requirements of relevant laws and regulations, reasonably and economically meet hotel-specific operating demands, fully reflect the orientation concept of hotel, and integrate the hotel individuality with surrounding environment. It is significant to see the non-alterability of form and function in hotel operation, and planning design as the essential factor of hotel value. Thus hotel design companies are generally qualified for their international perspective, rich project experience, multi- interdisciplinary consultant teams of hotel conceptual planning

The trend of localization in hotel design is significant for comprehensive understanding of the relation between brand and design. Hotel design shall pay respect for the national and regional customs, culture and history, satisfying the demands of public and visitors.

and design. They will coordinate the demand relation between hotel management and hotel design, and present conceptual planning of the proposed project with forward looking.

Hotel Design Highlighting Brand Culture Transmission

Different from planning and design of industrial and civil architectures, hotel design is a professional system composed of overall planning, design of unit building, interior design, hotel image design, consultant on hotel equipments and supplies, study of hotel development trend etc. Hotel design aims at bringing lasting profit to investors and proprietors, and it is realized through meeting the needs of customers. Some designers view hotel as a single type in disregard of customer diversity and different management systems, due to limit of understanding. The realization of hotel brand will help them further and

comprehensively understand the essential characteristics and inherent law of hotel design.

Architecture is an art and hotel shows its infinite charming from the humane and historical classicism accumulated during its establishment. The renowned brand Hyatt was not eminent until the opening of its new hotel in Atlanta, USA in 1967. The grand building designed by John Portman contains a large atrium, transparent sightseeing elevators and revolving restaurant on the top floor, all of which becomes the iconic design of Grand Hyatt hotels as well as the imitation sample of other hotels afterwards. Hyatt hotels all around the world reflect their unique pursuit of architectures and hotel environments, which could be viewed as the cultural transmission of Hyatt. Grand Hyatt hotels show not only their unique design but also their luxury, like marble, upscale glass and distinctive lighting etc.

Marriott hotels pay more attention to regional culture in sense of vision. They are successful in the integration of regional culture in their design. They functionally show their minute and delicate service, i.e. offering customers the best comfort as they can: maximum rationalization of hotel functional layout, appropriate ratio between guest room quantity and public area, rational process and no excessive decoration to service more business guests. Ritz Carlton hotels tend to be traditional, using woodworks, chairs, sofa and carpets in vintage pattern to provide comfortable and elegant sense. Their furnishings are with historical connotation.

