

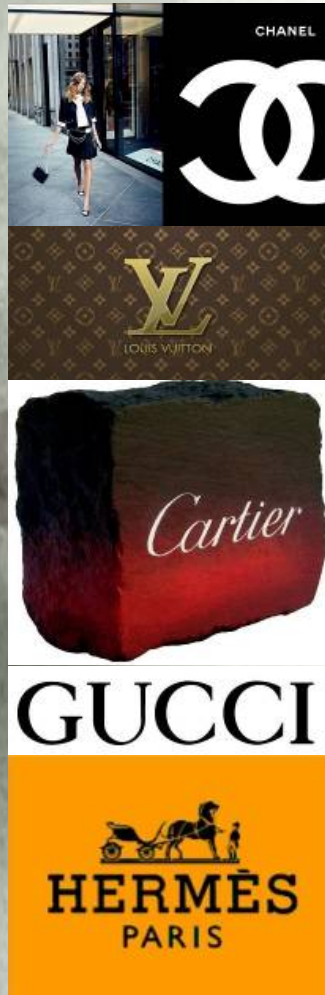
World Class Hotel,
Resort and Spa
Principles
and
Overview of
Development in China

世界经典酒店，度假胜地，水疗中心设计
准则
及在中国的发展远景

***From luxury goods to luxury experiences.....
Consumption of “Luxury Services” are growing faster than Luxury Goods, saying they are spending more on “Experiences” rather than goods.***

从奢侈品到奢华的体验.....

奢侈品的服务消费增长比奢侈品还要快，据说他们在体验上的花费比奢侈品还要多。



A SENSE OF LUXURY 品味奢华



FASHION 时尚



CARS 汽车



POSSESSIONS 资产



OR THE LUXURY EXPERIENCE 奢华体验

LUXURY EXPERIENCE 奢华体验



THE LUXURY OF TIME 奢华时光



THE LUXURY OF PLACE 奢华境地

CREATE A SPECIAL
EXPERIENCE TO
CELEBRATE LIFE'S
ACHEIVEMENTS

体验奢华之旅，
成就美好人生



THE LUXURY OF FAMILY 居家奢华



THE LUXURY OF ESCAPING 世外桃源



The demand of “Experienced Based Activities” such as hotels, spas, wellness retreats and travel are expected to continue to grow in line with the

“Increased Disposable Income”

and

“Increased Leisure Time”,

so many investors and developers are making strategies to capture this market opportunity.

Because of China’s:

“Diversity”,
“Unique Cultural” and
“Natural Environments”,

the emerging resort destinations shall increase in demand.

基于“可支配收入增加”和“闲暇时间的增加”有着“丰富活动体验”的酒店、水疗中心、健康会所和旅游有望继续增长，因此很多的投资者和开发商正在制定战略，捕获这个市场的机遇。

由于中国多样又独特的文化和自然环境，新兴的度假目的地将增加需求。

ECONOMIC OVERVIEW

经济综述

It's all about economics.....

China is expected to register a GDP growth of 8.5% in 2011 and 9.0% in 2012, with the Consumer Price Index (CPI) also growing by 5.5% and 3.0% respectively. It is predicted that China will be the world's largest economy by 2020, and that the country will contribute 23% of global GDP by 2030.

这都是关于经济.....

中国有望实现GDP（国内生产总值）在2011年增长8.5%和2012年增长9.0%，随着消费者价格指数(CPI)同样分别增长5.5%和3.0%。可以预计到2020年中国将是世界上最大的经济体，到2030年这个国家将贡献全球GDP的23%。

There are 56 million "outbound" China travelers today, and that number is expected to grow to 100 million within 10 years. Not only is China is expected to surpass US business travel by 2015, but the Asia region is expected to account for more than 41% of the worldwide growth in outbound travel and tourism over the next decade. "Inbound", China is the world's third-largest tourism destination, according to the United Nations Tourism Organization.

今天中国的“出境游”旅游者有5600万，而且这个数字有望在十年里增加到1亿。不仅是中国有望在2015年超过美国的商务旅游，在未来十年，亚洲地区在出境游和旅游方面有望占全球增长的41%之多。根据联合国旅游组织统计，中国是世界的第三大“境内游”旅游胜地。

Given the robust economic growth of China, hotel leaders are positive about the growth of the hotel industry and that 2011 will be a record year for hotels and resorts in the country. The Chinese domestic market, powered by the increasing affluence of the middle class, will continue to drive demand at hotels. The MICE market is identified to be a key market segment moving forward.

考虑到中国强劲的经济增长，酒店领导者对酒店业的增长是肯定的。2011年将是这个国家的酒店和度假胜地的最高记录年。中国国内市场，受到中产阶级不断增加的影响，将继续驱动酒店的需求。会展旅游市场被认为是一个有前景的关键市场。

New hotel developments in China account for about 56% of the 334, 586 new hotel rooms to enter Asia in the next 3 to 4 years, and that hotel room inventory in China will increase by about 16% over this period.

在中国新的酒店发展在334,586家，新酒店房间占大约56%将，会在未来3到4年进入亚洲，在中国酒店房间的库存将在这个阶段增长大约16%。

China is now the world's second largest economy and the primary force in driving current global lodging development growth. At the end of Q4, China had the second largest Total Pipeline of any country at 1,182 projects with 323,194 rooms. For the second consecutive quarter, China led the world in Construction Starts, with 139 projects/25,498 rooms in Q4. Also, for the first time ever, the country exceeded the United States in New Project Announcements (NPAs) into the Pipeline, with 155 projects/30,191 rooms.

中国现在是第二大经济体，是驱动目前全球出租住房发展增长的主要力量。到了第四季度末，中国有1,182个项目，323,194间房间，总和管道占任何国家的第二大。在连续的第二季度，中国领导世界在建筑方面破土动工，在第四季度有139个项目，25,498间房间。同样，有史以来第一次我国在新项目声明(NPAs)中超过了美国，进入正规，具有155个项目，30,191间房间。

As an example; IHG reported the strongest growth in their mid-scale brand – Holiday Inn Express, and revealed plans to launch a new product to be specially designed for the Chinese market. Extensive research has been conducted on domestic consumer preferences, and the new product will be launched soon.

作为一个例子，IHG报告了在中期规模品牌中最强劲增长的快捷假日酒店，透露了计划启动一个新产品，特别设计给中国市场。并执行了关于国内消费者偏好的粗放地调研，不久这个新产品就将启动。



Boutique resort developers such as Banyan Tree will continue to grow in tier 2 and 3 cities that are close to target scenic locations with unique characteristics, it has already positioned itself as a leading luxury resort with locations in LiJiang, Ringha, Sanya and Hang Zhou and operates a spa in Shanghai.

精品店度假胜地开发者，例如印度榕树将继续在二线和三线城市发展，（这些城市）以独特的特点靠近目标景点，它已经定位自己为一个领先的奢侈度假胜地，地点在漓江，三亚和杭州，在上海运营一个水疗中心。



Six Senses Resorts and Spas is also targeting China that will built the first China Resort in Qing Cheng Mountain, in Chengdu, Sichuan a UNESCO World Cultural and Natural Heritage Site with the concept to embrace Taoist and Chinese architecture and design principles to blend with the local terrain and complement that natural landscape.

第六感度假胜地和水疗中心也瞄准中国，将在四川省成都市青城山，一个联合国教科文组织和文化遗产地建第一座中国度假胜地，以涵盖到家和中国建筑的设计精髓，又融入本土的概念，弥补自然景观的不足。

RESORT AND HOTEL DEVELOPMENT TEAM

度假胜地和酒店开发团队

GOVERNMENTAL LIAISON

政府组织联络处

HOTEL CONSULTANT

酒店顾问

CLIENT

客户

- VISION
- RESOURCES
- EXPERIENCE
- GOVERNMENT PARTNERSHIP
- INVESTORS

- 目的
- 资源
- 经验
- 政府合伙制
- 投资者

- FEASIBILITY STUDY
- DEVELOPMENT BUSINESS PLAN
- MARKETING RESEARCH, ASSESSMENT AND ANALYSIS
- CAPITAL INVESTMENT PROJECTIONS
- CAPITAL AND INVESTMENT STRATAGY
- FINANCIAL PROJECTIONS
- POSITIONING STRATAGY
- BRAND IDENTIFICATION AND OPERATOR SELECTION

- 可行性研究
- 开发业务计划
- 营销调研，评估和分析
- 资本投资推测
- 资本和投资战略
- 财务推测
- 定位战略
- 品牌鉴定和运营商选择

HOTEL DESIGN CONSULTANTS:

酒店设计顾问:

RESORT, HOTEL, SPA MANAGEMENT OPERATOR

度假胜地，酒店，温泉浴场管理操作员

- PLANNING,
- LANDSCAPE ARCHITECTURE
- ARCHITECTURE,
- INTERIOR DESIGN
- FF&E,
- ENGINEERING,
- STRUCTURE,
- MPE,
- KITCHEN EQUIPMENT
- LAUNDRY EQUIPMENT
- ACUSTIC
- LIGHTING

- 规划,
- 景观建筑
- 建筑学
- 内部设计
- 软装
- 工程
- 结构
- 多协议封装
- 厨房设备
- 洗衣房设备
- 原声乐器
- 照明

- BRAND
- SERVICE
- QUALITY
- IMAGE
- DAY TO DAY OPERATIONS

- 品牌
- 服务
- 质量
- 印象
- 日常运营

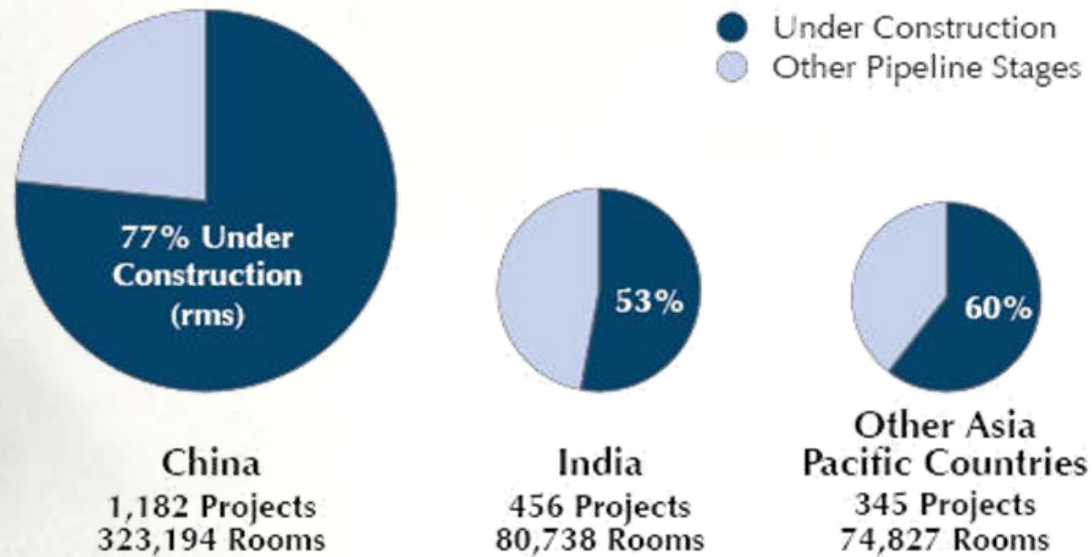
CONTRACTOR

承包人

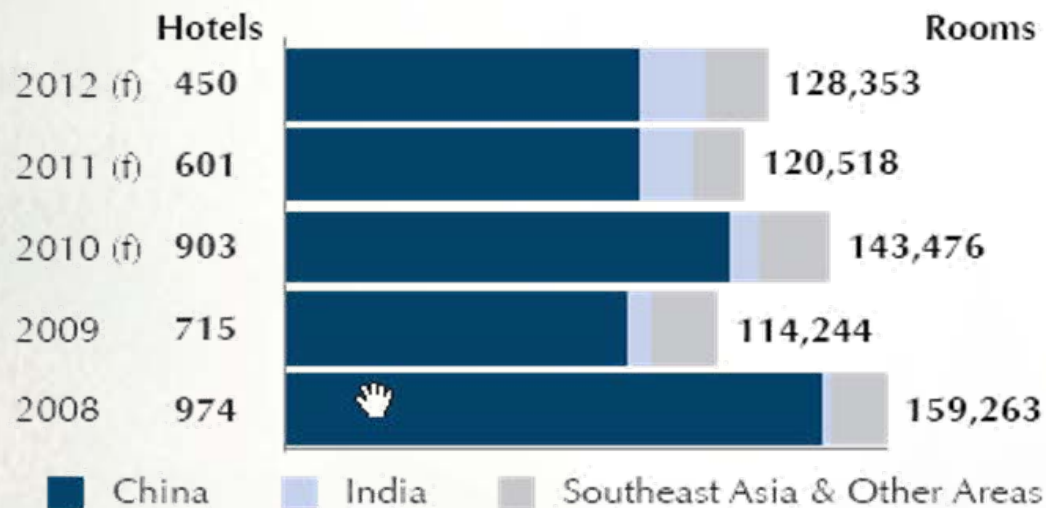
- COORDINATION OF ALL CONSTRUCTION AND PROJECT SCHEDULING

- 所有的协调建筑及土木工程项目调度

Asia Pacific Construction Pipeline - Q4 2010 By Country

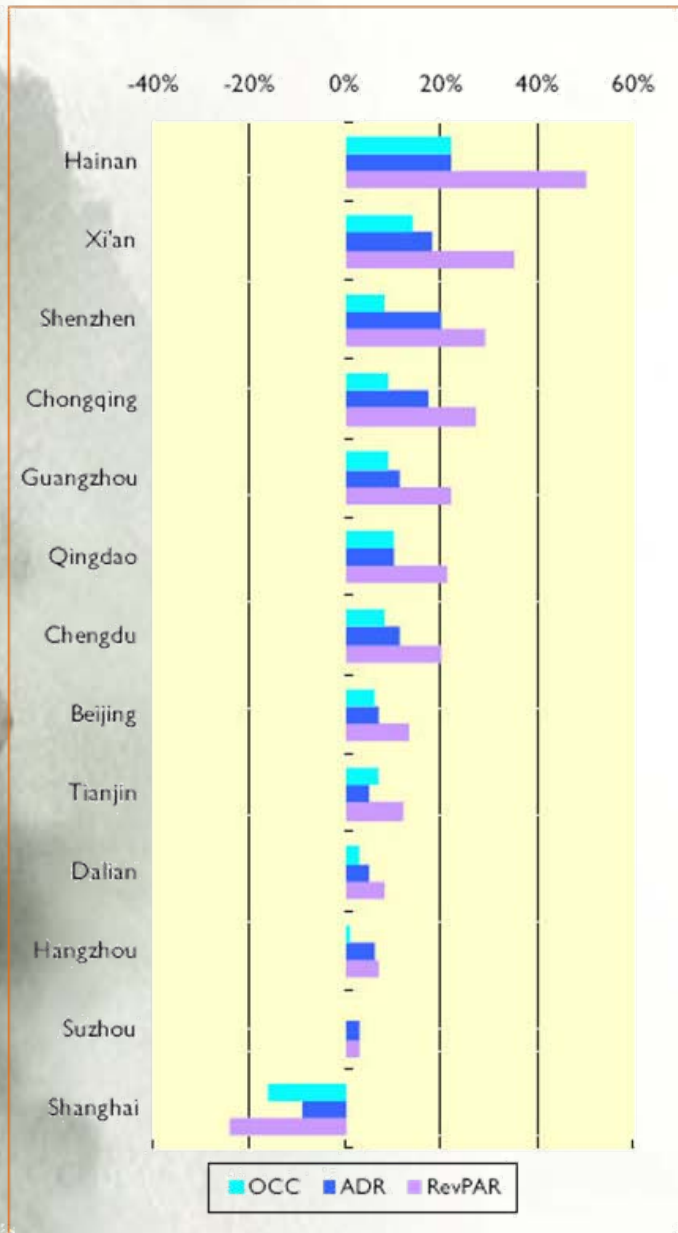


LE's Forecast for New Hotel Openings



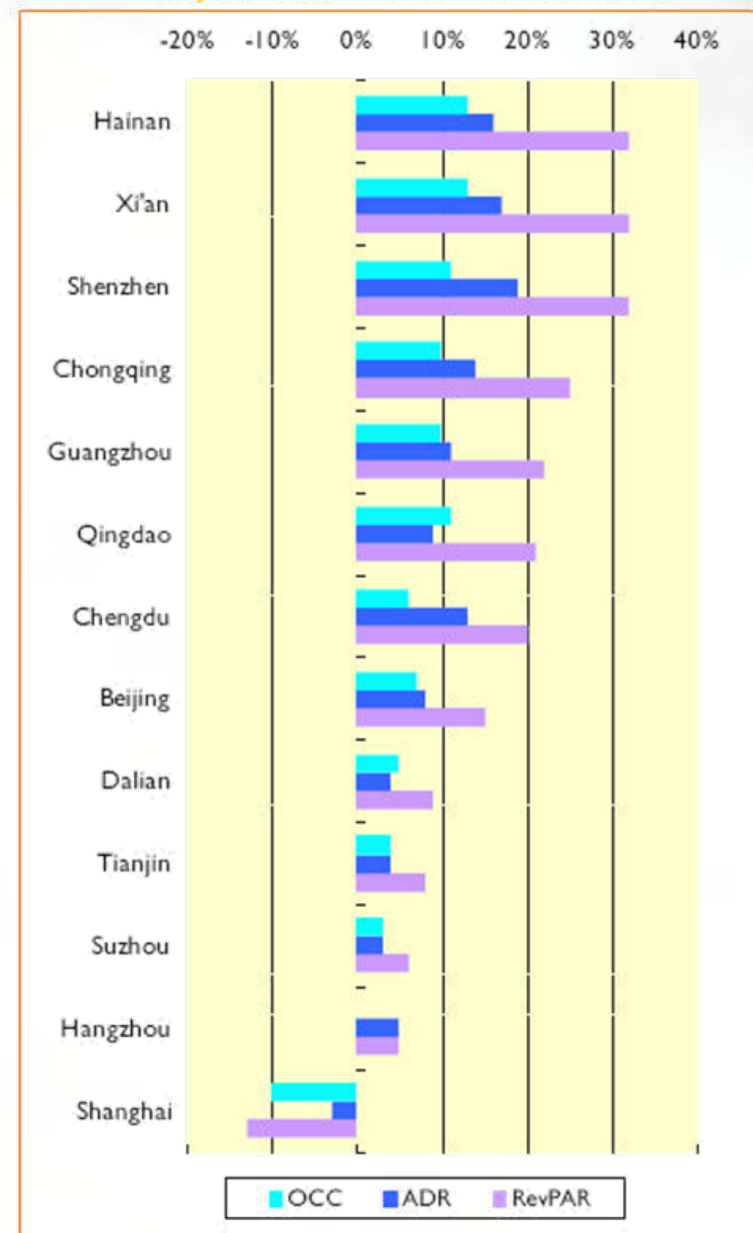
Key Development Metrics					
Annual Totals					
New Project Announcements			Construction Starts		
2008	2009	2010	2008	2009	2010
China					
India					
Other Asia Pacific Countries					

KEY MARKETS PERFORMANCE UPDATE
YOY GROWTH, Q2 2011 VERSUS Q2 2010



Source: STR Global

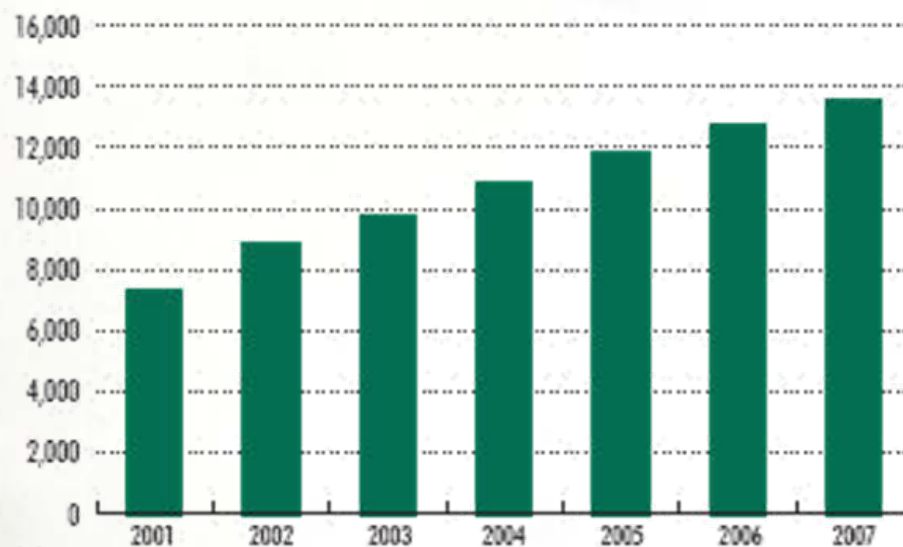
KEY MARKETS PERFORMANCE UPDATE
YTD JUNE GROWTH, 2011 VERSUS 2010



Source: STR Global

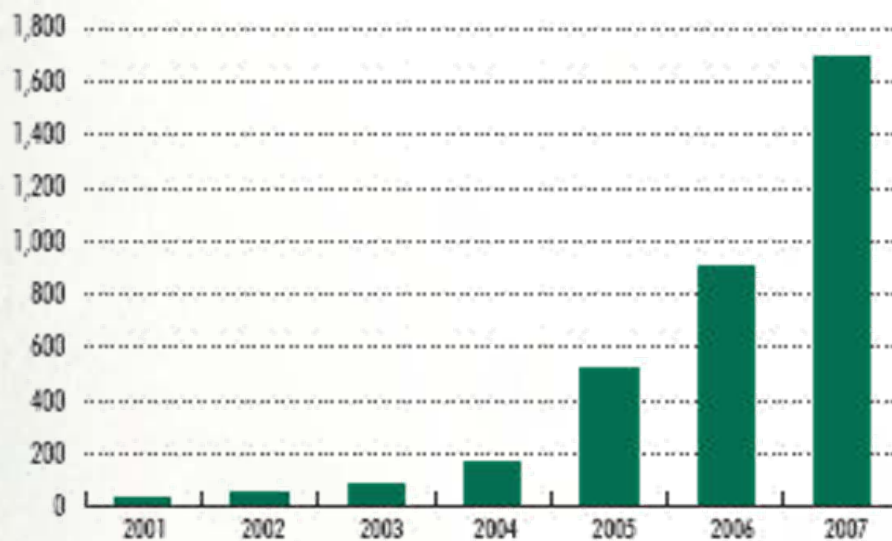
Based on the above performance data of the key markets in China provided by STR Global, Horwath HTL further provides brief comments for each market.

Growth in number of star-rated hotels



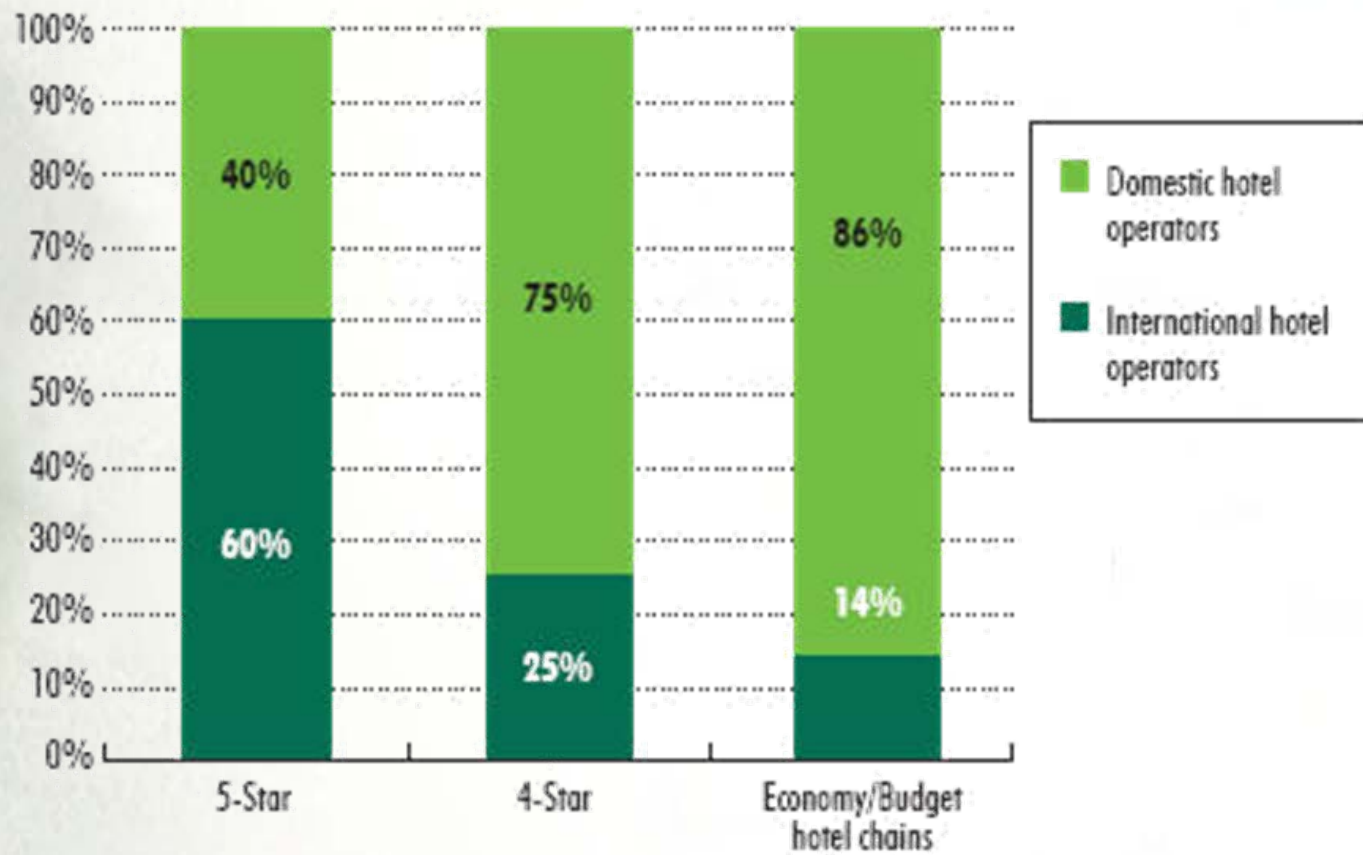
Source: CNTA

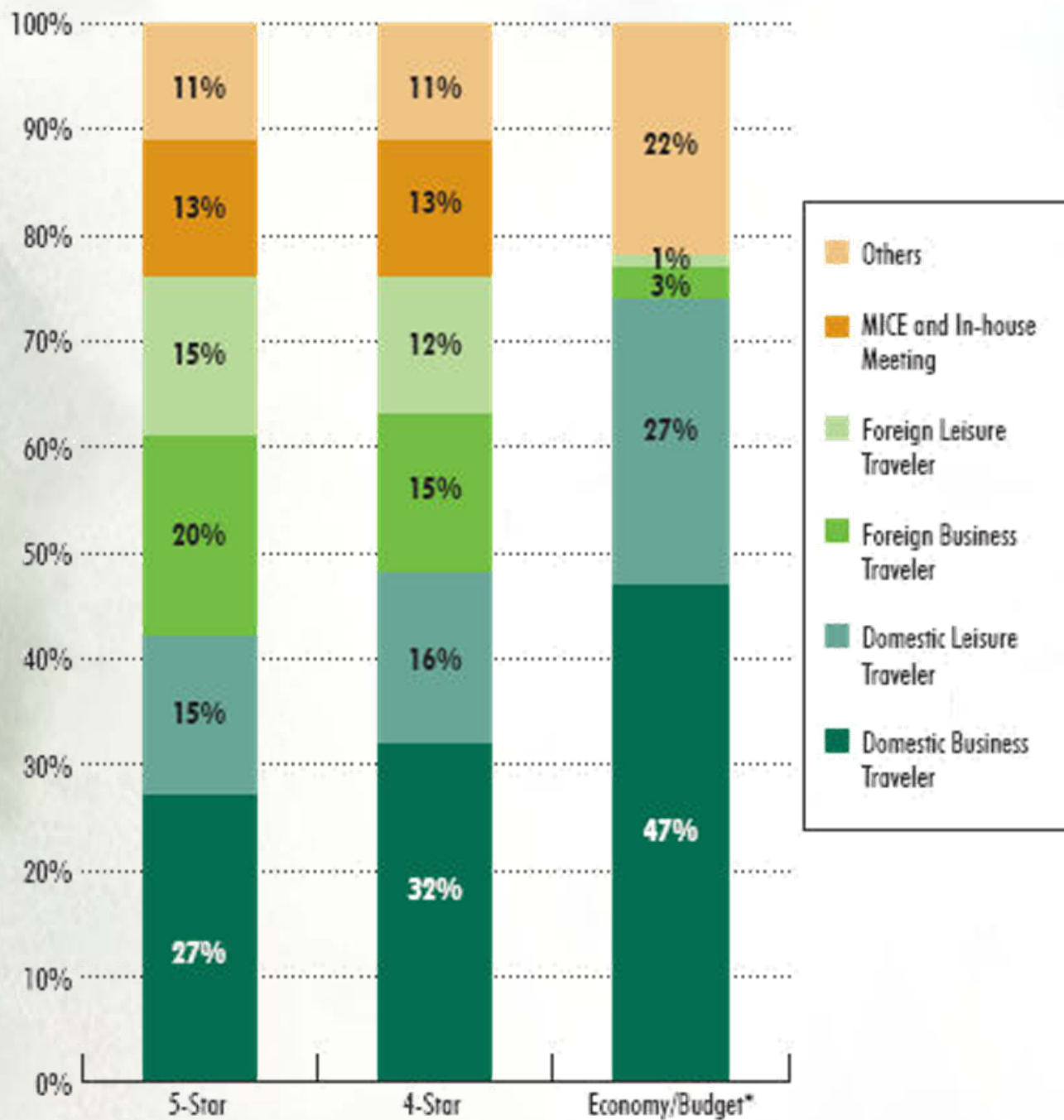
Growth in number of economy/budget hotels



Note: Figures for economy/budget hotel chains exclude those hotel brands with less than 1,000 hotel rooms.

Source: www.inn.net.cn





MARKET CLASSIFICATION

“CLASS” IS A GLOBAL INDUSTRY CATEGORIZATION
WHICH HAS SIX MAJOR (6) SEGMENTS:

LUXURY

UPPER-UPSCALE

UPSCALE

UPPER-MIDSCALE

MIDSCALE

ECONOMY

BUDGET (USA)

Luxury

15	Adrian Hoteles
18	African Pride
21	AKA
14	Affinia
31	Aldemar
26	Anantara
71	Andaz
62	Angsana
104	Baglioni
107	Banyan Tree
210	Carlton Hotels
270	Colony
287	Concorde
295	Conrad
284	Constance Hotels
373	Doyle Collection
394	Dreams
414	Edition
420	Elegant
490	Fairmont
489	Firmdale
510	Four Seasons
517	Franklyn
761	Grand Hyatt
535	Guoman
628	Habitat Grand
645	Helmsley Hotel
679	Hospes Hotel
708	Imperial
800	InterContinental
808	Jaz
829	Jumeirah
991	JW Marriott
839	Kamuela Villas
831	Kempinski
862	Langham
866	Leela Palace
930	Loews
935	Lungarno
945	Luxury Collection
965	Mandarin Oriental
1011	ME
1056	Mokara Hotel & Spa
1078	Oberoi
1085	One & Only Resorts
759	Park Hyatt
1140	Preferred
1173	Quarters Hotels
1185	Raffles
1255	Regalia Hotel
1268	Regent Hotel
1560	Ritz-Carlton
1283	RockResorts
1296	Rosewood
1308	Royal Demeure
1307	Royal Tulip Hotels
1355	Shangri-La
730	Softtel
1325	St Regis
1500	Taj
1118	The Peninsula
1930	The Prince
1920	The Tides
1605	Trump Hotel Collection
1642	Viceroy
1646	W Hotel
1652	Waldorf-Astoria
1820	Zoetry Wellness & Spa Resorts

Upper Upscale

27	Allia
47	Amarante
69	Arjaan by Rotana
49	Art Series Hotel
17	Autograph Collection
68	Axel Hotels
185	Boscoco
193	Caesar
205	Camino Real
212	Carlton Hotel

(Upper Upscale continued)

249	Club Quarters
275	Columbus Hotel
283	Comwell
337	Da-ichi
338	Dan Hotels
359	Derby Hotels Collection
362	Divani
365	Dolce
370	Doral
392	Dream Hotel
407	Dustl Thani
415	Electra
450	Embassy Suites
430	Exclusive Hotel
527	Fraser
529	Gaylord
531	Gems of Barbados
562	Gran Melia
555	Grand Metropark
592	Hand Picked
638	Hard Rock
653	Heartland Hotel
670	Hilton
691	Hotel Du Vin
701	Hotel Kelnan
703	Hotel Petit Palace
760	Hyatt
765	IC Hotel
816	ITC
820	Jebel Ali
813	Jinling Hotel
803	Jolie De Vivre
845	Kimpton
859	Layla
1020	Le Meridien
887	Legacy Hotels
867	Legacy Hotels UK
915	Life Hotels
936	Luca Hotels & Resorts
963	Malmaison
968	Malmaison
990	Marriott
992	Marriott Conference Center
994	Marriott Executive Apartments
997	Martí
999	Martin's
1016	Melia Boutique
1027	Meritus
1023	Metro
951	MGallery Hotel
1045	Millennium
1050	Mitsis
1063	MyHotel
1960	Nalade
1072	New Otani
1075	Nikko
1084	Okura
1080	Omni
1037	Oro Verde Hotel
1091	Pan Pacific
1124	Pestana
1152	Pullman
1163	Quay
1183	Radisson Blu
1219	Raynaa by Rotana
1217	Red Carnation
1220	Renaissance
1305	Rotana
1353	Serena
1360	Sheraton Hotel
1415	Sky City Grand
1445	Starhotels
1448	Steigenberger
1464	Sun International
1498	Swissotel
1525	The Marmara
1925	The Park
1588	Twoti

(Upper Upscale continued)

1619	Trident Hotel
1633	Victoria Hotels & Resort
1636	Village Hotel
1770	Vivania by Taj
1651	Welson Rarebits
1680	Westin
1710	Wyndham

Upscale

2	Abba
3	Abode
5	Abou Nawas
7	AC Hotel
28	acora Hotel and Wohnen
16	Adina
35	Al Diar
24	Allegro Resort
6	aloft Hotel
40	AlpAzur
45	Amathus Beach Hotel
50	Amber Hotel
76	ANA
64	Apa Hotel
77	Apex
32	Apollo Hotels & Resorts
79	Aranzazu
78	Arctotel
82	Aroa
84	Art'otel
11	Ascend
88	Ascott
87	Aston Hotels
72	Aston Hotels UK
74	Aston International
96	Atahotel
85	Austria Trend
65	Azur
127	B4
122	Barcelo Premium
140	Bilderberg
148	Blue Tree Hotel
106	Bourbon Hotels & Resorts
640	Caesars Entertainment
207	Cambria Suites
209	Canad Inns
222	Centara
214	CenterHotel
253	Centro Hotels by Rotana
224	Century
197	Chaaya
227	Cham Palace
228	Chandris
199	Chinas Best Value Inn
241	Cinnamon
260	Clutal Hotel
245	Clarion Collection
235	Club Med
267	Coast
265	Coast Hotel
302	Cophorne
286	Coral
298	Corinthia
308	Courtyard by Marriott
236	Courtyard Hotel (City Lodge)
314	Cresta Hotel
330	Crowne Plaza
345	Dazzler
358	De Vere
365	Derag
368	Disney
361	Divan
375	Domit
380	Doubletree
411	DusKD2
406	Duxton
409	Dynasty Hotel
416	Eaton
423	Element
446	Elite
448	Elysées West Hotel
454	Esplendor

(Upscale continued)

462	EuroAgentur
461	Eurostars Hotel
470	Evenia
425	Excel Hotel Tokyo
502	Fiesta Americana
504	First
511	Fitzpatrick Hotel
509	Four Pillars
508	Four Points
522	Fujiya Hotel
514	Furama Hotel
910	Grand America
558	Grand Prince Hotel
1024	Grand Mercure
563	Grange Hotel
561	Great Wolf Lodge
565	Greccote
564	Gresham Hotel
588	H10
641	Hampshire
620	Hankyu Hotel
614	Hanover International
622	Harbour Plaza
643	Hastings Hotel
635	Hayley Conference Centres
651	HELIO PARK
650	Helman
660	Hespena
704	High Tech Hotel
309	Hilton Garden Inn
685	Homewood Suites
695	Hotels Othon
459	Hotel Equatorial
694	Hotel Grand
554	Hotel Grand Chancellor
552	Hotel Grand Continental
577	Hotel Guldsmeden
702	Hotel Indigo
804	Hotel Jai City
713	Hotel Monterey
1395	Hotel Sierra
750	Hungarhotels
696	Husa
762	Hyatt Place
1460	Hyatt Summerfield Suites
764	Iberostar
768	Imperial Hotel
788	Inside Premium
782	InterCity (Brazil)
815	Isrotel
817	Jin Jiang Hotel
823	Jolly
838	K+K Hotel
905	Lemon Tree Hotel
911	LifeClass Hotels & Resorts
909	Lindner
933	Louis Hotel
949	Macdonald
953	Maistra
960	Maldron Hotels
970	Manotel
974	Marco Polo
985	Mantim
1002	MAX Hotels & Resorts
1014	Median Hotel
1008	Medina
1015	Melia
1025	Mercure
1029	Metropark
1028	Metropolitan
233	Mint Hotel
1051	Miyako Hotels
1064	Moewenpick
1054	Moran Hotel
1061	Mutara
1022	My One Hotel
1074	N H
1073	New World
720	Novotel
869	NYLO Hotel

(Upscale continued)

1850	Oaks
1038	O'Callaghan
724	Occidental
1103	Oceania
1035	Orea Hotel
1090	Outrigger
1104	Oxford
1099	Palladium Hotel
1087	Paradisus
1095	Paradores
1093	Park Plaza
1100	Parkroyal
1116	Pearl Continental Hotel
1122	Peppers
1153	Prince Hotel
1157	Principal Hayley
1168	Quest
1180	Radisson
1261	Regal
1269	Rendezvous Hotel
1270	Residence Inn
1276	Resta
1274	Rica Hotel
1273	Rimorim
1277	Riu Hotel
1279	Rixos
1282	Robinson Club
1294	Room Mate
1309	Royal Regency
1316	Safir
1315	Sandals
1321	Sarova
1327	Sawridge Inns
1335	Scandic Hotel
1328	Sea Hotel
1345	Sebel
1348	Sedona
1382	Shire Hotel
1403	Signature Hotels (Africa)
1405	Silken
1414	Sky City
1428	Sokos
1430	Sonesta Hotel
1432	Southern Sun
1438	Springhill Suites
1443	Stamford
1447	Staybridge Suites
8	Suite Novotel
1439	Sunstar Hotel
1475	Superclubs
1398	Swiss-Belhotel
1492	Swiss-Garden
225	The Chiffey
1523	The Gateway
1562	The Heritage Hotel (Thailand)
1545	The Three Corners
1555	The Triton
1563	Thistle
1189	Thon Hotels
1564	Three Cities
1591	Tokyu Resort
1597	Traders Hotel
1627	UNA
1644	Vibe hotel
1634	Vila Gale
1643	Voyages
1648	Washington Hotel
1690	Woodfin Hotel
1718	Wyndham Vacation Resort

Upper Midscale

1950	3 Pairs
4	Abotel
19	Adagio City Aparthotel
23	Alfa Hotel
73	AS Hotels
101	Ashok
91	Avan
29	Ayre
86	Ayres
81	Azimut

(Upper Midscale continued)

112	Barcelo
111	Bastion
108	Bayview
133	Best Western Plus
134	Best Western Premier
132	Beta Hotel
114	Bewleys
145	Bleu Marine
116	Bntannia
219	Central Apartment Hotel
216	Chase Suites
231	Citadines Apart Hotel
242	Citigate
250	City Express
226	City Lodge
234	CityLife Hotel
230	Clanon
279	Comfort
280	Comfort Inn
282	Comfort Suites
292	Comfortel
300	Continental Plaza
301	Coralla
299	Cosmopolitan
303	Country Hotel
331	Crystal Hotel
333	Cumulus
339	Danubius
353	Days Hotel
354	Days Serviced Apartment
355	Delta Hotel
364	Dolan
366	Domina
290	Doubletree Club
400	Drury Inn
402	Drury Inn & Suites
403	Drury Lodge
401	Drury Plaza Hotel
404	Drury Suites
412	Dusit Princess
442	Elba
485	Fairfield Inn
487	Festival Inn
512	FJB Hotel
515	Flair Hotel
518	Fleming's Hotel
533	Floris
497	Fosshotel
523	Frantou
526	FX Hotels Group
524	G S M Hoteles
528	Garden Court
525	Garden Plaza
545	Golden Tulip
579	Gunnweg Hotel
610	Hampton Inn
611	Hampton Inn Suites
649	Hatton Hotel
625	HCC Hotel
655	Heritage
680	Holiday Inn
683	Holiday Inn Express
682	Holiday Inn Garden Court
681	Holiday Inn Select
707	Home Inn
709	Home2
689	Hotel Clarine
97	Hotel Des Gouverneurs
692	Hotel Edda
663	Hotel Tokyu Bizfort
665	Hotetur
752	Hunguest
763	Iberotel
767	Idea Hotels
706	Isle of Capri
819	Jardin
827	Jurys Inn
834	Key West Inns & Suites
858	Kyriad Prestige
888	Leonardo Hotel

(Upper Midscale continued)

900	Lexington
937	Lotus
948	Lynch Hotel
971	Mantra
1019	Menzies
1012	Merton Serviced Apartments
1058	nestor Hotel
1071	New Hotel
1076	Noriandia
1081	Oakford Hotel
1082	Ohana
1004	Paradise Hotel
1094	Park Inn
1105	Parthenon
1120	Penta
1125	Phoenix Inn
1155	Princess
1156	Prodromo
1158	Protea Hotel
1161	Quality
1165	Quality Resort
1166	Queens
1202	Ramada Plaza
1215	Rantasipi
1264	Regardz
1266	Releka
1271	Richmond Hotels
1275	Ringhotel
1292	Rogner Hotel
1313	Rydges
1314	Sahid Hotel
1318	Sana
1320	Sandman
1337	Scanticon
1407	Silver Cloud
1427	Sol Y Mar
1429	Somerset
1435	Spar Hotel
1446	Starlight
12	StayAt
1444	StayEasy
732	Sunroute
1467	Sunsprae Resorts
1496	Sweden Hotel
1520	the b
1540	The Don Suite Hotel
655	The Heritage (New Zealand)
1582	Timhotel
1589	Tokyu Hotel
1594	TOP City & CountyLine
1596	TOP International Hotel
1595	TownePlace Suites
1617	Travelodge (Australia)
1623	Tryp
1624	Tulip Inn
1628	UNAWAY Hotel
1631	Van der Valk
1772	Villa Fontaine
1653	Welcome Hotel
1350	Westmark
1715	Wyndham Garden Hotel
90	Xanterra
1800	Zent

Midscale

9	Achat
13	acorn Hotel
30	All Seasons
115	America's Best Suites
60	Americinn
94	Aristos Hotel
121	Barcelo Comfort
180	Baymont Inns & Suites
130	Best Western
149	BlueBay Resorts
147	Bonsai Hotel
187	Breakfree Resort
200	Cabot Lodge
208	Campanile
196	Canadas Best Value Inn
195	Candlewood Suites

(Midscale continued)

221	Catalonia
239	Chisun
251	City Suites
240	ClubHouse
288	Corus Hotel
306	Country Inn & Suites
320	Crossings by GrandStay
334	Crystal Inn
356	Dedeman
357	Defin Hotel
457	EuroHotel
460	Europa
501	Fiesta Hotels
503	Fiesta Inn
534	Fortune
519	Fresh
532	Gloria
557	GrandStay Residential Suites
569	Grupotel
644	Hawthorn Suites by Wyndham
647	Heartland Inn
697	Hotel Star
735	Hoteles Vista
740	Howard Johnson
700	Ibis
790	InnSuites Hotel
782	InterCity
801	JR Kyushu Hotel Group
836	Kibbutz Hotel
837	Kingsgate
857	Kyriad
880	La Quinta Inn
882	La Quinta Inn & Suites
865	Lakeview Distinctive Hotels
908	Libertel
950	Maeva
955	Mainstay Suites
1026	Merlin
1079	N H Express
1069	Nishitsu Inn
1077	Nut D'Hotel
1092	Palace Resort
1102	Park Regis
1148	Punt Hill
1160	Quality Inn (and Quality Suites)
1200	Ramada (and Ramada Limited)
1232	Real De Minas
1240	Red Lion
1272	Reval
1284	Roc
1281	Rode Inn
1338	Soenic
1352	Sercotel Hotel
1354	Settle Inn
1380	Shilo Inn
1400	Signature Inn
1423	Sleep Inn
1426	Sol
1433	Sorat
1441	START hotel
1473	Super Hotel
1495	Swallow
1497	Swiss Inn
1590	Tokyu Inn
238	Town Lodge
1622	Treff
1612	TRH Hoteles
1629	Uniquestay
1630	Vagabond Inn
1638	Villages Hotel
1775	VIP Hotel
1641	Vista
1647	Wayfarer Inn
1656	WelcomeHeritage
1687	Wingate By Wyndham
1750	Yota QQ

Economy

810	1st Interstate Inn
33	Affordable Suites of America
110	America's Best Inn
120	Americas Best Value Inn
102	Australis
109	B&B Hotel
103	Balladins
113	Best Hotel
150	Budget Host
163	Budget Suites of America
117	Budgetel
252	City Junior
297	Commundo Tagungshotels
307	Country Comfort
306	Country Hearth Inn
312	Crestwood Suites
317	Crossland Suites
350	Days Inn
390	Downtowner Inns
434	easyHotel
440	Econo Lodge
466	Etap
463	Eyargreen
483	Extended Stay America
484	Extended Stay Deluxe
410	E-Z B
500	Family Inns Of America
495	Fasthotel
486	Fave Hotel
693	Fammule 1
540	Ginger
542	Golden Chain
548	Good Nite Inn
560	Great Western
559	Greene King
568	GreenTree Inn
575	GuestHouse Inn
659	Home Towne Suites
686	Homegate
687	Homestead
688	Homotel
690	Hotel Climat
667	Hoteles Serena
678	Howard Johnson Express
783	Innkeeper's Lodge
445	Inns of America
795	InTown Suites
822	Jameson Inn
818	Jin Jiang Inn
814	Jin's Inn
832	Key West Inn
840	Knights Inn
852	Kris Hoteles
885	Laes Inn of America
889	Leisure Inn
1000	Master Hosts Inns
1006	Masters Inn
1030	Microtel Inn
1059	Motel 168
1056	Motel 268
1050	Motel 6
1057	Motel One
1065	National 9
1083	Old English
1057	Omana Hotels
1068	One Hotels
1110	Passport Inns
1115	Pear Tree Inn
1618	Premier Inn
727	Premiere Classe
1235	Red Carpet Inns
1250	Red Roof Inn
237	Road Lodge
1290	Roadstar Inn
1285	Rodd Hotel
1290	Roadway Inn
1300	RT Hotel
1322	Savannah Suites
1345	Scottish Inn
1347	Select Inn

(Economy continued)

1390	Shoney's Inn
1425	Slumber Lodge
1456	Studio 6
1455	Studio Plus
1457	Suburban Extended Stay
1463	Sun Suites Hotels
1465	Sundowner
1470	Super 8
1565	Thriftodge
1615	Travelodge
1614	Travelodge UK
1632	Value Place
98	Wandlyn Inn
1650	Wellesley Inn
1900	Zleep

TOP TEN HOTEL MANAGEMENT BRANDS

十大酒店管理品牌

BRANDS	IHG	WYNDHAM HOTEL GROUP	MARRIOTT INTL	HILTON INTL	ACCOR	STARWOOD	GLOBAL HYATT	CHOICE HOTELS INTL	WESTERN INTL	FOUR SEASONS
LUXURY	InterContinental	Wyndham Grand Collection	JW Marriott	Waldorf-Astoria	Sofitel	St. Regis	Park Hyatt			Four Seasons Hotels and Resorts
			Ritz-Clarton	Conrad	Sofitel Legend	Luxury Collection	Grand Hyatt			
					Sofitel Boutique	W Hotel	Andaz			
UPSCALE	Hotel Indigo	Wyndham Resorts	Marriot	Hilton	Pullman	Westin	Hyatt Regency Suites		Best Western Premier	
		Wyndham Historic Hotels	Renaissance	Double Tree	M Gallery	Le Meridien	Ascend Collection			
			Autograph Collection	Embassy Suites		Sheraton				
MIDSCALE	Holiday Inn	Wyndham Garden	Courtyard Inn and Suites	Hilton Garden Inn	Novotel	Aloft	Hyatt Place <i>new brand</i>	Clarion	Best Western	
		Baymont Inn and Suites			Mercure	Four Points by Sheraton	Hyatt House <i>new brand</i>	Comfort Inn & Suites		
		Howard Johnson Plaza						Quality Inn		
		Howard Johnson Plaza						Sleep Inn		
		Howard Johnson Inn								
		Howard johnson Express								
		Ramada								
		Ramada Encore								
		Ramada Plaza								
		Ramada Suites								
		Ramada Resorts								
Wingate by Wyndham										

TOP TEN HOTEL MANAGEMENT BRANDS

十大酒店管理品牌

BRANDS	IHG	WYNDHAM HOTEL GROUP	MARRIOTT INTL	HILTON INTL	ACCOR	STARWOOD	GLOBAL HYATT	CHOICE HOTELS INTL	WESTERN INTL	FOUR SEASONS
ECONOMY	EXPRESS	Days Inn Knights Inn Microtel Super 8 Travelodge			Ibis Etap Formule 1 All Seasons Motel 6 Hotel F1			Econo Lodge Roadway Inn		
EXTENDED STAY	CandleWood Suites StayBridge Suites	Hawthorn Suites by Wyndham	Suites Residence Inn Spring Hill Suites Marriott Exec Apartments	Suites Home Suites	Suitehotel Adagio Studio 6	Element	Summerfield Suites	MainStay Suites Suburban Hotels Comfort Suites		
OTHER		Wyndham Vacation Ownership	Marriott Vacation Club Ritz Destination Club Grand Residence by Marriott	Hilton Grand Vacations		Starwood Vacation Ownership	Hyatt vacation Club			Four Seasons Residence Club

2011.1.1全球十大酒店集团

Top ten worldwide hotel groups at Jan. 1st. 2011

RANK	GROUPS	HOTELS 2011	HOTELS 2010	EVOL. HOTELS	ROOMS 2011	ROOMS 2010	EVOL. ROOMS
1	1 IHG	4 437	4 432	5	647 161	643 787	0,5%
2	3 HILTON WORLDWIDE	3 689	3 526	163	605 938	587 813	3,1%
3	2 WYNDHAM WORLDWIDE	7 152	7 112	40	605 713	597 674	1,3%
4	4 MARRIOTT INTERNATIONAL	3 446	3 329	117	602 056	580 876	3,6%
5	5 ACCOR	4 229	4 111	118	507 306	492 675	3,0%
6	6 CHOICE HOTELS	6 142	6 021	121	495 145	487 410	1,6%
7	8 STARWOOD HOTELS & RESORTS	1 041	979	62	308 700	291 638	5,9%
8	7 BEST WESTERN	4 015	4 048	-33	307 155	308 477	-0,4%
9	9 CARLSON HOTELS & SPITALITY	1 078	1 059	19	165 061	159 756	3,3%
10	10 HYATT CORPORATION	423	399	24	120 806	120 031	0,6%

Source : Database MKG Hospitality - March 2011

Top twenty worldwide hotel brands at Jan. 1st. 2011

RANK	BRANDS	GROUPS	HOTELS 2011	HOTELS 2010	EVOL. HOTELS	ROOMS 2011	ROOMS 2010	EVOL. ROOMS
1	1 BEST WESTERN	BEST WESTERN	4 015	4 048	-33	307 155	308 477	-0,4%
2	2 HOLIDAY INN	INTERCONTINENTAL HOTELS GROUP	1 247	1 319	-72	230 117	240 568	-4,3%
3	4 MARRIOTT HOTELS RESORTS	MARRIOTT INTERNATIONAL	554	545	9	204 019	198 755	2,6%
4	3 COMFORT INNS & COMFORT SUITES	CHOICE	2 621	2 603	18	202 132	201 165	0,5%
5	5 HILTON HOTELS	HILTON	547	535	12	192 866	192 726	0,1%
6	6 EXPRESS BY HOLIDAY INN	INTERCONTINENTAL HOTELS GROUP	2 075	2 069	6	191 228	188 007	1,7%
7	7 HAMPTON INN	HILTON	1 817	1 740	77	178 353	171 253	4,1%
8	8 DAYS INN OF AMERICA, INC.	WYNDHAM HOTEL GROUP	1 859	1 858	1	148 155	149 633	-1,0%
9	9 SHERATON HOTELS & RESORTS	STARWOOD	401	392	9	141 500	139 411	1,5%
10	10 SUPER 8 MOTELS	WYNDHAM HOTEL GROUP	2 156	2 137	19	134 827	132 876	1,5%
11	12 COURTYARD	MARRIOTT INTERNATIONAL	892	858	34	131 069	125 206	4,7%
12	11 QUALITY INNS, SUITES & RESORTS	CHOICE	1 389	1 354	35	128 092	127 747	0,3%
13	13 RAMADA WORLDWIDE	WYNDHAM HOTEL GROUP	894	910	-16	117 842	118 880	-0,9%
14	15 IBIS	ACCOR	900	861	39	107 735	102 167	5,4%
15	14 MOTEL 6	ACCOR	1 090	1 060	30	107 646	105 651	1,9%
16	16 CROWNE PLAZA HOTELS & RESORTS	INTERCONTINENTAL HOTELS GROUP	388	366	22	106 155	100 994	5,1%
17	17 HYATT HOTELS	GLOBAL HYATT	223	221	2	94 694	97 023	-2,4%
18	18 RADISSON HOTELS WORLDWIDE	CARLSON HOSPITALITY	423	422	1	94 557	94 659	-0,1%
19	20 MERCURE	ACCOR	724	699	25	90 078	85 639	5,2%
20	19 JIN JIANG (*)	JIN JIANG	NC	546	-	NC	89 251	-

(*) / Data non available at publishing date

Source : Database MKG Hospitality - March 2011

中国排名居首的酒店公司

Top hotel companies in China

A list of hotel companies with at least 10 properties in China as compiled by *HotelNewsNow.com***

Company	Properties	Rooms	Properties under development	Rooms under development
BTG-Jianguo Hotels & Resorts (Home Inns)	818*	NA	90*	NA
7 Days Inn	568*	56,410*	197*	19,345*
Jin Jiang	460	80,000	NA	NA
Hanting Inns & Hotels	438*	50,438*	162*	NA
Green Tree Inn	305	NA	200	NA
Wyndham Hotel Group	324	49,064	182	NA
InterContinental Hotels Group	133*	44,139*	137*	47,422*
Starwood Hotels & Resorts Worldwide	53	NA	87	NA
Accor	104	NA	50+	NA
Lingnan	60	12,000	NA	NA
Marriott International	55	21,364	NA	NA
Jinling	52	NA	NA	NA
Zhejiang Narada Hospitality	26	NA	NA	NA
Best Western International	31	6600	41	6500
Shangri-La Hotels and Resorts	32	15,000	NA	NA
HK CTS Hotels	24	NA	4	NA
Hilton Worldwide	17	7,470	70+	24,500
New Century Hotels & Resorts	15	NA	NA	NA
Huashi (GDH) Hotel	20	NA	NA	NA
OCT International Hotel Management	24	5000	NA	NA
HNA	20+	NA	NA	NA
Hyatt Hotels Corporation	17	8,431	NA	NA
Tianlun International Hotels	13	NA	NA	NA
Kempinski Hotels	10	NA	9	NA
Carlson	10	3,336	13	NA

* As of 31 December 2010

** All numbers in this list were gathered through *HotelNewsNow.com* research. Editors understand this list is not comprehensive and encourage readers to contact us with updates by emailing patrick@hotelnewsnow.com



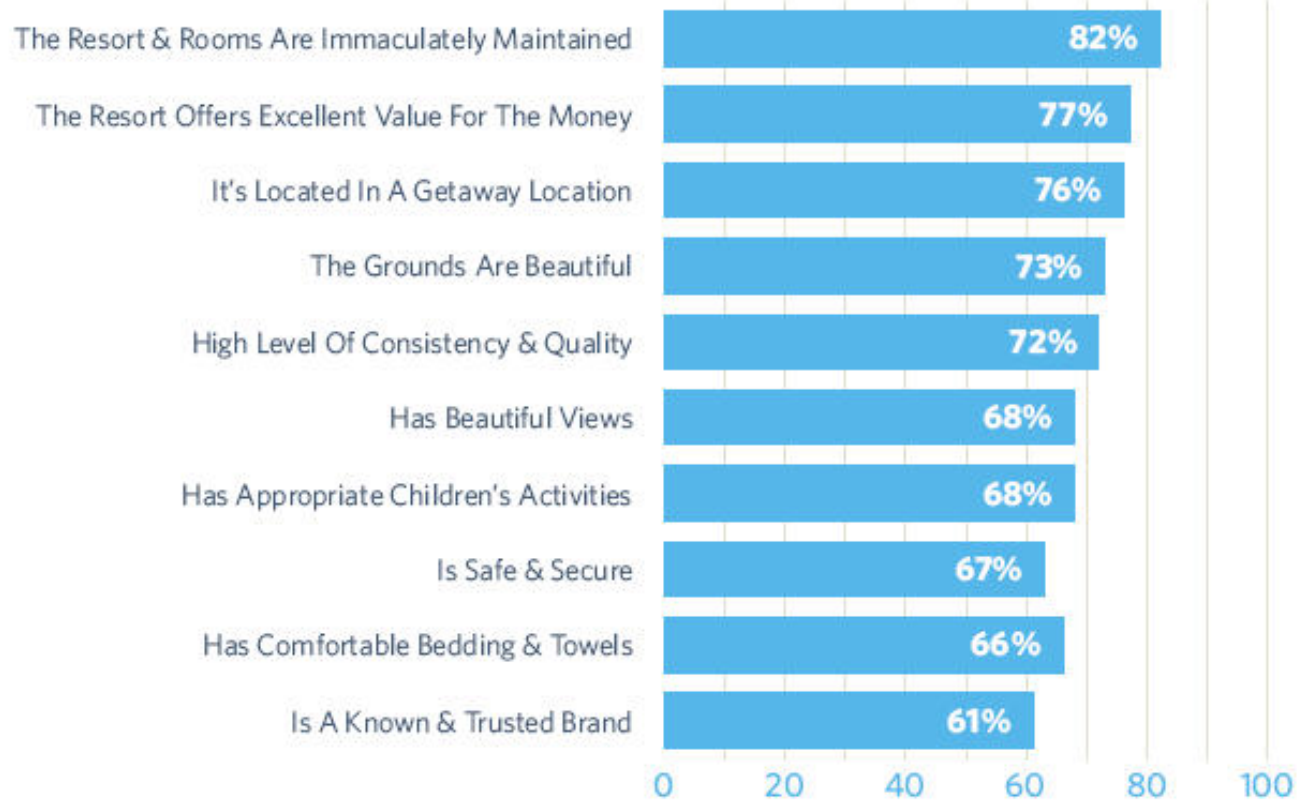
CASE STUDY-HILTON

80% of people expect that a resort has high quality bedding, while 65% of them expect that a resort offer gourmet food and wine.

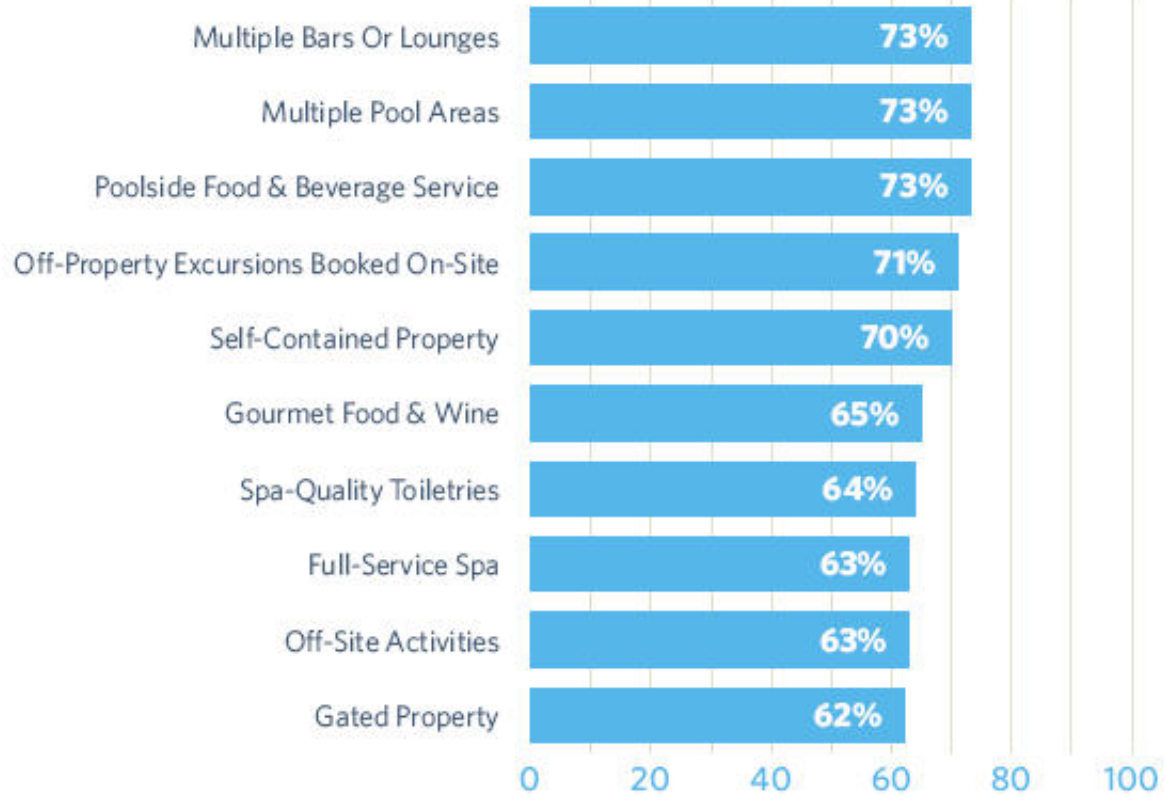
UNIVERSALLY EXPECTED



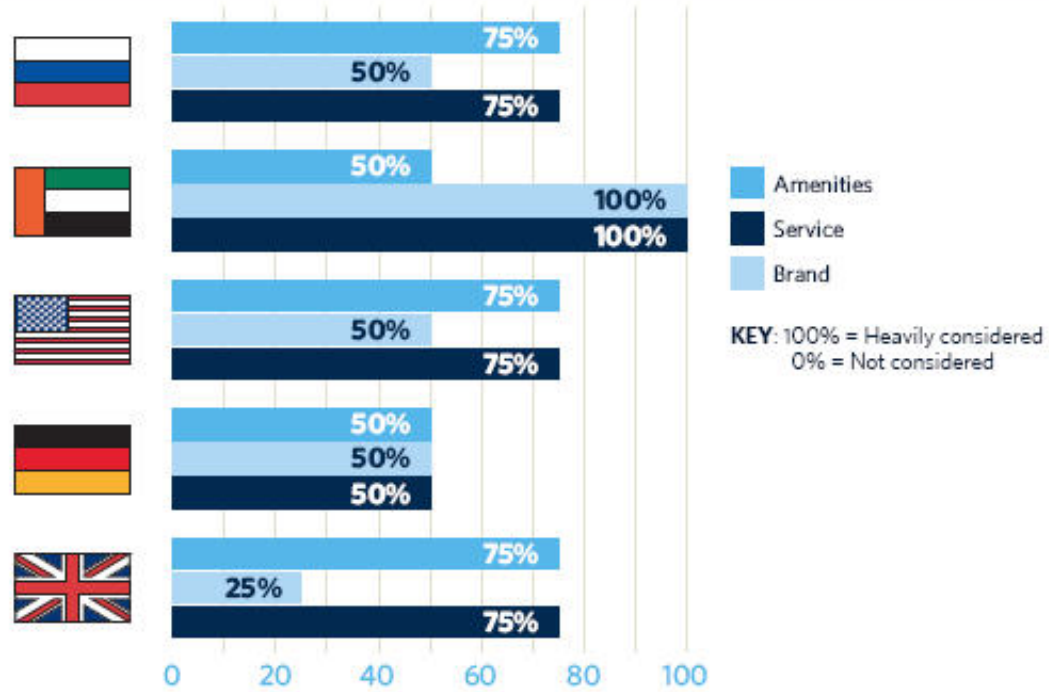
THE MOST IMPORTANT DECISION FACTORS FOR WHERE TO BOOK



GENERALLY EXPECTED



MOST IMPORTANT RESORT FEATURES:



THE EIGHT TYPES OF RESORT GUESTS

The diverse experiences sought by resort travelers creates a varied resort product offering around the world. The identity each resort creates, both on-property and through its website and presence in the global marketplace, has a great impact on which group will gravitate toward it.

RELAXATION

Relaxation travelers frequent the spa, water activities such as snorkeling and they love live entertainment. Most important for this traveler, beyond the destination is the pool area accommodations and beautiful views.

ROMANCE

Compared with other experience seekers, Romance travelers place a great deal of emphasis on accommodations and fine dining. Also, high-quality bedding is a top requirement.

INDULGENCE

Indulgent travelers place significantly greater importance on the spa, while spacious guest rooms, a proactive staff and room service are also important factors.

FAMILY

Multiple pool areas and dining options are priorities for families visiting resorts. Family travelers tend to use the gym and spa and attend live entertainment shows.

PARTY/SOCIALIZE

This group looks for nightlife activities, bars and lounges and a great pool environment with full service food and beverage.

EDUCATION & HEALTH

The vast majority of Education & Health travelers plan to hike and scuba dive and find excursions to be important when deciding where to stay. This group also prefers a gated property.

ADVENTURERS

Adventurers place a great level of importance on excursions offered at resorts, while dining options, accommodations and the pool area are less important.

ALL-INCLUSIVE

The majority of this group is parents and they tend to stay an average of two nights longer than other resort guests. The expectation is that the resort includes all beverages, meals and entertainment in the price of their stay.



BUSINESS

Biz-Resorts
Urban Resorts
Mixed-Use

商务酒店

商务度假胜地
都市度假胜地
两者相结合



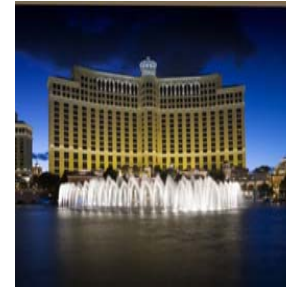
Super-Luxury

超级奢华



MEETING AND CONVENION

会见和会议



Casino

赌场



RESORT

(Unique experience)

Planned Community
Mega-Resort
Thematic
Golf
Beach

度假酒店

(独特的体验)

规划社区
大型度假胜地
主题型
高尔夫型
海滩型



Time-Share Vacation Ownership

时光共享
分时度假



BOUTIQUE

Spa
Urban

精品酒店

温泉浴场
都市的



LONG-STAY SERVICE APARTMENTS

长期逗留
酒店式公寓

酒店类型和分类

HOTEL TYPES AND CLASSIFICATIONS



商务酒店
BUSINESS HOTELS

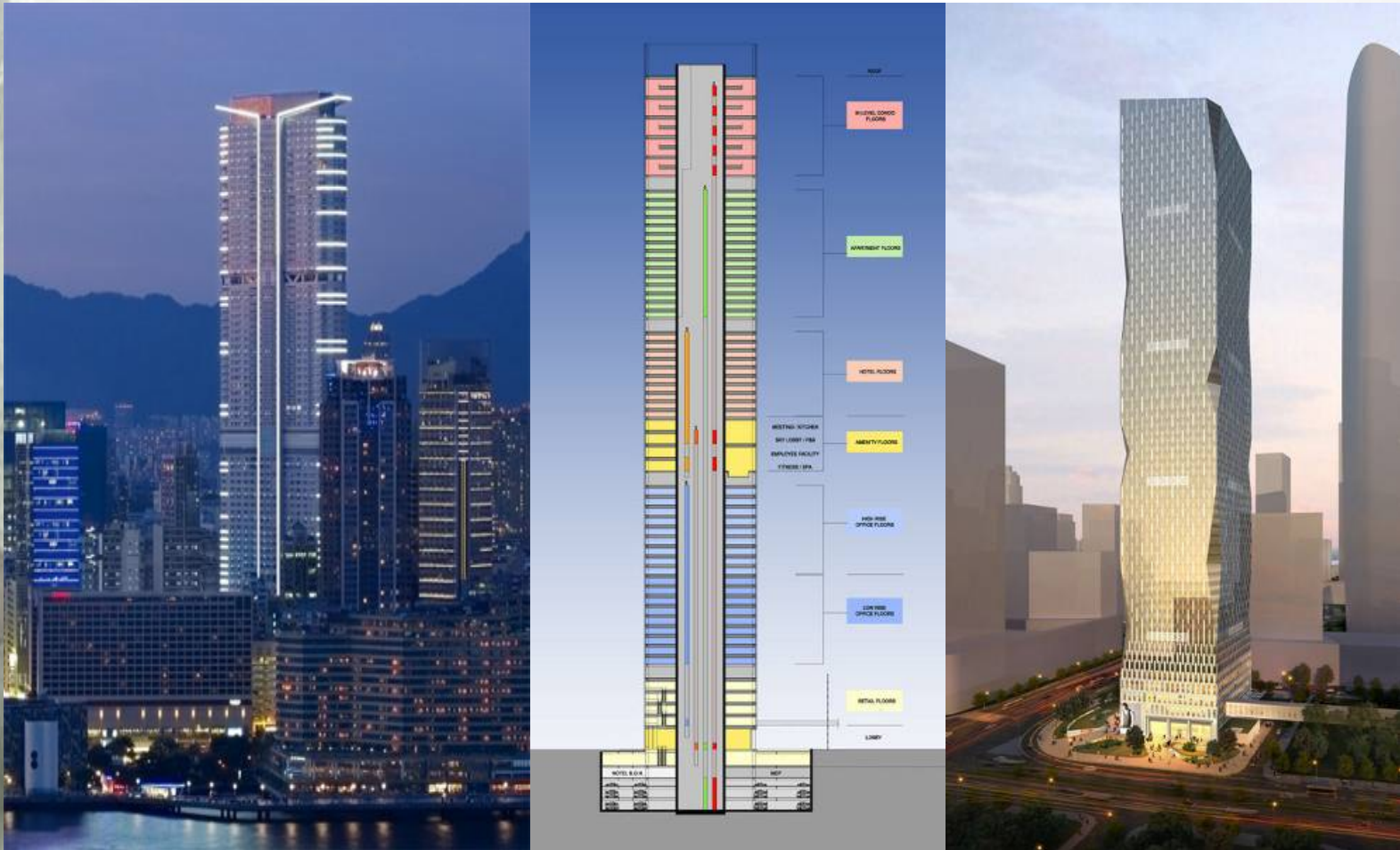


都市奢华
Urban Luxury

JWDA
ARCHITECTURE • PLANNING • INTERIOR
就地设计



五星级都市奢华酒店
Luxury Urban
5 Star Brand Based



More and More Urban Hotels are being incorporated into Mixed-Use Projects as a cornerstone of development.

越来越多的酒店已经把商务结合度假型的概念作为一种新的发展产业

商务结合度假型的酒店、
办公楼、公寓楼和零售业

MIXED-USE PROJECT

Hotel, Office, Service Apartments and Retail



大型会议酒店
Convention Hotel



大型度假胜地
Mega-Resort



超级奢华与标志性酒店
Super Luxury and Iconic



超级奢华度假酒店
Super Luxury Resort



主题型度假村
Thematic Resort



主题型度假村
Thematic Resort



主题型度假村
Thematic Resort



Banyan Tree Bangkok

都市精品酒店
Urban Boutique

JWDA
ARCHITECTURE • PLANNING • INTERIOR

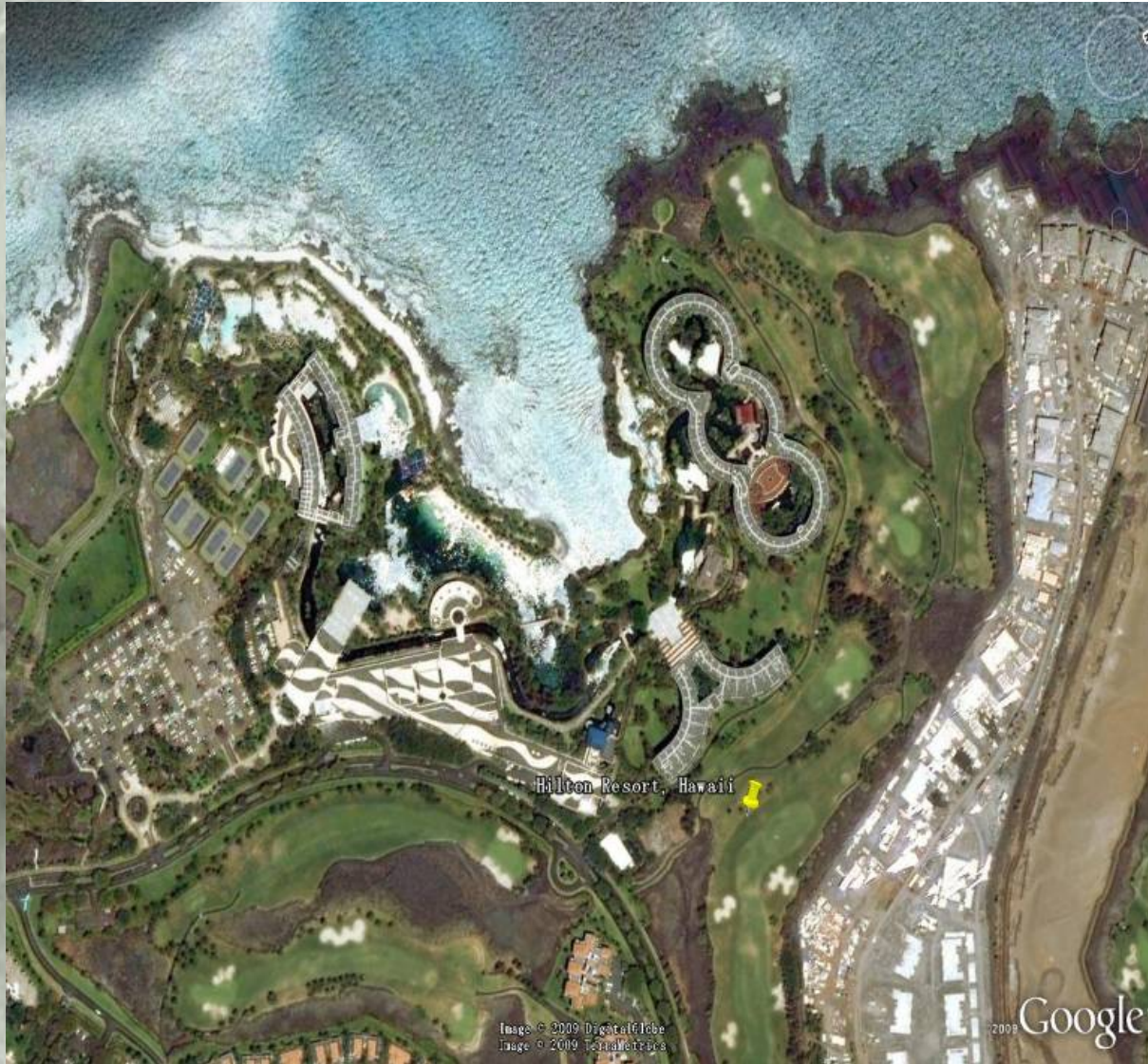
聯地設計



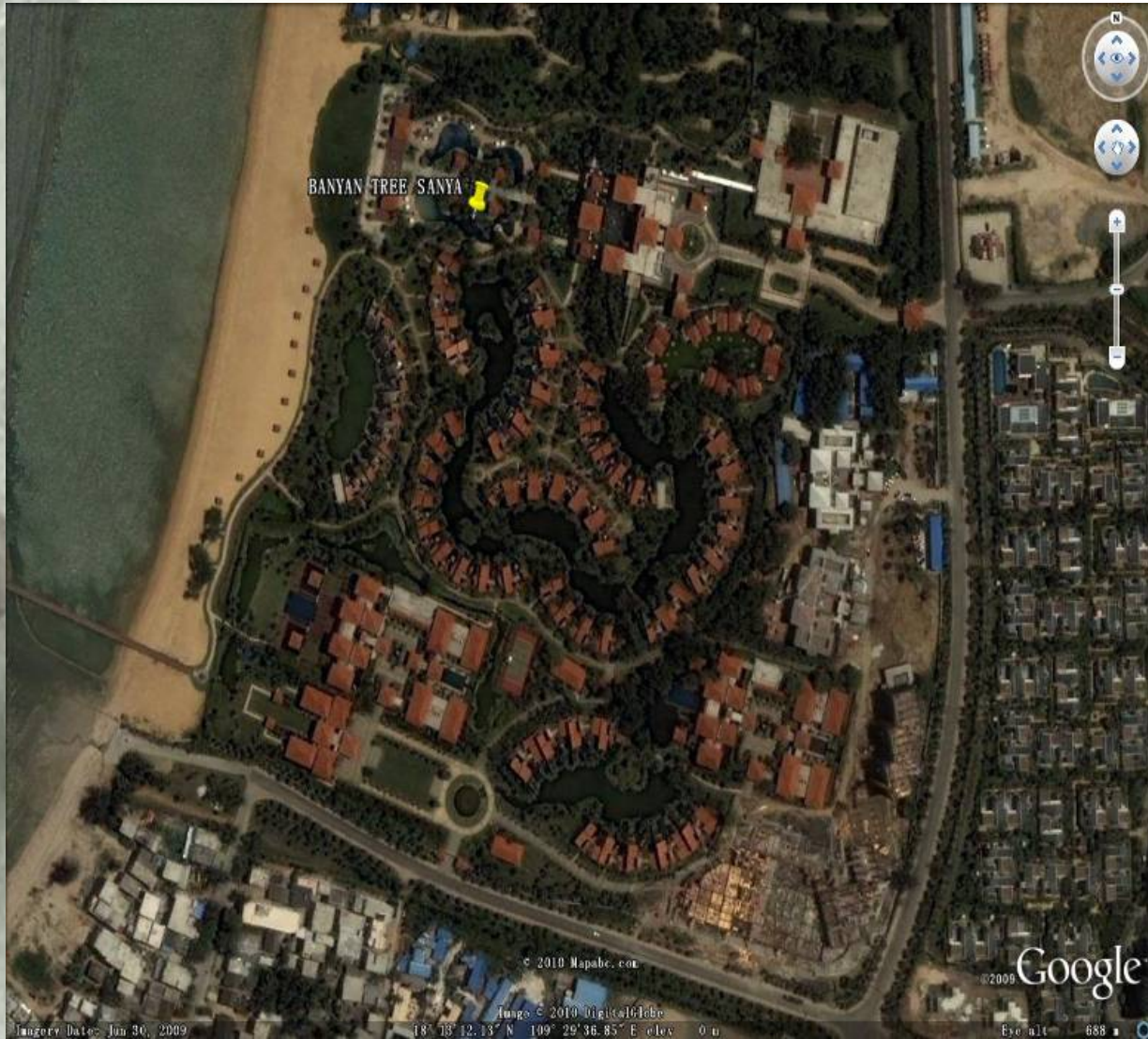
温泉精品酒店
Spa Boutique



精品水疗中心
Casino Hotel



*规划社区
海滩度假胜地*
Planned Community
Beach Resort



精品海滩度假村
Boutique Beach Resort



西南向鸟瞰图

规划社区
海滩度假胜地
Planned Community
Beach Resort



规划社区
海滩度假胜地
Planned Community
Golf- Resort



高尔夫度假村
Golf Resorts



別墅度假村
Villa Resort

Top 10 Luxury Hotel Brands per China Traveler

For China's millionaires and billionaires, the brand matters when choosing hotels to stay in for a superior vacation. More than half of the rich favor high-end chain hotels, while one third prefer boutique hotels, according to the latest report on the country's luxury traveler market from Hurun, a publishing group targeted to the individuals of "high net worth".

根据中国旅行者评选出的前十名奢侈酒店品牌

对于中国的百万富翁和千万富翁，在选择酒店度一个高级假日时，品牌是要紧的。半数以上青睐高端的连锁酒店，同时三分之一选择精品酒店，根据最近的关于我国的奢侈旅游者市场的报告，来自胡润，一个出版集团专门对准目标“高净值”的个人。



10 Hyatt Regency (凯悦)

The five-star Hyatt Regency is the flagship and the oldest brand of the US-headquartered Hyatt Hotels Corporation, a well-known international hospitality operator that manages more than 450 properties worldwide. The first Hyatt hotel was opened in 1957, and another two luxury brands, the Grand Hyatt (君悦) and Park Hyatt (柏悦), launched in 1980. Presently, there are more than 214 Hyatt Regency hotels with more than 90,000 rooms in 43 countries. Hyatt Regency hotels mainly accommodate discerning convention and business travelers, as well as holiday-makers. The brand is well-known for its amenities, exquisite culinary options, extensive fitness equipment and distinguishable style.



9 Marriott (万豪)

Prague Marriott Hotel, Czech Republic

The upscale Marriott Hotels & Resorts is the flagship of the US-based Marriott International, Inc., an international hospitality company with about 3,400 properties worldwide. The company has repeatedly appeared on the Forbes' list of "Best Companies to Work for". Marriott features full-service hotels and resorts with amenities, gift shops, swimming pools, business centers and quality services. Presently, there are about 521 Marriott-owned hotels and resorts across the world.



8. Kempinski (凯宾斯基)

Kempinski Hotel Boao, Hainan, China

Established in 1897, the European-based Kempinski Hotels San Lawrenz is the oldest luxury hotel brand in Europe. The company runs a collection of distinctively deluxe hotels with the finest traditions of its European hospitality. Presently, Kempinski boasts 62 prestigious hotels around the world, which provide travelers and guests with memorable five-star vacations and luxury getaways.



7. Sheraton (喜来登)

Sheraton Shenzhen Futian Hotel, China

Dating back to 1937, Sheraton is the largest and most renowned brand of the US-based Starwood Hotels & Resorts Worldwide, Inc. It has an international portfolio of more than 400 hotels in the premier cities and resorts in more than 70 countries around the world. Hotels operated under the Sheraton brand are aimed to provide home-away-from-home services for prestigious guests and travelers.



6. Grand Hyatt (君悦)

Grand Hyatt Melbourne, Australia

The top-shelf Grand Hyatt is another important brand of the US-headquartered Hyatt Hotels Corporation. Grand Hyatts are large-scaled luxury hotels that offer up-market accommodations in getaway cities, featuring magnificent lobbies, advanced technology, and a full-range of business facilities and fitness centers. Grand Hyatt hotels mainly accommodate discerning travelers pursuing the comfort of home with customized services.



5. Peninsula (半岛)

Peninsula Hong Kong

Based in Hong Kong, the Peninsula Hotels group is an ultra-luxury hospitality operator under the Hong Kong and Shanghai Hotels, Ltd. Only nine premium Peninsula Hotel properties are established in the following major cities: Hong Kong, Shanghai, Tokyo, Beijing, New York, Chicago, Beverly Hills, Bangkok and Manila. The Peninsula hotels are noted for their unique style, unparalleled services and luxurious comfort. Launched in 1928, the Peninsula Hong Kong is the brand's landmark hotel. It's the oldest hotel in Hong Kong and one of the most prestigious hotels in the world.



4. Ritz-Carlton (丽思卡尔顿)

Exclusive Club Lounge, Ritz-Carlton New York, U.S.

The Ritz-Carlton is a deluxe hotel brand owned by the U.S.-based Marriott International, Inc., an international hospitality company with about 3,400 properties worldwide. Like Marriott, the company has repeatedly appeared on the Forbes' list of "Best Companies to Work for". Ritz-Carlton stands for the finest accommodations, dining options and highly attentive services in the world. The hotels feature amenities, 24-hour room service, twice-daily housekeeping, business centers and fitness facilities. Presently, there are more than 70 Ritz-Carlton hotels and resorts in the world.



3. Park Hyatt (柏悦)

Park Hyatt Maldives Hadahaa

Another brand under the umbrella company Hyatt Hotels Corporation, the Park Hyatt sits above its cousins in luxury. The Park Hyatt, launched in 1980, features elegant boutique hotels found only in premiere destinations and accommodates high-end individual travelers who desire highly personalized services in a refined environment. Presently, there are 26 Park Hyatt hotels in the most coveted vacation spots around the world, including Paris, Milan, Sydney and Tokyo.



2. Hilton (希尔顿)

Hilton San Diego Bayfront, U.S.

With a history of more than 90 years, Hilton Hotels & Resorts is an international chain of luxurious full-service hotels and resorts held by the U.S.-based international hospitality company Hilton Worldwide. As the most recognized brand in the hospitality sector, the name Hilton is associated with stylish infrastructure, excellent services and cutting-edge innovations. As of 2010, Hilton had more than 530 hotels and resorts in 76 countries with a room inventory of over 189,000.



1. Shangri-La (香格里拉)

Tower Wing Lobby, Shangri-La Hotel, Singapore

Earning the title of the world's top luxury hotel brand, Shangri-La is the flagship chain held by the Hong Kong-based Shangri-La Hotels and Resorts, the largest luxury hotel operator in the Asia-Pacific Region. Shangri-La hotels feature superior facilities and services expanding to countries outside Singapore, including Australia, China, France, India and Japan. Shangri-La's history dates back to 1971, when the first deluxe hotel opened in Singapore. Presently, the company boasts 72 hotels and resorts under the Shangri-La and Traders brands with a room inventory of more than 30,000.

Luxury Resort Development Key Principles

奢侈度假胜地发展的主要原则

1. Unique Experience:

To create and innovative and enlightening experience that rejuvenate our guest, Six Senses purpose.

独特体验

创造，创新和启发，令我们的客人体验更年轻活力的感觉，是第六感集团的目标

2. Unique:

The resort should offer a combination of a unique setting, concept, design and service which cannot be easily replicated.

独特

该度假胜地应该提供一个独特的环境，概念，设计和服务的组合，不能被轻易复制。

3. Location:

The location should be naturally beautiful and unique, and provide a dramatic backdrop to the resort. Alternatively, the resort should be located in a n area characterized by distinct culture which attracts and enriches the guest's experience.

地点

地点应该是自然美丽和独特的，提供给度假胜地一个戏剧性的舞台。
做为选择，度假胜地应该坐落在一个以独特的文化为特色的地区，吸引和丰富客人的体验。

4. Architecture and Design:

The design of the hotel building should be unique and innovative, and in many cases, aim to blend with and or complement the natural environment.

建筑和设计

酒店建筑物的设计应该是独特和创新的，在很多情况下，其目标是混合和弥补自然环境。

5. Exclusivity:

It is essential that luxury resorts and residences provide high degree of exclusivity to create demand for the resort and attract guest willing to pay a premium for rooms and or residences which have an exclusive nature.

专营权

奢侈度假胜地和居所最基本是展现其独特之处，去吸引客人愿意为其超凡的景致和舒适的居住环境而慷慨解囊。

6. Facilities:

The quality, range and design of the facilities are often exceptional.

设施

质量、范围和设施的设计往往是例外的。

7. Service:

The most important characteristic of a luxury resort, yet the most difficult to consistently provide, is a highly personalized level of service which creates a memorable impression and encourages repeat guest stays.

服务

一个奢侈度假胜地的最重要的特色，然而也是最难持续提供的，是维持很高的为私人服务的水平，留下一个可以纪念的印象，以增加回头客。



*******Sense of Arrival:
Unique Sequence of arrival to enhance the guest experience of expectation.**



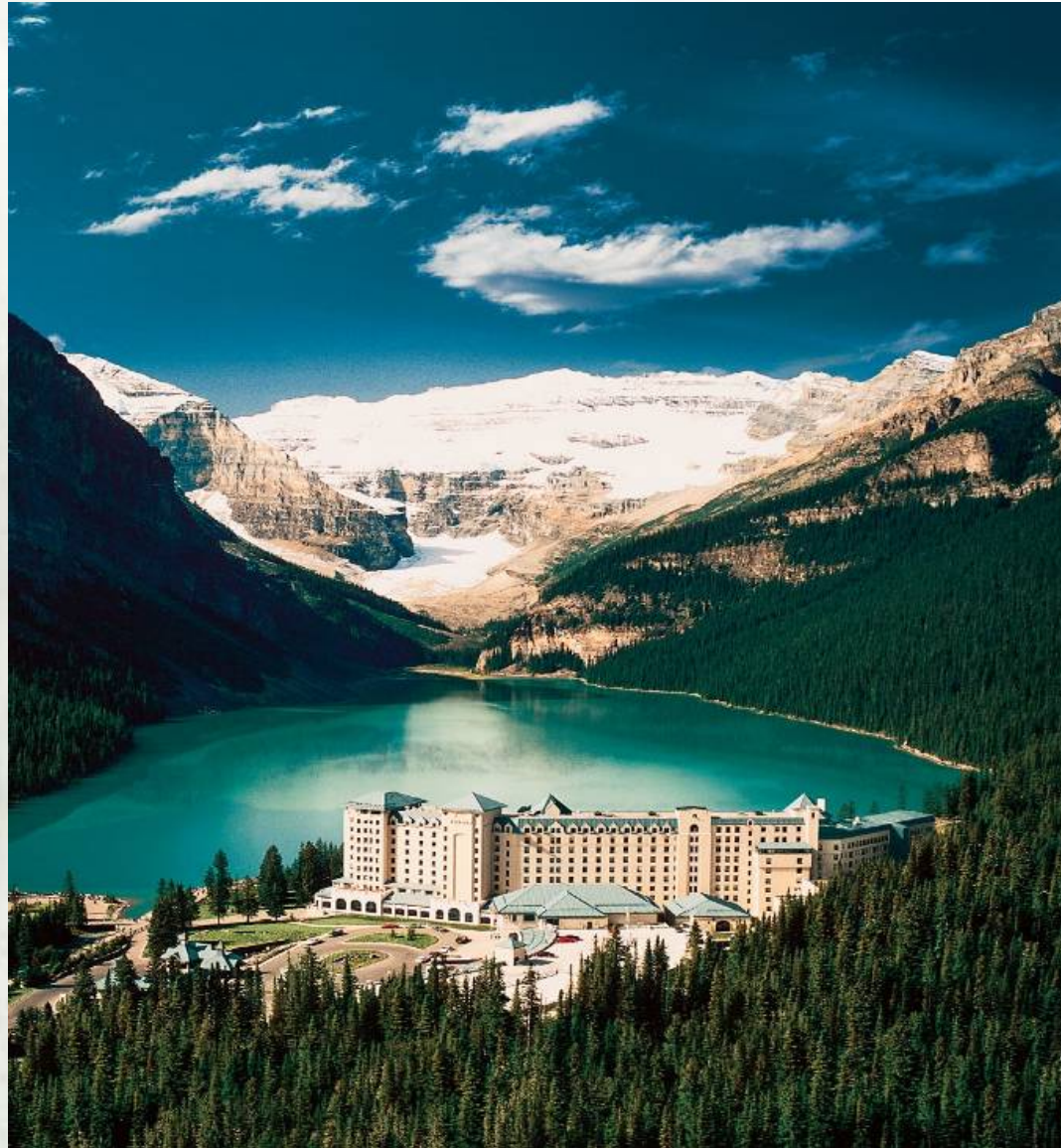
1. Unique Experience:

to create and innovative and enlightening experience that rejuvenate the guests



2. Unique:

The resort should offer a combination of a unique setting, concept, design and service which cannot be easily replicated.



3. Location:

The location should be naturally beautiful and unique, and provide a dramatic backdrop to the resort. Alternatively, the resort should be located in an area characterized by distinct culture which attracts and enriches the guest's experience.



4. Architecture and Design:

The design of the hotel building should be unique and innovative, and in many cases, aim to blend with and or complement the natural environment.



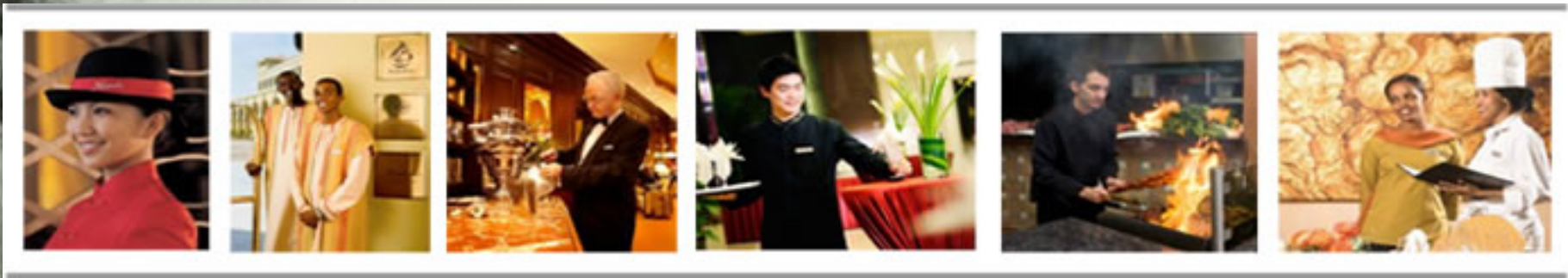
5. Exclusivity:

It is essential that luxury resorts and residences provide a high degree of exclusivity to create demand for the resort and attract guests willing to pay a premium for rooms and/or residences which have an exclusive nature.



6. Facilities:

The quality, range and design of the facilities are often exceptional.



*SERVICE IS AT THE HEART OF THE HOTEL EXPERIENCE TO
CREATE A GREAT GUEST EXPERIENCE*

7. Service:

The most important characteristic of a luxury resort, yet the most difficult to consistently provide, is a highly personalized level of service which creates a memorable impression and encourages repeat guest stays.



STAR RATING DEPENDS OF FACILITIES AND SERVICE

SPA AND WELLNESS CENTERS



TLS

SPA TYPES

HEALTH AND WELLNESS CENTERS

RESORT LIFESTYLE

RESORT SPA CENTER

URBAN

MEDICAL

水疗种类

健身中心

水疗生活馆

水疗度假中心

都市型



S Medical Spa, Thailand

Malo Clinic, Macau

VitalLife Wellness Centre, Thailand

Drx. Medispa, Singapore

The Zen Institute, the Philippines

Orient Medical Spas, Hong Kong

*Yuva Cosmetic Surgery Centre
and Skin and Laser Medical Spa, India*

ASIA'S TOP MEDICAL SPAS

Sources: HVS, CHTA, CREB Asia, Horwath HTL, China Business News, Lodging Econometrics, Hilton Worldwide, Hyatt Intl., MKG Hospitality, STR Global, HICAP, Bloomberg News, Rhombus International Hotels Group, Knowland Group

SPA DESIGN PRINCIPALS



NEED ANALYSIS

- MARKET AND DEMOGRAPHIC EVALUATION
- COMPETITATIVE ANALYSIS
- SPACE PLANNING
- FINANCIAL PROJECTS



BRAND AND THEME DEVELOPMENT

- BRAND CONCEPT AND ESTABLISH STANDARDS
- RELATE STORY LINE AND DEVELOP FEATURES
- REGIONAL INFLUENCES, LOCAL CUSTOMS, HISTORICAL AND CULTURAL ELEMENTS



PLANNING AND DESIGN

- AESTHETICS ELEMENTS
- FOCUS ON FUNCTIONALITY
- EQUIPMENT AND PRODUCT SPECIFICATIONS
- MEMORABLE DESIGN FEATURES TO SHAPE GUEST EXPERIENCES



PRE-OPENING

- TIME LINE-SCHEDULE
- SELECTION AND TRAINING OF QUALIFIED STAFF
- MENU DEVELOPMENT AND PRODUCT SELECTION
- CREATIVE PROMOTIONS TO DRIVE REVENUE
- OPERATING BUDGET
- TREATMENT PROTOCOLS
- PREPARATION FOR GRAND OPENING

温泉浴场设计原则

需要分析

- 市场和人口统计学的评价
- 竞争分析
- 空间规划
- 财务方案

品牌和主题开发

- 品牌概念和建立标准
- 创建故事情节和开发功能
- 区域性影响，本地客户，历史和文化元素

规划和设计

- 美学元素
- 集中在泛功能性
- 设施和产品规格
- 独特的设计感让客人留下难忘的经历

筹建期

- 日程表
- 招聘和培训合格的员工
- 菜单开发和产品选择
- 创造性的促销驱动收入
- 营运预算
- 待遇协议
- 准备盛大开幕



DAILY OPERATIONS

- Seamless Integration with the property
- Spa Director, Department head
- Consistent staff training and supervision
- Resources and Support
- Management or Operational Consulting

MARKETING

- Marketing plans-seasonal promotions
- Promotional pieces on demand using templates
- Time-saving implementation kits from marketing consultant.

CONTINUING EDUCATION

- Professional development and training from within Online education and meetings

IT Services

- Set up
- Training
- Online support team
- Integration with hotel systems
- Centralized data management

日常运营

- 和房产无缝整合
- 温泉浴场的总监, 部门经理
- 坚持的员工培训和监督
- 资源和支持
- 管理或运营的咨询

营销

- 营销计划——季节性促销
- 根据需要的促销的小样使用模板
- 来自营销顾问的省时的安装启用工具

继续教育

- 专家发展和来自在线教育和会议的培训

IT服务

- 设置
- 培训
- 在线支持团队
- 和酒店系统整合
- 集中数据管理



FINANCIAL OVERSIGHT

- Budget Creation
- Financial Tracing
- Revenue development
- Preferred Vendor program

财务监督

- 财政预算
- 财务追踪
- 收入开发
- 优化的供应商程序

SERVICE

- Special customer service seminars and training

服务

- 特殊的客户服务学术会和培训

RECRUITING AND TRAINING

- Core Values in Staff selection

招聘和培训

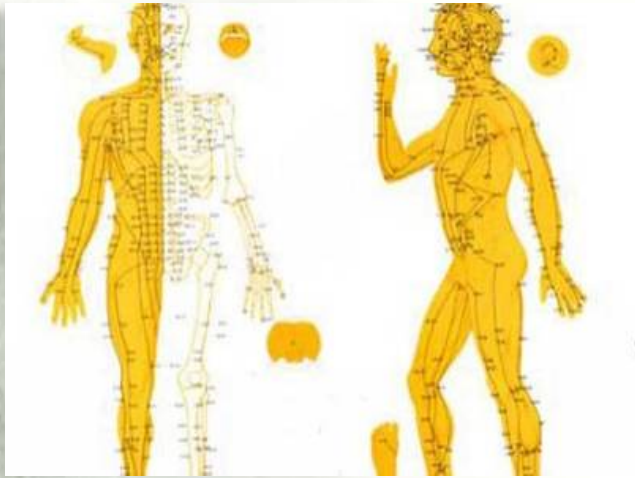
- 在职员选择中的核心价值

CREATIVE SERVICES

- Spa Menus
- Logos
- Letterhead/envelops/business cards
- Signage Systems
- Advertisements
- Gift Certificates
- E-mail templates
- websites

创意的服务

- 温泉浴场菜单
- 标识
- 信笺/信封/名片
- 引导标识系统
- 广告
- 礼物证明
- 电子邮件模板
- 网站

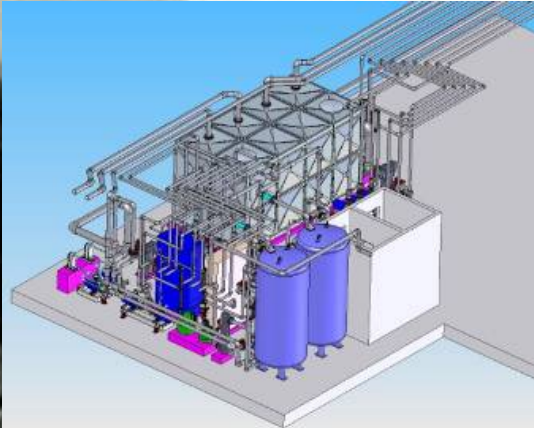


SIGNATURE FITNESS AND WELLNESS PROGRAMS

- YOGA RETREATS
- NUTRITIONAL PROGRAMS
- TCM
- LIFESTYLE COACHING
- SPORTS CONDITIONING
- HEALTH ASSESSMENT AND COACHING
- MIND-BODY, SPIRIT ENRICHMENT PROGRAMS

签名的健身和健康计划

- 瑜伽休息寓所
- 营养方案
- 中医
- 生活方式教练
- 运动调节
- 健康评定和教练
- 身心，精神增益课程



Filtration & water treatment

Disinfection Chemical / UV / Ozone

过滤和水处理

化学消毒/紫外线/臭氧



技术设备

Technical Plant



Conventional Concrete / Tiled

Polished Stainless Steel

Myrtha Stainless Steel Lined
Swimming Pool



传统的混凝土/地砖

抛光不锈钢

Myrtha不锈钢内衬游泳池



练习池

Lap / Exercise Pools



Conventional concrete / tiled

Polished stainless steel

Air lounges / recliners / benches

Body / neck massage stations / air tubs

传统的混凝土/地砖

抛光不锈钢

空气休息室 (氧吧) / 躺椅 / 长椅

身体 / 颈部按摩 / 空气浴缸

活力池和水疗特色
Vitality pools and
Hydrotherapy Features



Sauna
桑拿



Steam Room
蒸汽房



Caldarium / Laconium



Rasul (Mud Bath)
拉苏尔 (泥浆浴)



Hammam
澡堂



Salt Solariums
盐日光浴室



Snow Cabin
雪客舱



Heated Lounges / Benches
加热酒廊/长凳



Experience Showers
淋浴



Ice Fountain
冰喷泉

普通热体验
General Thermal Experiences



Italian designer Giancarlo Zema's, Amphibious 1000 is the world's first semi-submerged hotel resort

FUTURE HOTELS



THE END

谢谢!

Sources: HVS, CHTA, CREB Asia, Horwath HTL, China Business News, Lodging Econometrics, Hilton Worldwide, Hyatt Intl., MKG Hospitality, STR Global, HICAP, Bloomberg News, **Rhombus International Hotels Group**, **Knowland Group**



Dubai's
'Ome floating island

FUTURE HOTELS