



CATHAY PACIFIC

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The new age of discovery

发现的新时代

Richard
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TURN THE KEY AND WHAT WILL YOU FIND?

打開酒店的房門後你會看到什麼？

Hotels have morphed into a thousand crazy shapes and sizes.

There are a lot more surprises to come, says AMANDA MORISON

酒店變身成千百種形式和規模。Amanda Morison認為未來將有更多驚喜出現

Imagine this is the first ever issue of Discovery. It is 1970 and we have decided to write an article about the state of the hotel market. It would not have been very long or particularly interesting piece.

The business was dominated by a handful of big American chains. Hotels tended to come in three basic shapes and sizes: motel, mid-market, luxury. There were local variations, such as ryokans in Japan, inns in Britain, posadas in Spain; but then there always had been.

Now, in 2015, think of the sheer variety of places where you can lay your head. You can sleep in a tree, on a bed of ice, under the ocean, in a cave. In a 1950s caravan within a restored Berlin warehouse. In a converted drainpipe in an Austrian forest or an oil rig survival pod floating on a Dutch canal. Even the conventional hotel room offers a bewildering variety – from the two square metres of a Tokyo capsule hotel to the 1,300 square metres of a Manhattan tripleplex.

The hotel business, once so monolithic, has fragmented into a thousand different themes, concepts and brands. So what's next for the business? ☺

試 想象一下，你我第一期《Discovery》專輯，現在是1970年，我們要寫篇文章介紹當前的酒店業市場。

那篇文章不會太長，也不會特別有趣。那時年頭酒店業主要由幾家美國大型酒店連鎖集團支配，酒店主要分為三種基本的形式和規模：汽車旅館、中型酒店和豪華酒店。當然還有些本地的變奏，例如日本的傳統旅館、英國的小客棧與西班牙的小旅館，但酒店萬數十年如一日，向來就是如此。

來到2015年，不彷想像在廣度上有多少地方可讓你安枕。你可以睡在船上，一床冰塊上，在海底下、山洞裡、柏林地鐵內的1950年代復行格座、奧地利森林內的一處純改造的冰水窖，或後空在荷蘭運河上的鹽焗台底生蠔內。就是豪華的酒店，也有五花八門的選擇：從東京面積2千平方米的豪貴深淵到曼克頓面積1,500平方米的三層複式豪華寓所，應有盡有。

以往酒店是個龐大的整體，現在已經分成成五花八門、數以千計的主題、概念和品牌。未來這個行業的發展又會如何？

趨勢1：科技應用個人化
目前酒店業界的共通點，住客會透過自己的智能装置，逐步增加對酒店住客體驗的掌握。大部分酒店住客在出門時，都會選擇最少一部智能裝置，酒店應用iPad、iPhone或導航軟體的服務對他們而言，吸引力不大。而Shodogg等同步服務，則讓住客将自己的影片下載到客房的電視播放。這種技術很有可能令酒店失去一個收入來源，也許酒店要因餐廳收銀開收銀員一樣，開始收旅費換「導航費」了。☺



1. The New York Palace 2. Treehotel in Sweden

3. Spain's Alm de Barranco hotel 4. The Partridge Nest room at The Ritz-Carlton, Millenia Singapore 5. Indoor caravans & igloohotel in Sweden

6. The Royal Bridge Suite at Atlantis, The Palm in Dubai 7. The Royal Bridge Suite at Atlantis, The Palm in Dubai 8. dasparkhotel in Austria

1. 紐約宮殿酒店 2. 瑞典樹屋酒店 3. 英國倫敦的Ritz Carlton酒店 4. 新加坡米連尼亞爾的帕特奇巢穴 5. 瑞典的室內露營車及冰屋酒店

6. 阿聯酋棕櫚島的皇家橋套房 7. 阿聯酋棕櫚島的皇家橋套房 8. 奧地利的露營車酒店

TREND 1: TECH GETS PERSONAL
The consensus is that guests will increasingly control their own hotel experience using their own technology. Loaning iPads/Phones/Ipads doesn't usually help the vast majority of guests who travel with at least one gadget. Syncing services such as Shodogg allow guests to download their own content to an in-room TV. As an aside, this potentially means a lost revenue stream – will hotels start levying 'watchage' in the way that restaurants charge corkage?

Chains are fervently developing and updating apps, some little more than glorified marketing tools and booking portals; others more sophisticated. Conrad Concierge app users can check in and out and book items such as pillows or order room service. Location-based technology arguably does the job of a concierge by delivering restaurant suggestions and offers right to the doorstep.

Technology is also having a phenomenal impact on booking patterns. Globally, nearly 25 per cent of hotel bookings – and in some regions 68 per cent of same-day reservations – are made by smartphone.

The world's largest and third-largest travel agencies are online, and their strength allows guests to directly compare rates. Hotels will have to work even harder to drive direct bookings to maintain revenue streams. Expect clever push notifications, increasingly personalised emails and other ways of reaching out phones and inboxes. Beep. There goes a half-price room deal with a manicure thrown in...

“INSIDERS PREDICT RECEPTION DESKS WILL DISAPPEAR IN THE MAJORITY OF HOTELS IN THE NEXT FIVE YEARS

業內人士預測，大部分酒店會於未來五年內取消大堂的接待處



趨勢2：無微不至或簡約白刷
消費服務越來越多樣化，而且重點是，選擇的多寡可能關係你是否入住貴賓的房間類型。最近由電子商務服務公司Smart Hotel進行的民意調查顯示，有55%的酒店住客喜歡在網上安排房間訂購及客房送餐服務。萬豪酒店Autograph Collection品牌系列中的Kameha Grand Zurich酒店向房客提供客房的行李箱送餐服務。酒店行政總裁Cecilia Rath接出訪問時，曾慨嘆為何她會開及擴張，但其實她坦承因為：「經常到處旅行、非常討厭酒店住員突然闖進我的房間裡。」

同樣，對經常來奔走各地的商務旅客來說，不必在接待處拆穿辦理入住手續，已是稀鬆平常。業內人士估計，未來五年，大部分酒店會取消大堂的接待處。

日本酒店內部出現的自動吸塵機，可能會在其他地方的酒店慢慢實現，而迷你酒吧也會來愈少。倘使如來賓的酒店所附設設施有酒吧的話，那麼酒店很可能讓你願意燒燙咖啡的數位。巴黎La Reserve Hotel and Spa酒店會在你抵達之前，將你所屬的精英大人物配滿你喜歡的飲料。紐約Marrakech Avenue酒店每晚客房內，甚至配備有小型吧檯及廚房。

不過要點到點的首飾與無懈可擊的服務，不會就此沒落。最近全球各地有不少五星级酒店開幕，它們定義在這方面的競爭比拼。英國皇家最愛的度假酒店The Goring就厲害的住客安排一五一清。電視劇《摩登女郎》的粉絲都知道，頂級的服務比管家更貼身，不論後臺平斯實驗室應急供博士，事無大小，他們都必須滿足住客的要求。

半島酒店的客房時時改變裝置，並指半島就是管家赤裸。只要房客點選屏幕或按鈕，稍後就會伴隨地席安富和替換，住客連廁紙的紙盒也會不見。

若機器還能推出全新的市區酒店系列，業內酒店最近於東京開幕，客房附設巨型風呂浴缸，有專人負責泡水。泡池更位於高雅浴缸中的樓層，讓住客欣賞到城市的美景及遠山美景。

Belmond集團旗下位於意大利Portofino的Hotel Splendido酒店，為住客的奢華挑戰服務，而吉隆坡的Majestic Hotel Kuala Lumpur酒店則為住客提供兩間，住客可於一天之內任何時間入住。

趨勢3：社交媒體的魅力
男爵拍攝片上載至網上的杜杜旗艦店Instagram、Facebook、Twitter及TripAdvisor的熱潮，只要有地圖導航，幾乎酒店推出PinPoint功能，邀請住客在酒店裡享受服務員的協助下製作Pinterest版圖。

由於社交媒體熱潮，凱悅酒店專屬甚至肩頭團隊，24小時於Twitter上解答問題。微博為中國最大的社交媒体，立刻

Reflections
Poolside cabanas (above) at Jing An Shanghai La, West Shanghai. Left: The suite bar at La Reserve, Paris

池畔倒影
上圖：上海靜安嘉里大酒店旁邊的泳池旁的躺椅小屋。左圖：巴黎La Reserve酒店的套房吧檯。

TREND 2: ULTRA-SERVICE - OR NONE
Service is increasingly about choice, and – crucially – not just how much you spend on a room. A recent SmartHotel poll revealed that 85 per cent of guests prefer to organise housekeeping and room service online. Kameha Grand Zurich, part of Marriott's Autograph Collection, rewards guests with a treat such as a bottle of wine

Reflections

Poolside cabanas (above) at Jing An Shangri-La, West Shanghai. Left: The suite bar at La Réserve, Paris

池畔倒影

上圖：上海靜安區的上海靜安香格里拉大酒店的泳池設有池畔小屋；左圖：巴黎La Réserve酒店的套房內附設酒吧

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Service is increasingly about choice, and – crucially – not just how much you spend on a room. A recent SmartBrief poll revealed that 85 per cent of guests prefer to organise housekeeping and room service online. Kameha Grand Zürich, part of Marriott's Autograph Collection, rewards guests with a treat such as a bottle of wine

if they don't want their room serviced. Cost-cutting and environmentally friendly perhaps, but the measure came directly from the hotel's CEO, Carsten Rath, who 'travels a lot and gets fed up with staff barging into my room'.

Similarly, the biggest luxury for a busy-business traveller is checking in without the faff of queuing at a reception desk – insiders predict these will disappear in the majority of hotels in the next five years.

Expect to see a rise in the number of vending machines – already ubiquitous in Japanese hotels – and a decline in minibars. But if you do get a mini bar, you're likely to be given a choice of what goes in it. At La Réserve in Paris, rooms feature vast mirrored fridges filled with your requested drinks, placed there before you arrive; at New York's Marmara Park Avenue every room is kitted out with a 'wet bar' and kitchen.

Attentive staff and serious pampering haven't gone away – so many five-star hotels have recently opened around the globe ☺