



CATHAY PACIFIC

# DISCOVERY

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The new age of discovery

發現的新時代

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### TREND 1: TECH GETS PERSONAL

The consensus is that guests will increasingly control their own hotel experience using their own technology. Lending iPads/iPhones/tablets doesn't usually help the vast majority of guests who travel with at least one gadget. Syncing services such as Shodoggy 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 leaving 'watchdog' in the way that restaurants charge corkage?

Chairs are feverishly 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 in-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 shares. Expect cleaner push notifications, increasingly personalised emails and other ways of reaching our phones and inboxes. BEEP. There goes a half-price room deal with a manure thrown in...

頂級酒店集團都積極研發及更新應用程式，但大多只用作市場推廣及訂房，似乎仍有部分人貼心實用的功能。例如 Conrad Concierge 應用程式就可讓住客傳閱入住、退房、預訂和酒等用品，以及預訂客房送餐服務。應用程式的位位快捷與可替代酒店的禮賓部，以方便快捷的方式為使用者提供餐飲服務及各種優惠。

科技亦為訂房的模式帶來重大的轉變。全球約 25% 的客房預訂是以前無手機預訂，部分地區更有 68% 的即日客房預訂是以前無手機預訂的。

全球最大及第三大旅行社都將網上經營的，它們的優勢，為讓商家直接比較酒店價格。酒店要花更多心思鼓勵住客直接向酒店預訂客房，才能維持收入比率。在不久的將來，相信你會收到更多貼心的通知，以及更個人化的電郵。酒店亦會想方設法來奪過你的手機及收件箱。噠！酒店開始帶來客房半價優惠，並對送免費半房服務……

## “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



### Reflections

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

### 酒牌新穎

上圖：上海靜安區的上海新亞酒家內的大酒廊酒池地池畔的池畔小吧。左圖：巴黎 La Réserve 酒廊的池畔小吧。

### TREND 2: ULTRA-SERVICE – OR NONE

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. Kameta 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-busy business traveller is checking in without the fuff 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 mini bars. 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

### 趨勢2：無微不至或嚴約自勵

酒店服務越來越多選擇，而且重點是，選擇的多寡可能並非為客人住昂貴的房間無關。最近由電子新聞服務公司 SmartBrief 進行的民意調查顯示，有 85% 的住位住客喜歡在網上安排房間打掃及客房送餐服務。美華酒店 Autograph Collection 品牌系列中的 Kameta Grand Zürich 酒店向住位客房的住客提供免費酒牌服務。酒店行政總裁 Carsten Rath 提出這項措施，看似為了節省開支及環保，但其實他只想因為：「經常到處旅行，非常討厭酒店職員突然闖進我的房間裡。」

同樣，對經常來往酒池的商務旅客來說，不必在接待處排隊辦理入住手續，已是一種奢侈。業內人士估計，未來五年，大部分酒店會取消大堂的接待處。

日本酒店內經常出現的自動櫃檯，將會在其他地方的酒店興盛起來，而從你剛把行李帶來時，你便如乘的的士般直接到於你酒牌的位。那麼酒店便可節省你隨處獲得的飲料。巴黎 La Réserve Hotel and Spa 酒店會在你抵達之前，將你房間內的鏡面大冰櫃裝滿你喜歡的飲料。紐約 Marmara Park Avenue 酒店每個客房內，甚至配備有小型酒吧及廚房。

不過嚴約自勵的酒店職員與無微不至的服務，不會就此消滅。雖然全球各地有不少五星級酒店開幕，但酒店業在遠方的競爭加劇。英國最豪華的倫敦酒店 The Goring 就為客房的住客安排一名男爵。電視劇《唐頓莊園》的粉絲都知道，男爵的服務比貴客更加貼身，不論為其平話餐後咖啡還是供多士。舉凡大小，他們都願意滿足住客的請求。

半島酒店的客房則提供更豪華，包括甲級乾冰及雪櫃設備。只屬新亞酒家酒池酒池酒中，稍後就會得享地池酒池酒池及熱池，住客睡醒後的腳影也看不到。

安縵集團則推出全新市道豪華酒店系列。首家酒店是位於東京開幕，客房則配備巨型風呂浴缸，有專人負責換水。泳池更位於高層酒池中的樓層，讓住客俯瞰城市的輪廓及遠山美景。

Belmond 集團旗下位於意大利 Portofino 的 Hotel Splendido 酒店，為住客的餐後提供浴池。而吉隆坡的 Majestic Hotel Kuala Lumpur 酒店則向住客提供時間，住客可於一天之內任何時間入住。

### 趨勢3：社交媒體的動力

新自拍照片上載互聯網上的社交媒體如 Instagram、Facebook、Twitter 或 TripAdvisor 的熱潮，只會有增無減。四乎酒店推出 PinPack Go 活動，邀請住客在酒店禮賓部職員的協助下製作 Pinterest 版面。

由於社交媒體備受重視，氣泡酒店集團甚至聘請專家，24小時於 Twitter 上解答疑難。發展為中國最大的社交媒體，全新

Photos: La Merne/Bois - Clap for G. Galtner



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### Reflections

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### 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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