



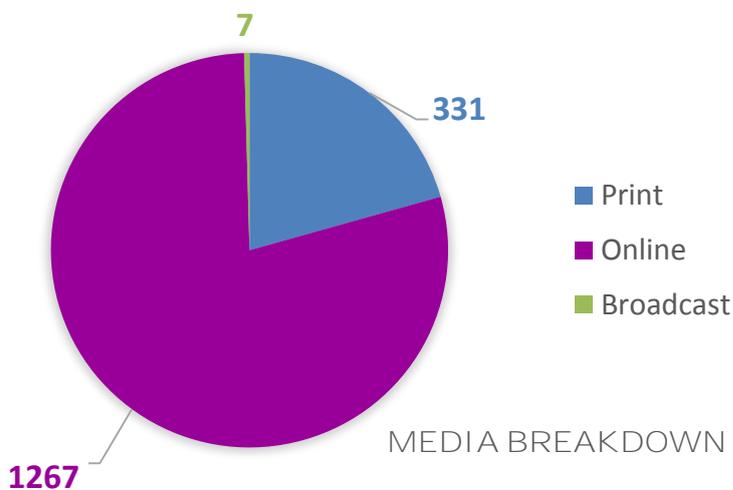
*Preferred* <sup>SM</sup>  
HOTELS & RESORTS

Global Public Relations Coverage Report  
January to December 2016

# By-the-Numbers Snapshot: 2016 PR Coverage Highlights

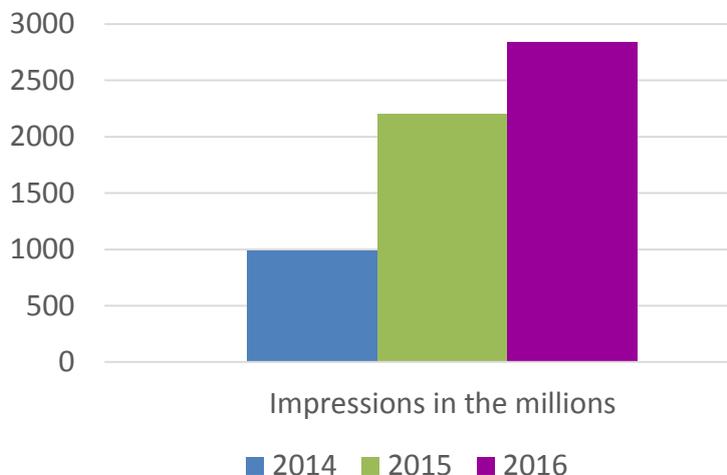


1,606 Media Placements Secured



2.84 billion media impressions

\*\*Up 188% since 2014\*\*



## Preferred Hotels & Resorts In The News



Coverage in

40

Countries  
Across

960

Outlets

15  
different  
associates  
quoted  
across 737  
articles



Ad Value  
of Placements

\$6M+



Agency ROI

39:1



**HOTELS & RESORTS**

## *Global PR Team 2016 Editorial Highlights*

- page 3 Fuera de Serie – July 9, 2016  
*Profile on Lindsey Ueberroth and the strength of the Preferred brand.*
- page 7 The New York Times – April 3, 2016  
*Feature of the top under-the-radar loyalty programs, including iPrefer.*
- page 8 Hotelier India – September 2016  
*Saurabh Rai named among **the region's most influential hospitality personalities.***
- page 10 Bi-Premium (Japan) – Summer 2016  
*Interview with Lindsey Ueberroth about the Preferred brand and her travel experiences.*
- page 12 Myself.De (Germany) – March 23, 2016  
*Interview with Lindsey Ueberroth about her travel experiences.*
- page 18 AHGZ (Germany) – October 22, 2016  
*Interview with Philipp Wegmann, discussing Preferred and independent hotels.*
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*Interview with Lindsey Ueberroth on Preferred and 2016 growth in the Middle East.*
- page 25 Conde Nast Traveler China – March 2016  
*London travel feature highlighting The Beaumont as the top place to stay.*
- page 32 ELLE France – September 9, 2016  
*Review of Hacienda Na Xamena.*
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*India foodie guide with The Leela Palaces and Resorts in New Delhi, Udaipur, and Goa.*
- page 42 Oriental Weekly (China) – September 2016  
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- page 45 W Magazine (China) – October 22, 2016  
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- page 47 Perfect Boat (Japan) – May 2016  
*Brand feature highlighting four new ASPAC hotels and iPrefer.*
- page 52 WTM (World Travel Magazine) – June 2016  
***Insider's** guide to the top experiences in Munich, provided by Hotel Bayerischer Hof.*
- page 55 Hotel Business – June 2016  
*Highlight on partnership with Katara Hospitality.*

# fuera de serie

EXPANSIÓN

1976	A. J. S. WOOD	1975	D. J. DOWLING
1977	L. R. SCOTT	1976	B. W. MEABY
1978	M. A. P. BRANSBY-ZACHARY	1977	L. R. SCOTT
1979	T. S. E. POWELL	1978	D. J. HAYMAN
1980	T. S. E. POWELL	1979	P. N. G. GILBERT
1981	D. H. STATION	1980	R. H. WILLIAMS
1982	A. S. LLOYD	1981	V. H. BRADLEY
1983	N. P. MacARTHUR	1982	B. W. MEABY
1984	B. D. GARDNER	1983	T. SMITH
1985	A. J. S. WOOD	1984	J. H. TAYLOR
1986	J. M. AAR	1985	E. DON-DEW
1987	K. W. DE	1986	T. THORNHILL
1988	A. J. WAL	1987	A. F. GEE
1989	A. L. T. S	1988	R. M. ST
1990	J. R. THO	1989	A. S. S
1991	R. J. RUD	1990	J. H. AIR
1992	C. PHAR	1991	R. M. ST
1993	G. MASS	1992	K. E. LEW
1994	C. M. LEW	1993	P. F. GOOD
1995	A. P. BLACK	1994	H. M. SP
1996	C. SODEN	1995	D. S. THOMPSON
1997	T. C. M	1996	S. P. M. BANKS
1998	R. B	1997	S. P. T. SMITH
1999	G		A. R. C. CHAMPION
2000			J. P. TAYLOR
			M. J. DAKES
			R. M. THOMPSON

Nº 578  
9 DE JULIO  
DE 2016



DANNY  
WILLETT

**CANDIDATO  
INGLÉS  
AL BRITISH  
OPEN**

“UN HOMBRE  
DE ÉXITO  
EN LOS  
NEGOCIOS  
PUEDE SER  
UN GRAN  
JUGADOR  
DE GOLF”

EL ÚLTIMO  
VENCEDOR DEL  
MASTERS  
DE AUGUSTA,  
EN EL CLUB  
DE GOLF INGLÉS  
WALTON HEATH.



## MIS HOTELES PREFERRIDOS

En el mundo de la alta hotelería hay pocas personas tan respetadas como la presidenta de Preferred Hotels & Resorts **LINDSAY UEBERROTH**. Esta asociación reúne 650 establecimientos independientes en 85 países bajo un sello de calidad reconocible.

Por **VICKY VILCHES** Fotografía de **ÁLVARO FELGUEROSO**

**S** es observador y le gustan los hoteles, tal vez se haya topado en alguna ocasión con una placa metálica con una piña silueteada junto a la palabra Preferred escrita en letra cursiva. Suele encontrarse a la entrada del establecimiento.

¿Qué significa la imagen de esta fruta tropical en la puerta de templos de la buena vida como Finca Cortesin, en Málaga, The Siam de Bangkok o The Mark en Nueva York? La piña es el símbolo internacional de la hospitalidad. No está claro su origen como signo de acogida, dicen que se remonta al Caribe precolombino. En cualquier caso, si quiere mostrarse como una persona hospitalaria, colóquela a la entrada de su casa, todavía hay quien lo hace.

La enérgica y risueña Lindsay Ueberroth (Tarzana, California, 1975) ha conseguido poner una nada menos que en 650 hoteles de 85 países, logrando que el logotipo de su empresa sea el signo identificativo de la mayor asociación del mundo de hoteles independientes. Desde 2014 ostenta el puesto de presidenta y CEO de Preferred Hotels and Resorts, organización que fundó su padre junto a otros socios en 1968 en Estados Unidos y que desde 2004 es una empresa familiar en manos de los Ueberroth. La piña que puede verse a las puertas del Hotel Regina, donde nos encontramos, tiene suerte. A su frente, los jardines de Tullerías y el Louvre. A su diestra, unas preciosas puertas giratorias *art déco* salidas del taller de Hector Guimard, célebre por realizar las marquesinas más bellas del metro de París. No es un mal sitio para una piña ni para usar como cuartel general desde el que explorar la ciudad del Sena.

—Para nosotros, la localización dentro del destino es fundamental, más en ciudades como ésta, Londres, Nueva York, Roma... Esto es en lo primero en lo que nos fijamos. Posteriormente, cuando un hotel quiere formar parte de nuestra asociación ponemos en marcha un complejo proceso de selección. Primero se realiza una inspección física para garantizar los estándares de calidad de Preferred. Una vez que forman parte de la organización, por-

que han cumplido todos nuestros requisitos, utilizamos *mystery shoppers* [profesionales encubiertos que se hacen pasar por clientes] y también disponemos de una completa herramienta *online* que analiza en tiempo real todas las opiniones que se dicen de nuestros asociados en las principales redes sociales, como Tripadvisor, Twitter o Instagram. Podemos ver todos los comentarios y también nos permite estar al tanto de los que afectan a nuestros principales competidores. Si observamos muchas opiniones negativas sobre un hotel, estudiamos la situación y advertimos a nuestros socios.

—Por lo que se ve, están muy al tanto de lo que dicen los clientes.

—Por supuesto. Hoy hay que escuchar al cliente más que nunca, un problema de reputación *online* es un grave problema, no se pueden substituir los comentarios que se vierten en las redes sociales. Pero también los combinamos con la información profesional de los *mystery shoppers*, ambas se complementan.

—Esto de saltar de hotel en hotel y que encima te paguen es un tipo de trabajo con el que la gente sueña.

—Sí, suena genial para dos o tres semanas, pero luego deja de serlo. Hay que rellenar informes, comprobar cientos de detalles, ser muy meticuloso. Es algo muy distinto de lo que la gente cree y, desde luego, se parece muy poco a dejar un comentario más o menos útil en Tripadvisor.

Si Lindsay vertiera sus opiniones en esta red social tal vez habría que crear para ella una categoría especial como colaborador Top Diamante, o similar, dada la gran cantidad de hoteles que visita cada año. Conoce más de 100 países, viaja unas tres semanas al mes y no es precisamente una novata

en la tribu de los trotamundos. Cuando era una adolescente, su padre tomó la decisión de que ella y su hermano dejaran el colegio de forma presencial durante un año y toda la familia emprendiera una vuelta al mundo de 10 meses. “Empezamos con el Transiberiano. Todavía existía la URSS y sitios como Check Point Charlie, India, Sudamérica...”. Al terminar la universidad no se sumó a la empresa familiar, aunque su padre le había inoculado el gusanillo. Unos años en la consultora Accenture como experta en cambio organizacional parece que fueron una buena escuela para lo que más tarde le depararía el destino. Un consejo que recuerda de un jefe al que aprecia: “Es mejor que vuelvas del trabajo cansada que aburrida”.

**LO MEJOR DE DOS MUNDOS.** No sólo no lo ha olvidado, sino que se esfuerza en aplicarlo. Desde que tomara las riendas de Preferred hace ahora dos años, le ha dado un interesante impulso a esta asociación hotelera con especial implantación en Estados Unidos y en la que sus socios encuentran ventajas especialmente en el ámbito de la comercialización, el *márketing* y el posicionamiento internacional. Con ella, ha ganado miembros, ha aumentado beneficios, ha creado un programa de fidelización y ha hecho un *rebranding* de la marca segmentando los hoteles miembros por categorías. El viento juega a su favor. Según diferentes estudios de referencia del sector, los llamados *millennials* no son tan partidarios de alojarse en los hoteles de las grandes cadenas como las generaciones anteriores. Se decantan más por establecimientos independientes, buscan más autenticidad y sabor local. “En Preferred tratamos de ofrecer lo mejor de los dos mundos: hoteles independientes bajo el paraguas de un nombre reconocible a nivel global que sea garantía de calidad para el cliente”, dice.

—He de confesarle que aunque tengo cierto conocimiento del sector, no estaba excesivamente familiarizada con el concepto de Preferred...

—Bueno, esto es exactamente uno de mis grandes objetivos, transformar la compañía y acercarla al consumidor final, al viajero, al huésped. Hace un año hicimos un *rebranding* y un proceso de transformación

en ese sentido para ganar notoriedad. Mi sueño es entrar un día en una fiesta o en un cóctel y que alguien me diga de corrido sus tres hoteles favoritos de Preferred. Hoy, cuando pregunto por hoteles preferidos a gente que conozco, muchos pertenecen a nuestra asociación, pero los huéspedes lo ignoran. Ese es mi objetivo.

Hay unos cuantos establecimientos que

lucen su piña entre mis favoritos, le comento. The Mark, Finca Cortesin, The Alpina Gstaad, Il Salviatino... Todos ellos pertenecen a Legend Collection, una de las patas, la más lujosa, de las cinco en que ha segmentado su marca. Pero, a diferencia de otras asociaciones similares, como Leading Hotels of the World o Small Luxury Hotels of the World, en Preferred hay otras opciones más asequibles. “Las estrellas ya no sirven para diferenciar como antes. La gente también quiere saber a qué tipo de hotel va: ▶



CINCO ESTRELLAS. Vista de una de las suites del Hotel Regina de París, ubicado junto al Museo del Louvre.



2

HÔTEL  
REGINA  
—  
RESTAURANT  
—  
COUR JARDIN  
★ ★ ★

HÔTEL  
REGINA  
—  
LES SALONS  
—  
BAR ANGLAIS  
★ ★ ★

A woman with blonde hair, wearing a blue dress and black heels, stands with her arms crossed in the entrance of the Hotel Regina.

**PERFECTA ANFITRIONA**  
La presidenta de Preferred Hotels & Resorts en la puerta del Hotel Regina, en París.

**MONTE-CARLO BAY.** Uno de los mejores resort de Mónaco, perteneciente a la Sociedad de Baños de Mar. Glamour. Desde 315 euros.



MONTECARLO

**MUKUL RESORT** Nicaragua ha entrado en el mapa del lujo con este resort de 24 villas y campo de golf junto a una playa virgen. Desde 515 euros.



RIVAS, NICARAGUA

**HALF MOON.** Una de las opciones más completas, con las mejores instalaciones deportivas y de ocio de la isla. Desde 225 euros.



JAMAICA

**PERSONAJE** Lindsay Ueberroth

►familiar, *lifestyle*, urbano... Por eso hemos segmentado a nuestros asociados. No todo es lujo, pero siempre van a encontrar hoteles inspeccionados y con estándares de calidad". En España tienen 30, pero no todos son completamente independientes. "Tenemos algunos miembros que pertenecen a NH, es algo excepcional, sólo lo hacemos con marcas de cierto tamaño y que han segmentado algunos de sus establecimientos o reposicionando hoteles, como NH Collection". Su idea es crecer en algunos mercados emergentes, especialmente en el sudeste asiático y estar presentes con todas sus marcas en ciudades clave como Londres o París.

—Todas las cadenas quieren estar en París, pero quien gana la partida en la capital francesa es AirBnB, con récord de pernoctaciones y el destino mundial número uno de la marca. ¿Qué opina del fenómeno?

—Claramente ha sido un elemento disruptivo para el sector. Por un lado, está el tema del precio, aunque yo creo que pronto veremos el desarrollo de hoteles *low cost* que le hagan la competencia. Para mí lo interesante es que demuestra que los viajeros quieren opciones mucho más residenciales cuando salen de casa, bien porque viajan más con toda la familia, bien porque quieren una experiencia mucho más local. Y creo que es ahí donde está la oportunidad. De hecho, nosotros también tenemos residencias y es un producto que queremos potenciar porque hay una gran demanda. Creo que entre AirBnB y el alquiler de villas superlujas hay espacio para crecer, y esta es una de nuestras apuestas.

—París también simboliza los temores de un grupo significativo de personas que muestran reticencias al viajar. De hecho, tras los atentados, el sector hotelero no se ha recuperado del todo.

—Es cierto que las ocupaciones medias son más bajas, aunque los americanos están volviendo de nuevo a Europa, animados también por la posición del dólar.

—¿Y qué me dice del norte de África, Egipto o Turquía?

—Nosotros hicimos nuestra reunión anual el año pasado en Estambul. Le confieso que hoy creo que no la organizaríamos allí. Es una lástima, pero es la realidad. ◀

**VIAJES DE OCIO Y NEGOCIO**

Ueberroth confiesa encontrarse en Europa en viaje de "bleisure".

¿"Bleisure"? Se trata de un neologismo inglés resultante de la combinación de "business with leisure", es decir, negocios con ocio, con clara influencia en el sector hotelero y turístico. Según diferentes estudios, un número creciente de viajeros de negocios reconoce que se toma un tiempo libre cuando va a una ciudad y muchos añaden un día o varios para descubrirla o se reúnen allí con su familia o pareja el fin de semana. Esto significa que el segmento de hoteles de negocios puro y duro tiende a desaparecer y que cada vez veremos más establecimientos urbanos con salas de conferencias y "business centers" sin dejar de lado suites acogedoras y hasta club infantil.

Más información: <https://preferredhotels.com>  
Video en Orbyt y en [www.fueradeserie.com](http://www.fueradeserie.com)

# The New York Times

## Travel The New York Times

THE NEW YORK TIMES, SUNDAY, APRIL 3, 2016

THE GETAWAY | STEPHANIE ROSENBLUM

### The Other Rewards Programs

As major loyalty programs change, a look at some lesser-known offerings.

Practically every major airline and hotel loyalty program has recently changed or is on the road to being updated, be it the new American Airlines award chart, which went into effect on March 22, or a potential merger of the Starwood Preferred Guest and Marriott Rewards programs.

Yet the travel industry is rife with other rewards and membership programs — offerings that don't get as much attention but can make a trip cheaper and easier. That independent boutique hotel you love? It may be part of a program you've never heard of that could earn you free stays. From receiving early check-in at your hotel, to spending a layover in a lounge with a glass of wine instead of with a crowd at an airport gate, here are some lesser-known programs that deserve a closer look.

#### Hotels

**LEADERS CLUB** This membership program for the Leading Hotels of the World, which is made up of over 375 luxury hotels in 75 countries, comes at a price: \$150 a year for the introductory level membership. But that includes breakfast for two each day of your stay, Internet access, a room upgrade (depending on availability at check-in), early check-in and late checkout (depending on availability), a welcome gift, exclusive rates on Leading Hotels, and the ability to earn one free night at participating hotels for every five stays. There are some knock-out luxury hotels in the program, such as Le Bristol Paris and the Ciragan Palace Kempinsky in Istanbul. The program's highest membership tier, Unlimited Level, \$1,200 a year, allows you to earn free nights faster (every four stays instead of five), and it includes all of the above as well as free airport transfers (in certain cities) to your hotel, three free one-year Leaders Club memberships to share with family members, a free Priority Pass membership (see below for details about the program) and guaranteed late checkout at 4 p.m. [lhw.com/leaders-club](http://lhw.com/leaders-club).

**STASH HOTEL REWARDS** This program is much smaller and includes a range of independent hotels in the United States, including Hawaii, the Caribbean and Panama, such as Beach House in Turks and Caicos and the Honua Kai Resort & Spa in Hawaii. But it's free to join and members earn five points per dollar spent, which can then be used toward free nights at participating hotels. And there are no blackout or expiration dates. A recent search found that a standard

room at the Sunset Marquis in Los Angeles on a Saturday in May was \$315, or 29,166 Stash points. Another search found a "classic room" midweek in June at the Kennebunkport Inn in Maine for \$209 a night or 16,362 Stash points. [Stashrewards.com](http://Stashrewards.com).

**IPREFER** Members of this program for Preferred Hotels and Resorts receive perks at the brand's more than 600 hotels, including a number of luxury properties, in more than 85 countries, be it the Stafford London; the Ohla Ciutat Vella in Barcelona, Spain; or the Royal Palm Hotel Galapagos. It's one of the largest such programs and it's free to join. Benefits include free Internet, a room upgrade when available, early check-in and late checkout when available, and points for stays. Members receive 10 points for each dollar spent for a stay; Elite members (those who earn 50,000 points within one year of their membership anniversary date) receive 15 points for each dollar spent for a stay as well as a welcome gift such as a bottle of wine, chocolates or a resort credit. Points can be redeemed not only for free stays, but also for spa services and dining.

**That independent boutique hotel you love? It may be part of a membership program you never heard of that could earn you free stays.**

[Preferredhotels.com/iprefer](http://Preferredhotels.com/iprefer).

**HOTELS.COM REWARDS** When it comes to online booking rewards programs, many travelers think of Expedia and Priceline. Hotels.com also has a program, which includes some 235,000 hotels. It's free to join and members receive one "rewards night" for each night they stay. Once they amass 10 rewards nights, they receive a free night at an eligible hotel. The value of that free night is equal to the average rate of the 10 nights you stayed to earn it — in other words, if you stay 10 nights at a hotel akin to a Best Western, don't expect to get a free night at the likes of a Park Hyatt. If a hotel you want to book costs more per night than your free night, you can still use it toward the more expensive room and pay the difference. If you redeem for a night of lesser value, however, you forfeit the difference. [Hotels.com](http://Hotels.com).

#### Airports and Airlines

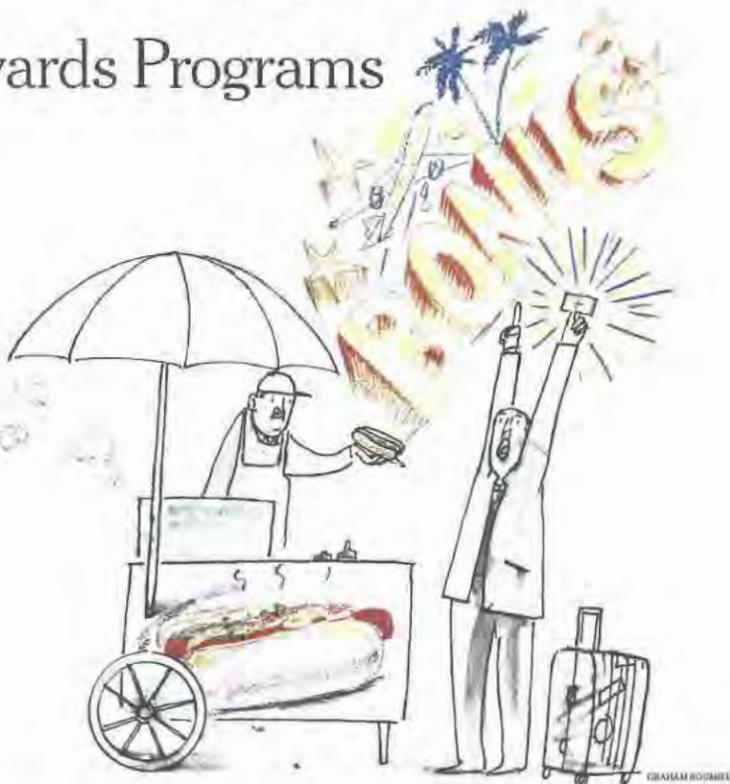
**PRIORITY PASS** This isn't a loyalty program, but it's worth considering if you're a lounge lover without elite status on a particular airline, or if you fly a lot but tend to use differ-

ent airlines. Priority Pass is an independent airport lounge program that gives members access to more than 850 lounges around the world — no matter which airline they happen to be flying. You'll find the lounges in major airports, including Chicago O'Hare International Airport, Narita International Airport in Tokyo, and Heathrow Airport in London. The standard membership is \$99 a year plus \$27 for each visit; "standard plus" membership is \$249, which includes 10 free visits a year and then costs \$27 a visit thereafter; and "prestige" membership is \$399 a year for unlimited free visits. You may bring a guest into the lounge, but the fee is \$27, regardless of your membership level. While that may sound pricey to those who don't use lounges, the \$399 membership is a good buy compared with the cost of membership in just one major airline's club. For instance, an individual membership to Delta Sky Club is \$450 a year (plus \$29 if you want to bring in a guest). An "executive membership," which includes unlimited visits for the member and up to two guests per visit, is \$695 a year. Note: American Express Platinum card members can receive a free Priority Pass membership. [PriorityPass.com](http://PriorityPass.com).

**THANKS AGAIN** Members of this airport rewards program can earn points when they shop, park and dine at certain retailers in and around over 100 airports worldwide, including New York City area airports like Newark Liberty International and John F. Kennedy International. It's free to join; members just register their existing American Express, MasterCard or Visa card, which they can then pair with a rewards program such as Hilton HHonors or United MileagePlus. When they spend at a participating airport business, they receive points or miles for each dollar spent. How many they receive depends on things such as the retailer, and how much they spend. An app allows you to see where and how many miles or points you can earn. [Thanksagain.com](http://Thanksagain.com).

#### Cars

**UBER** The ubiquitous car service isn't just a way to get home after late-night high jinks. It has a partnership with Starwood Hotels and with American Airlines. For every dollar you spend using Uber, you'll receive 1 Starpoint after linking your Starwood and Uber accounts (and using Uber during a hotel stay earns even more points). American Airlines frequent fliers have a limited window for racking up points: If you have an AAdvantage Aviator MasterCard and use it to pay for your Uber rides, you can earn two additional bonus miles for every dollar spent through July 31. [Uber.com](http://Uber.com).



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# hotelier

THE DEFINITIVE GUIDE TO SUCCESSFUL HOTEL MANAGEMENT

[www.hotelierindia.com](http://www.hotelierindia.com)

*india*

# POWER LISTERS

CELEBRATING THE ARCHITECTS OF THE HOSPITALITY INDUSTRY

Published by ITP Publishing India

## SAURABH RAI

Executive VP, South Asia, Middle East,  
Africa & Australasia, Preferred Hotels & Resorts



Saurabh Rai's stint with the brand began in 2008 as director, global sales & development for India and Middle East. His rise to the present position stands testament to Rai's phenomenal knowledge of the field, strategic insight on market trends and decision taking prowess. Opining on the current industry scenario, he says, "The industry today is faced with the unfortunate global geo-political situation, which requires the hotel sector to be more agile than ever before. Shorter booking lead times, the easing of cancellation policies, and flexibility in bookings are some of the trends that have come to the forefront this year. In India, the domestic market will continue to be a key driver of business. One positive development is the state governments focusing on promoting tourism through heavy campaigns, which will help open up opportunities for secondary cities and destinations."

He admits that the scenario isn't encouraging for hotels to pump in large capital investments required by a global brand to support a worldwide sales, marketing, branding, loyalty, quality assurance and distribution infrastructure. And that's where a partnership with Preferred Hotels & Resorts helps. In fact, Rai's future strategy in India includes forging strong partnership and growing with them. "We continue to look at some great opportunities in the near future and are exploring possible avenues of expansion in the Indian subcontinent in countries like Sri Lanka and the Maldives," he ends on a positive note.

世界は美しい！

2016 Summer '17

美・プレミアム

# premium

フランツ・ヨーゼフ1世没後100周年記念

華麗なるウィーン  
ハプスブルク家  
のお姫さまたち

Imperial & Contemporary Vienna

一流のフレグランスに宿る記憶をまとう  
香りが導く美セレブの世界へ

パリジェンヌおすすめのおしゃれカラーがいっぱい！

マリー・アントワネットが  
愛したフランスの布

トワルド・ジュイ

美セレブのお手本  
はマリー・アントワネット  
王妃の愛用カラー

セレブな香港の旅は楽しい！  
が止まらない！

セレブマダム  
のリュクス香港

LUXURY HONG KONG

きれいな肌は毎日のケアから  
美セレブの美肌づくり

いつだってエレガントに過ごしたい  
美セレブのヴァカンススタイル

# ウィーン



# I nterview

## 美マダムのラグジュアリーな旅支度



Profile

Lindsey Lieberth

プリファードホテルズ&リゾーツの代表取締役社長兼総務最高責任者。ヒストリック・ホテルズ・オブ・アメリカのボードメンバー、全米旅行業協会とヤングプロフェッショナル・カンファレンス（YPO）でも活動。ウェイクフォレスト大学卒、100カ国以上の渡航経験がある。

創立者である、リゾーツが加盟するプリファードホテルズ&リゾーツの5カ所に同じ旅の楽しみ方。

プリファードホテルズ&リゾーツは創立1968年、約85カ国、650軒以上が加盟する世界最大の独立系ホテルとリゾートのブランドです。

日本では「ザ・キャピトルホテル東急」、「ホテルニューオータニ」、「ザ・プリンスパークタワー東京」などは軒が加盟。美マダムが個性的でラグジュアリーな旅をより良く利用するため、知識を代表取締役社長兼総務最高責任者のリゾーツ・ユベロスさんに聞きました。

——リゾーツさんで思うラグジュアリーホテルは？

「ラグジュアリー」の定義は人それぞれで、私の場合は目的に適したサービスと時間を望みます。出張の時はワイリーやRSBの差し込み口など仕事に必要な環境、早朝や深夜でも利用できるジムなどの施設。そして豊心地のよいベッドが何よりも嬉しいですね。休暇の滞在ではちょっとしたサブライズでラグジュアリーな気分を味わえます。パーナダーやウエイトラーが私の好みの飲み物や朝食のオムレツの好みを覚えてくれた時みたいなのがサブライズです。コンシェルジュが私の言葉好きを知っていて、特別なアクティビティを予約してくれたり、予約の出来ないレストランやスパやトリートメントルームを確保してくれる、という

のも嬉しいサブライズです。ただ、究極のラグジュアリーは「時間」でしょう。仕事であれレジャーであれ、私の時間を最大限に有効に使えるようにしてくれるサービス。気遣い、アレンジは本当に充実したホテル滞在を叶えてくれます。

——独立系ホテルに宿泊した経験の中で印象的だった体験は？

「忘れられない素敵な体験がある。ありますが、一年ほどの香港、ザ・アッパーハウスに滞在した時のことです。遅い時間にチェックインし、最上階のレストランに行くと素晴らしい夜食を待つテーブルに案内されました。食事を持ってレストランを出る時、「また、あのテーブルで食事したいわ」と会話をした2日後、再び同じレストランに行ったら同じテーブルに案内してくれただけでなく、テーブルの上に、あなたの特別な場所へようこそ」というカードが置いてあり、感激しました。次の日は地元のレストランをコンシェルジュに聞いて行く事にしたのですが、なんとそのコンシェルジュは一緒にその店まで行き、私達のためにオーダーしてくれました。素晴らしい思い出です。

——加盟ホテルはグループに分かれていますか？

「2015年3月に大々的なリブランドを行い、ブランドの中に5つのコレクションを作りました。基準は主に旅行者がそのホテルで体験できる内容（ロケーション、デザイン、サービス、アメニティ、飲食施設など）を元に5種類に分けています（※下記参照）」

プリファードホテルズ&リゾーツの「エグゼクティブ」メンバーになると、どのようなメリットがありますか？

「Preferredは日本国内の3のホテルを含め、世界的600軒の独立系ホテルがこのプログラムに参加しています。まず、Preferredのメンバーになると、同時にアーリーブッキング、レイトチェックアウト、フリーワイリーなどの特典を得られます。たまたまポイントが金銭に変わるので宿泊した際の支払いに役立てることができ、すぐにデイスカウントが可能です。ポイントの有効期限はなく利用するまで失効しません。1ドムで10ポイント、エリートメンバーはさらに15倍の15ポイントつきます」

——社内に読書にテックジャーナルを旅を奨励するサービスはありますか？

「私はいつも旅先でその地元ならではの体験を味わうようにしています。ウエブなどで情報を調べることでもできますが、食事や買い物は地元の人に聞くのが一番だと思います。地元の人々のお気に入りの場所であれば安全であることは確かですし、ローカルの人達との交流は旅の体験をより豊かなものにしてくれます」

「2015年3月に大々的なリブランドを行い、ブランドの中に5つのコレクションを作りました。基準は主に旅行者がそのホテルで体験できる内容（ロケーション、デザイン、サービス、アメニティ、飲食施設など）を元に5種類に分けています（※下記参照）」

Enjoy Your Luxury Vacances

※「ロケーション」ホテルの5つのコレクション  
 ●レジャー ●LUX（ラグジュアリー） ●ライフスタイル ●コネクト ●プリファード・レジデンスの5つのカテゴリー。たとえレジデントは、ホテルが位置する国（地域）がすでに世界的に重要な場所とされ、最高級のサービスと施設を提供できるホテル、リゾートのみが加盟できます。  
 プリファードホテルズ&リゾーツ  
<https://preferredhotels.com/> 日本での問い合わせ0120-984-450

# myself

## Inside *myself*



### MEIN BESTER RAT

*Du hast nicht umsonst zwei Ohren und einen Mund bekommen. Höre zu. Und dann höre noch mehr zu. Das ist der Schlüssel zum Erfolg.*

**Lindsey Ueberroth**  
Präsidentin und CEO von Preferred Hotels & Resorts aus  
Corona Del Mar, Kalifornien

Was war die bisher größte Herausforderung Ihres Lebens?

*Wir haben in unserer Firma kürzlich einen großen Imagewandel durchgeführt - wir haben die Markenstruktur und die Positionierung, die es schon seit fast 50 Jahren gibt, umgestaltet. Die Firma, die Mitarbeiter und Hotelpartner weltweit durch so eine Veränderung zu führen, brauchte unbeschreiblich viel Zeit, aber auch viel Mut und Stärke um die Entscheidung nicht anzuzweifeln, wenn Dinge schwierig wurden.*

Sie reisen viel - was ist Ihr Lieblingsreiseziel?

*Das ist immer eine sehr schwere Frage für mich, weil ich so viele Orte rund um die Welt liebe. Allerdings sind Südafrika und Indien immer noch meine zwei Lieblingsländer.*

Wo sehen Sie sich in zehn Jahren?

*Ich habe kürzlich eine Person getroffen, die ich sehr bewundere und die mir sagte, dass das größte Ziel im Leben ist, langfristig von Erfolg zu Bedeutung überzugehen. Mit anderen Worten, wie wandelt man seinen Erfolg in etwas, dass Einfluss in der Welt hat. Deshalb würde ich in zehn Jahren gerne 50 Prozent meiner Zeit wohltätigen und philanthropischen Dingen widmen und viel mehr Zeit mit meiner Familie und allem, was wir uns hart erarbeitet haben, genießen. Zeit ist heutzutage der größte Luxus, also bedeutet es mir jeden Tag mehr, diese Zeit sinnvoll zu nutzen.*

---

Das höre ich gerade:

*Michael Bublé.*

Das lese ich gerade:

*"My Journey" von Donna Karan - dieses Buch bereitet mir viel Freude beim Lesen. Und "Procrastination on Purpose" von Rory Vaden, ein Business-Buch. Ich lese immer zwei Bücher gleichzeitig.*

So sieht mein perfekter Sonntag aus:

*Ausschlafen, eine Spinning-Stunde, Freunde und Familie treffen, um gemütlich Mittagessen zu gehen und dann entweder einen neuen Film anschauen, oder einen Abend zu Hause verbringen, um meine Lieblings-Shows anzusehen.*

---

Wie lautet der beste Rat, den Sie je bekommen haben?

*Du hast nicht umsonst zwei Ohren und einen Mund bekommen. Höre zu. Und dann höre noch mehr zu. Das ist der Schlüssel zum Erfolg.*

5000 Euro geschenkt. Was machen Sie damit?

*Es würde mir Freude bereiten, das Geld für kleine unerwartete Nettigkeiten für Freunde und Fremde auszugeben. Dann würde ich alles dokumentieren und an Reaktionen an die Person schicken, die mir die 5.000 Euro gegeben hat, um zu zeigen, dass das Geschenk multipliziert wurde und viel mehr Wert hat als 5.000 Euro.*

Diese 3 Wünsche hätte ich gerne erfüllt:

*Ich wünsche mir, dass meine Familie gesund bleibt und es ihr weiterhin gut geht. Ich wünsche mir, dass die zwei Kinder meiner Freunde, die an einer seltenen Art von Krebs leiden, wieder gesund werden. Und ich wünsche mir das Ende des Terrorismus.*

---

*Lieblings  
Beauty  
Produkt*

*"CE Ferulic" und "Hydrating B5 Gel" von  
SkinCeuticals*



*SkinCeuticals*

*Schönheits  
Tipp*

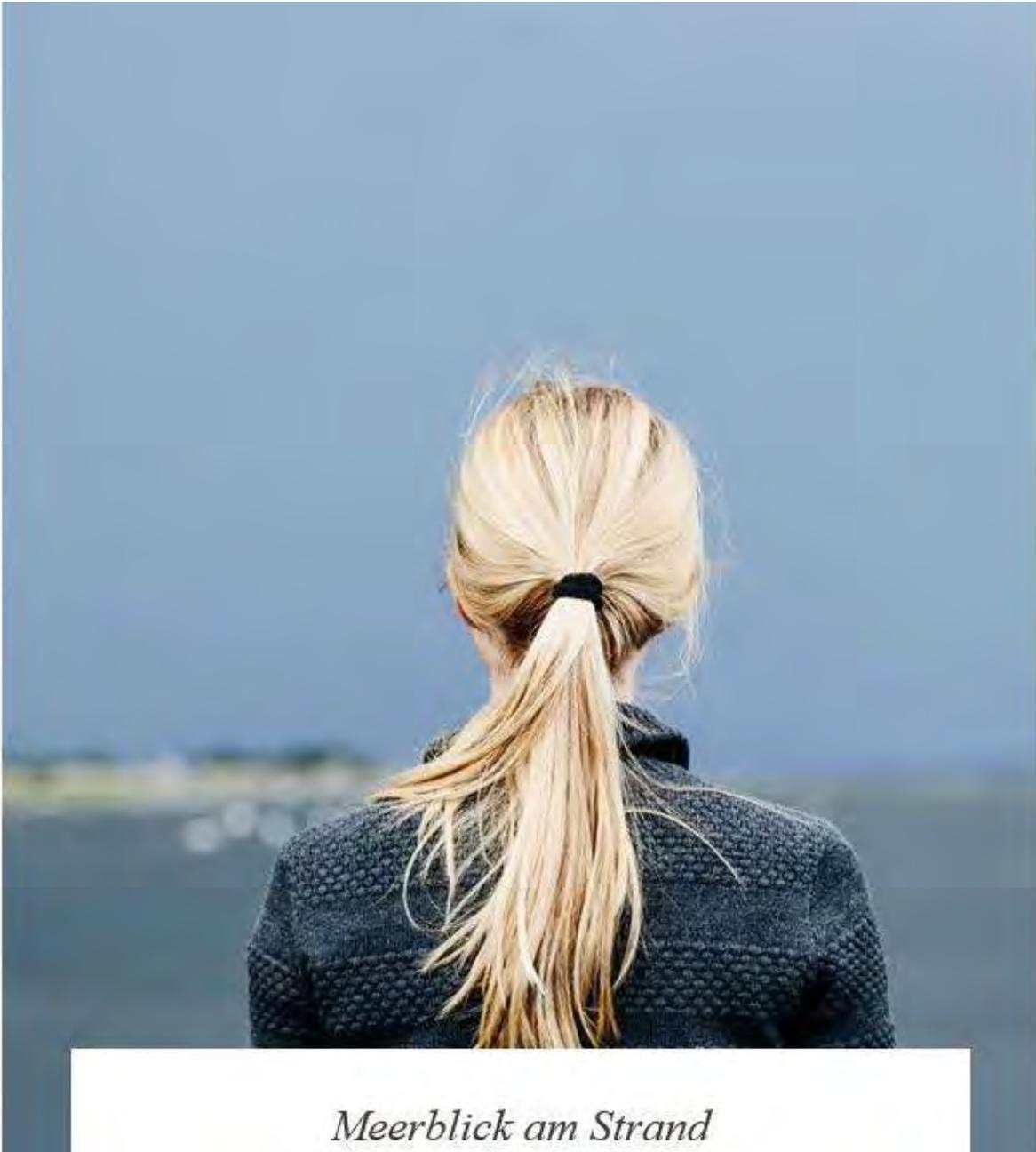
*Das klingt sehr einfach, aber wenn ich von diesen beiden Dingen genug bekomme, sehe ich besser aus und fühle mich auch besser.*



*Schlaf und viel Wasser*

*Relax Tipp*

*Das Handy ausschalten und einen Platz finden, an dem man sich ausgeglichen fühlt - ich selbst bin am liebsten am Strand und schaue aufs Meer hinaus.*



*Meerblick am Strand*

## Vielfalt ist Trumpf

GASTBEITRAG

Von Philipp Wegmann,  
Executive Vice President Europe,  
Preferred Hotels & Resorts.

» Eine Fusion jagt die nächste: Anfang des Jahres hat Accorhotels die Übernahme von FRHI bekannt gegeben, nun ist der Kauf von Starwood durch Marriott erfolgt. Konzerne sind unter anderem daran interessiert, ihre Position im Luxushotelsektor zu sichern. Sie folgen dem Trend der Konsolidierung von Hotelportfolios, indem sie ein erfolgreiches Konzept replizieren. Diese Expansionen sind aber durchaus fragil und funktionieren bereits dann nicht mehr, wenn beispielsweise mögliche Wirtschaftskrisen die Auflösung oder den Verkauf von weniger profitablen Hotelmarken erzwingen.

Sicher, für Hotellers bedeutet der Anschluss an eine Hotelkette immer den Zugang zu einer Stammkundschaft, zu Wissen und zu markterprobten, erfolgversprechenden Standards – eine kostenin-



Philipp Wegmann: „Die Zukunft und Chance der Privathotellerie ist die Spezialisierung.“

tensive Entwicklung der eigenen Marke entfällt. Hotellers, die planen, Teil einer bereits etablierten Marke zu werden, sind allerdings mit langfristigen, wenig flexiblen Verträgen konfrontiert. Gängige Franchisemodelle machen es schwer, auf Markt- und Nachfrageveränderungen schnell zu reagieren und Neues zu implementieren. Naturgemäß halte ich daher Kooperationen für eine ideale Alternative. Sie erlauben Individualität, nehmen den Hotellers nichts von ihrer Entscheidungsgewalt, sind vergleichsweise kostengünstig und bieten dieselben Vorteile wie Fran-

chisemodelle großer Konzerne. Synergieeffekte können genutzt werden und der Bekanntheitsgrad ganz natürlich gesteigert werden. Ein Kooperationsvertrag bedeutet für viele Hotellers ein deutliches Plus in puncto Marketing und Vertrieb – gleichzeitig behält der Hoteller die Kontrolle über sein Produkt und kann individuell handeln. Aspekte, die auch bei Preferred Hotels & Resorts zum Tragen kommen. Seit rund 50 Jahren unter-

stützt unsere familienbetriebene Dachmarke mittlerweile mehr als 650 unabhängige Hotels, Resorts und kleinere Hotelgruppen weltweit, die ihre eigene Identität haben und das lokale Umfeld widerspiegeln.

Während Hotelfusionen der jüngsten Zeit in erster Linie große Portfolios formen, um die Aktionäre zu befriedigen, wird – wie ich finde – die wachsende Nachfrage von personalisierten Reiseerlebnissen häufig außer Acht gelassen. Gefragt ist die ganze Bandbreite, was sich bei unserer Kooperation in fünf Kollektionen widerspiegelt. Motor unserer Wachstumsstrategie sind die Erfahrungen und Wünsche unserer Gäste.

Zusammenschlüsse wie die eingangs genannten machen uns keine Angst. Im Gegenteil: Wir gehen davon aus, dass Fusionen großer Hotelunternehmen individuellen Häusern zusätzliche Möglichkeiten eröffnen – denn die Zukunft und Chance der Privathotellerie sind Vielfalt und Spezialisierung. Es ist unser Anliegen, auf Veränderungen bei den Wünschen unserer Stammkunden stets flexibel zu reagieren. Gäste mit einem einzigartigen, authentischen Erlebnis zu verwöhnen – darum muss es gehen.

**Hotelkonzern oder Kooperation? Welches Modell hat bessere Zukunftschancen?**

Schreiben Sie uns Ihre Meinung.

redaktion@ahgz.de





# BRAND OF ITS OWN

Preferred Hotels & Resorts is giving independently-owned and managed properties a global reach they have never before had. CEO *Lindsey Ueberroth* explains why GCC hotels are fast signing up.

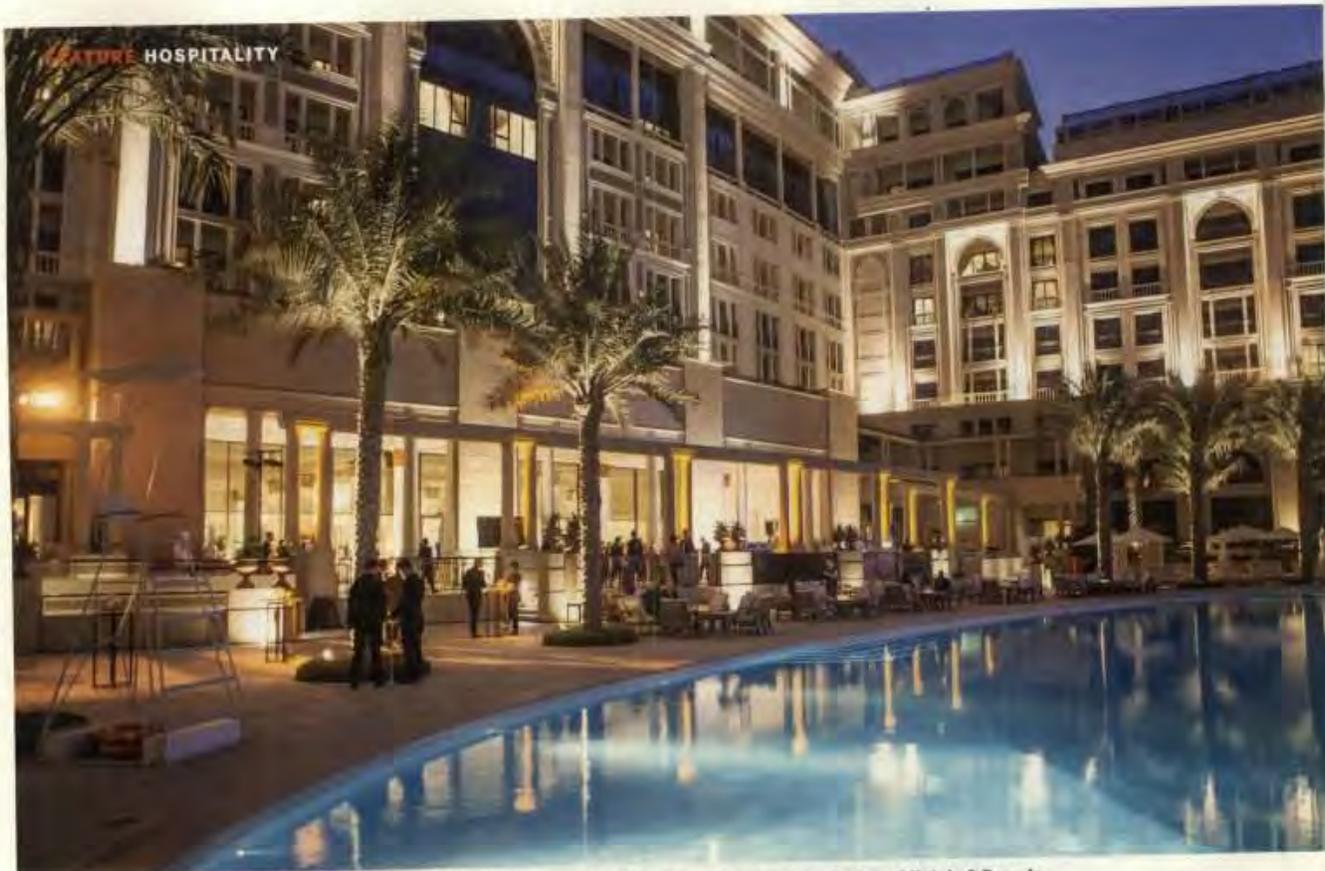
BY NEIL HALLIGAN

**“W**E DON'T OWN, MANAGE OR operate any of our hotels,” says the president and CEO of one of the biggest global players in the hospitality industry, Lindsey Ueberroth.

Yet Preferred Hotels & Resorts is one of the most influential players in the hotel business, with partnerships with 650 of the most luxurious properties.

The company allows independent hotel owners and management companies to utilise joint global sales, marketing, distribution, revenue management and loyalty services, reducing individual costs and strengthening efficacy.





▶ Palazzo Versace Dubai on Dubai Creek has seen hundreds of new loyalty members since joining Preferred Hotels & Resorts.

"It's a portfolio of services that all the big chains do, but without making [the independents] put our name on the side of their building," Ueberroth says, sitting in the palatial surrounds of Palazzo Versace Dubai, part of Preferred Hotels' Legend collection.

Last year, the company repositioned itself, shifting from a multi-branded business model to one master brand, "transitioning from a house of brands to a branded house", as Ueberroth says.

The result is five distinct luxury collections — Legend, LVX, Lifestyle, Connect, and Residences.

The business, which generated more than \$1bn in revenues for its 650-plus member hotels last year, charges a percentage of every booking, as well as a fixed annual charge.

"I like to put it as more of a pay-for-performance type of model. On average, if you were to compare us to chains, we're probably somewhere between 3.5 percent to 4 percent of gross rooms revenue. The chains could be upwards of 10 to 12 percent of total revenue. So it's a very different business model. We've got annual fixed fees and then the hotels are paying for transactions that come specifically through our channels,"



▶ The lavish decor at Palazzo Versace Dubai fits it in Preferred Hotels' 'Legend' category.

**85**

The number of countries in which Preferred Hotels has properties.

Ueberroth says.

Attracting new hotels to the portfolio comes from both operators or owners approaching Preferred Hotels or the company targeting properties that fit the brand.



◀ Preferred Hotels targets upscale independent accommodation.



◀ Ueberroth is excited about Dubai.

"It depends on the market. In a market like [the GCC], we were doing a lot more outreach initially, but I would say 80 percent of business is hotels coming directly to us, sometimes through existing relationships," she says.

"We go to a lot of investor conferences, so we meet a lot of hotel developers, owners and operators. I guarantee you we could drive around the city [of Dubai] and say 'we want that hotel' and 'that hotel'. We are specifically looking for existing hotels, but [we] also go to development investor conferences, because we're also looking for hotels that haven't come off the ground yet."

The Middle East — the GCC in particular — has been "exceptional" for Preferred Hotels, according to Ueberroth, who says it has played a "significant role in our company's overall growth".

"We brought on a lot of hotels, but in addition to that, hotels in city centre markets in particular really are wonderful for us because they tend to be feeder markets for the resort destinations," she says. "We brought on a lot of hotels in major markets, which has definitely been great for the company, especially in this region, when we were starting out. Business in the region for the region is one

of the most important for Dubai, Qatar, Bahrain and Saudi Arabia. This is pushing lots traction and transactions."

The company has grown its presence in the GCC from 12 hotels a few years ago to 23 currently, led by Saurabh Rai, executive vice president of Preferred Hotels.

"Saurabh was originally based in Delhi. When we first bought the company, we had one hotel there and he grew it to 33. That was why we relocated [Rai] to the Middle East. He still oversees all South Asia, including India, but from a development standpoint; we're very strategic.

"We had some existing relationships that helped us launch a couple of new

**"It's a hotelier's dream come true to be able to come to a market like [Dubai] and see what's happening"**

**546**

The number of hotels under contract in the Middle East, according to STR.

developments, but then we also signed great partnerships with Qatara Hospitality [in Qatar], and a couple of other groups that now, all of a sudden, have a handful of properties in the region, versus [one previously]."

Preferred Hotels has three member properties in Qatar with Qatara Group and Murwab (the management company arm): The Avenue, a Doha city centre property, and two beach resorts, Sima-isma and Sealine, which are north and south of the capital, respectively.

"We're growing with Murwab in Qatar," she says, with two new properties due to be added in the near future.

Last week saw Preferred Hotels make its first venture into Saudi Arabia, with two boutique properties in Vivienda Granada (49 rooms) and its sister property Vivienda Residences (12 villas), both in Riyadh.

In a city that has 6,657 rooms in 30 hotels under construction, matching the entire kingdom's current hospitality construction trend, Ueberroth is excited about the prospects of expanding further in Saudi Arabia.

"It's a market that we definitely want to expand in and we want to be there. It's a fascinating market, a growing market,

and challenging, especially Riyadh, which is starting to have a bit of an oversupply as a destination," she says.

"We found really strategic partners in Riyadh. It's going to benefit both ways — business going from Riyadh into our partner hotels in the region and vice versa, because it's a corporate destination at the end of the day.

"We want to grow further in Saudi Arabia. We're looking into Jeddah, Al Khobar and the Eastern Province, as our focus areas."

The company also has recently signed its first property in Bahrain, The Domain Hotel & Spa in Manama, while in Oman it has two properties in Al Nahda Resort.

"We're looking at Muscat now. We would like to have a presence there; we are in discussion with some prospect properties in Muscat," Ueberroth says.

In Kuwait, she says the company is looking to add a lifestyle property to complement its luxury hotel, The Regency.

"It's 'the' property in Kuwait," Ueberroth says, referring to The Regency. "[It's] an historical property and the leading property in destinations when it comes to luxury product. We're now looking to have a lifestyle product. We're in discussion and negotiations with particular property [owners]."

There are also discussions over properties in Ras Al Khaimah, and while Fujairah is on the 'watchlist', she says Dubai remains the focal point in the UAE.

"[Dubai] is one of the most fascinating hotel markets I've ever been to — the fact that there's 630-something hotels," Ueberroth says. "It's a hotelier's dream come true to be able to come to a market like this and see what's happening.

"This is a city that sets the trends; it's an incubator for some really unique things that are happening in the hotel industry. We have had hoteliers that came in a few days early [for the company's global conference] just to go visit and tour hotels. It's a market that everybody loves to watch."

She describes the ongoing drop in hotel room rates in Dubai as an adjustment to market demands.

"There's definitely a rate correction, with business from key, major markets being down. And now you've got a lot of supply that's increasing. That's where



▲ The Avenue Hotel, Doha, is one of two Qatar properties currently signed up with Preferred Hotels.



▲ Preferred Hotels member Royal Rose Hotel, Abu Dhabi.

**"We've seen about 40 hotels that have taken a chain down and gone independent and had great success"**

**9**

The number of Middle East properties currently on Preferred Hotels' books.

we come in. Instead of focussing on the Russian, Chinese and Saudi Arabian markets, now we're looking at how we can get business from other key markets and how do we get our fair share of what's coming into the Dubai market to our hotels," she says.

A recent report said that Airbnb's 4,200 listings in Dubai also were hitting hotel rates in the emirate, but Ueberroth says she has not seen any real impact on the properties in Preferred Hotels' portfolio.

She says airbnb attracts certain types of travellers, who are not her hotels'



← The boutique Dunes by Al Nadha in Oman is taking advantage of Preferred Hotels' global platform.

typical clientele.

"It's definitely affecting certain markets, but what we find is that... in some cases they're (using airbnb) because they're travelling with a large group and they really do want a bigger apartment. In most major cities, we haven't seen an impact," she says.

Ueberroth says the number one reason hotel management companies and operators sign up to Preferred Hotels is because it offers a global reach without demanding a specific brand be adopted.

"There are owners who want to have control of their asset. There's a great sense of pride [amongst those]. They just need a global operator," she says.

"We have seen hotel owners 'deflag'. We've seen about 40 hotels that have taken a chain down and gone independent (using Preferred Hotels' services) and had great success and now [we] really see this as an exciting, viable option."

From the management companies' perspective, she says there are some who don't want to establish a brand.

"Their core is 'we're a management company but we don't want to have to go build a global sales infrastructure; we don't want to have to build a central reservation system'.

"So they come to us and say 'great, we're going to partner with you to do all those things so that we can focus on what our core business is'," she says.

All hotels are full-service and what Ueberroth describes as 'upper-upscale to ultra-luxury', so the company insists on a minimum standard. That used to require adhering to 1,600 points of quality assurance, but the number has been halved.

"They are inspected annually; we do

**"[The GCC] as a growth market, outside maybe parts of South East Asia, is probably one of our most bullish markets"**



← Vivenda Residence, Riyadh.

**\$1bn**

Total revenue generated by Preferred Hotels' members last year.

unannounced inspections [by] a third party," Ueberroth says.

An aggregation of the top 20 sites reviewed online by consumers also is used to set a regional benchmark.

"It's real time, taking all the consumer reviews and benchmarking it against our quality assurance," she says.

The company also has its own

loyalty programme, iPrefer, and while not on the same scale as Starwood Preferred Guest, she says the growth has been encouraging.

"We relaunched the programme two years ago as a true points-based loyalty programme and we've just crossed the 2 million member threshold. If you were to compare us to Marriott-Starwood's 85 million members, it's hard, but the momentum has been really good.

"This hotel [Palazzo Versace] is an example — it started engaging and signed 1,500 members in a very short period of time, so you multiply that across 650 hotels. We're looking to do double-digit growth year over year, from 2 to 4 million."

Preferred Hotels is also optimistic about having double-digit growth in its portfolio in the region.

There is a 'wish-list' for each destination, Ueberroth says. They are properties that the company believes would add significantly to Preferred Hotels' overall offering across the five collections.

"It's big one," she says, with a laugh, when pushed to reveal details.

"There's a lot of growth potential here. I think I'd like to believe we could definitely double this in the next year, if we get the right partners. I think it's doable. We've done it before in markets and I think we've got a really strong pipeline and some partners that can bring in multiple properties at one time, which is also an advantage.

"We're very bullish on this market. We're very excited. When I look at it as a growth market, outside maybe parts of South East Asia, this is probably one of our most bullish markets that we're looking at." ■

# 悦游 Condé Nast Traveler

April 2016 四月号

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酒店没有愚人节的玩笑

DESTINATION  
**阿曼**  
山这边,海那边

北领地  
驶向澳洲赤色心脏

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**好茶不下山:** 名动天下的太平猴魁,依旧藏在猴坑村里,守着“灵巧的猴子才能摘下的茶中之魁”的美名。

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**房车新时代:** 一批更为耀眼也更为舒适的全新概念拖车出现在我们面前,宣告公路旅行的伟大复兴。





## LONDON BE MODERN

# 伦敦摩登 当如此

新世纪的齿轮缓缓运转，古老的伦敦新出现了一批豪华大酒店，它们正在或即将改变行业的规则。

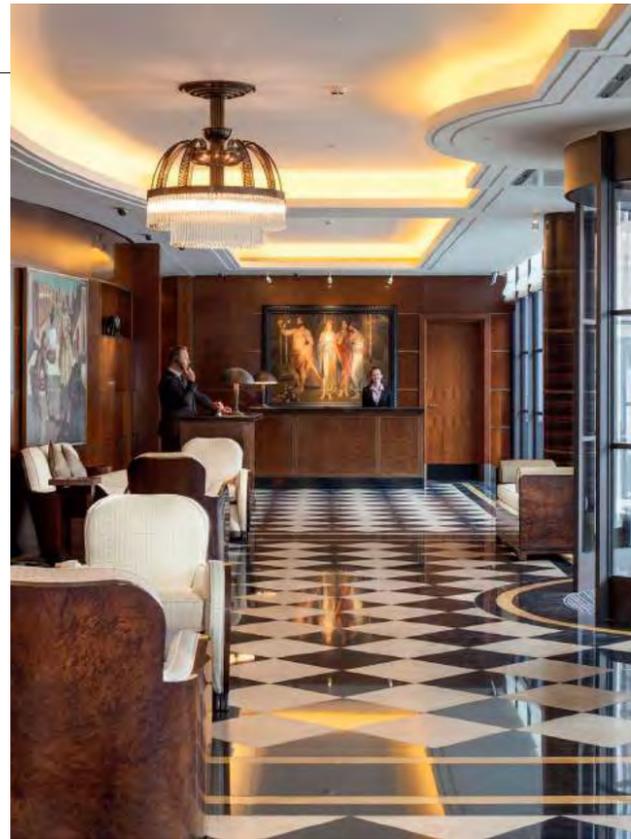
摄影 / Ming Tang-Evans 撰文 / Lydia Bell

本页 缔造The Beaumont酒店的都是伦敦餐饮大亨，因此酒店餐厅和酒吧都别具特色。  
本页 格调十足的酒店餐厅。

伦敦对于全世界游客们的吸引力毋庸置疑，2015年大约有一千九百万人次来访。在此背景下，豪华酒店也变得越来越丰富多彩和激动人心。伦敦每年都会有大量的新酒店开业，它们风格更加现代，气氛更加休闲。有的新酒店开在远离伦敦高档核心区的地方，比如南岸区（South Bank）河边的Mondrian at Sea Containers酒店。一波怀旧的、舒适的、更人性化的新酒店正在鼓动着与世界主流相反的潮流——如梅菲尔区（Mayfair）的The Beaumont酒店。一些伦敦以外的国际豪华酒店品牌也在此做出了举世瞩目的大动作——其中尤以亚洲范儿的伦敦香格里拉大酒店为代表。此外，还有些主打社区情怀的小型豪华酒店，它们体量不大，能带你深入体验伦敦最潮酷的街区，在文化上的影响力相当显著。其中的代表有Zetter Townhouse酒店，以及诺丁山的The Laslett酒店。这些新兴豪华酒店各有不同优势，但相似之处也很多：前卫的设计、低调的前台、带感的酒吧、丰富的文化艺术资源、方便的高科技设施、数不胜数的创意餐厅、高效热情的服务、历史悠久的建筑和装饰，以及时尚悦目的来往过客。

### 梅菲尔美梦 The Beaumont

属于璞富腾“Legend”系列的The Beaumont酒店非常适宜休息和梦想，虽然它距离伦敦最热闹街道不过咫尺之遥。负责运营这座酒店的是几位在伦敦最负盛名的餐饮大亨。杰雷米·金（Jeremy King）和克里斯·柯宾（Chris Corbin）是一系列高档餐饮场所的幕后经营者：如The Wolseley，这是伦



### 来自酒店首席礼宾 迪安·史密斯 (Dean Smith)的建议 伦敦的秘密景点?

无疑是皇家阿尔伯特音乐厅 (Royal Albert Hall)。如果你去的时候正巧有演出,那就再好不过了,音乐厅里的每个座位(即便在二楼)都能让你大饱眼福。如果没有想看的演出,那么可以参加白天的Grand Tour。

#### 好玩的活动?

我们的酒店能组织住客去一些广受赞誉的餐厅用餐,比如在The Wolseley吃早餐,到不远处的Fischer吃午餐,然后去有趣的Brasserie Zédel边吃晚餐边观看表演。

#### 不落俗套的纪念品?

不能错过Fortnum and Mason饼干。我个人最喜欢的是Earl Grey味道的罐装酥饼(约¥65)。

敦第一家荣获欧洲大奖的咖啡馆;奥德维奇街(Aldwych)上的The DeLaunay,这家餐厅在整个欧洲享有声誉;富丽堂皇的装饰艺术啤酒馆Zédel,它就位于皮卡迪利广场(Piccadilly Circus)附近,该店供应价廉物美的法式酒馆美食;还有马里波恩区(Marylebone)的高档咖啡厅Fischer。柯宾和金所从事的事业无不流露出优雅的旧式欧洲之美,The Beaumont是他们经营的第一家酒店,无论是装饰细节,还是他们所擅长的的美食,都为人称道。酒店周围环境十分安静,但距离Selfridges百货公司和蒙特街(Mount Street)只有咫尺之遥,此地一直努力恢复梅菲尔区在20世纪初期的那种优雅气质。比起环境,酒店的服务水准更加让人称道——如果你问门童去哪里买香烟,他不是告诉你地点,而是会冒雨亲自去给你买来,让你无可挑剔。

酒店规模不算大,只有73个房间,其中23间是套房,其中一间套房名为ROOM,它在供人居住的同时还是一件由安东尼·戈姆利(Antony Gormley)设计的不可思议的装置艺术品。酒店的所有设施包括Colony Grill烧烤餐厅、American Bar、隐蔽的小酒吧Residents' Bar & Lounge、一间非常漂亮的会议室,以及位于底楼、贴着黑白马赛克的健身房,还有Spa、土耳其浴室和美发沙龙。酒店的另一大优势在于漂亮的内饰和富有质感的细节,如动人的绘画、摄影作品,以及客房书架上精心放置的文学书籍。很难相信这栋建于1927年的二级历史建筑原先只是个新古典主义风格的停车场(供Selfridges百货公司顾客们停车用)。在伦敦看到Colony Grill这种非常老派的美国范儿餐厅让人有点吃惊,但效果令人惊艳,对女士来说,会觉得自己应该涂上

一丝不苟的大红唇、穿大圆摆裙才能坐在这里吃饭。不过请放心,餐厅氛围整体还是轻松惬意的。据说杰雷米为酒店设想的背景就是“一位于20世纪五、六十年代去到美国的年轻人的奋斗故事”,很是有趣。房间和套房也散发出装饰艺术的低调奢华,里面配有各种蔷薇木家具,还有漆器衣柜和天鹅绒座椅,以及精致的装饰艺术家居用品。所有客房都采用老式的绘画和摄影装饰。最高级的总统套房拥有旧时代美国式的奢华气质,配备了镶木地板、老式的黄铜嵌入遥控板,这间套房可与其他房间相连,最终组成一套五卧公寓。不过,总统套房无论再怎么华贵,最终还是被安东尼·戈姆利的ROOM抢了风头,后者与其说是套房,不如说是一座刻在酒店建筑上的可居住雕塑。这间单卧套房的卧室中以深色橡木家具装饰,从卧室下七层台阶,再通过一幕黑帘,就进入了一个纯白色的大理石浴室,对比真是强烈。在这儿就别想着电视啦——你可以躺在一片黑暗中,让眼睛去适应这座可居住雕塑的形状。(preferredhotels.cn/hotel/the-beaumont-hotel; 双人间约¥3,600)

### 古典新生美 Corinthia Hotel London

你当然可以和007一样,站在Corinthia Hotel London的屋顶俯瞰伦敦(Skyfall的结尾场景)。那样很酷,但躺在套房露台上这么干的感觉会更舒适一些。Corinthia Hotel London位于伦敦堤岸街(Embankment)的黄金位置,毗邻特拉法加广场(Trafalgar Square),离泰晤士河也非常近。Corinthia酒店的开业为它所在的那栋维多利亚时代美丽建筑注入了新的生

你当然可以和007一样,站在Corinthia Hotel London的屋顶俯瞰伦敦(Skyfall的结尾场景)。那样很酷,但躺在套房露台上这么干的感觉会更舒适一些。

左页起 每到晚间,餐厅就会变得非常热闹。/酒店的设计风格优雅复古。/Corinthia Hotel London的客房格调兼具古典与摩登。/温暖舒适的套房起居室。



机。这栋楼于1885年建造，曾是深受上流社会喜爱的Hotel Metropole。1936年，这里被政府接管，变成了国防部。现在，经过重修后，这里又成为了可与从前媲美的大酒店，其中优美的大都市风情使之广受追捧。酒店的294间客房，其房间面积在伦敦实属一流。最大的套房是Royal Suite，470平方米的面积在伦敦首屈一指，内部装饰清新秀丽，仿佛好莱坞明星的闺房。底楼的公共空间富丽堂皇，那里非常宽敞，窗户高大，光线充足，还饰有250幅特别定制的英国当代艺术品，是上流社会聚会的所在。最迷人的装饰物是大厅里重达两吨的“满月”大吊灯，共有1,001件水晶饰物，你可以在下午茶时间一边欣赏它，一边品尝Battenberg蛋糕、Eccles蛋糕、Bakewell蛋挞，或者各种精致的手指三明治。同样迷人的还有酒店餐厅Northall Restaurant，加里·霍利海德（Garry Holliehead）在那里为你奉上各种英伦美食，这位大厨曾为三家不同的餐厅赢得了米其林三星；以及Massimo酒吧中的科林斯圆柱，这种现代的装饰艺术设计来自David Collins Studio。而David Collin Studio设计的休息室Garden Lounge在营造出花园美景的同时，还配有露天篝火。The Corinthia酒店拥有伦敦最大也最热情的Spa。ESPA共分四层，面积达3,300平方米，拥有17间理疗室和一间私家Spa套房。在这里，你可以徘徊于宽敞而悠闲的公共空间：闪烁的照明火焰、清澈的游泳池、环状热水池，以及黑白相间的意大利大理石；或者接受一位不同专业的理疗师的服务。

### 来自酒店首席礼宾达伦·库辛 (Darren Cousins)的建议

#### 伦敦的秘密景点？

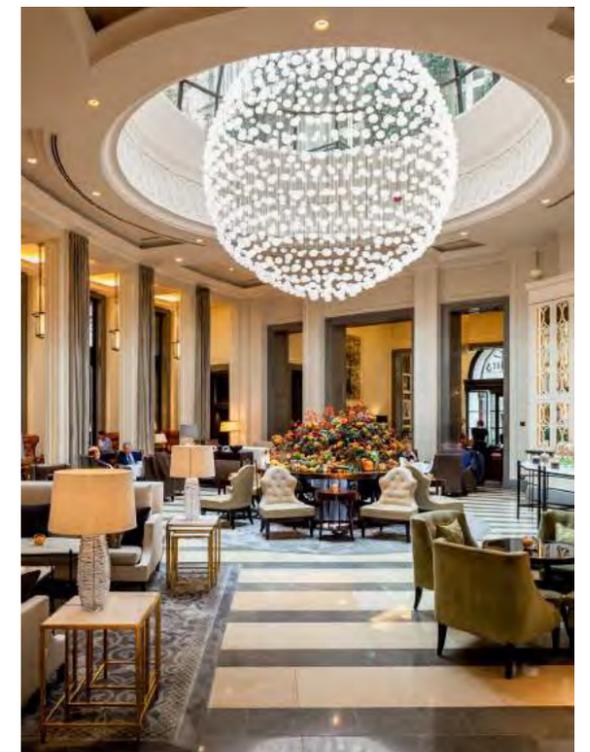
科芬园（Covent Garden）中的皇家歌剧院（Royal Opera）容纳了世界上最伟大的两个艺术团体——皇家歌剧院和皇家芭蕾舞团，它们与交响乐团一起在此演出。这里总会有优美绝伦的歌剧或芭蕾舞剧，距离Corinthia Hotel London酒店只需步行十分钟。（roh.org.uk）

#### 好玩的活动？

我们与英国最有名的酒店之一Goodwood合作，可以让住客们获得城市和乡村的双重居住体验。客人们可以先住在Corinthia Hotel London，然后迁往苏塞克斯郡（Sussex）的Goodwood酒店，在那里可以驾车越野、观赏拥有200年历史的赛马、打高尔夫，或者从酒店机场乘坐1943年的Harvard IIB或现代的Cessna 172s Skyhawk飞机上天观景。（goodwood.com）

#### 不落俗套的纪念品？

在Fortnum & Mason百货店购买一组传统茶包组合Fortnum's Famous Tea Bag Selection（有皇家茶、早餐茶、下午茶、安妮女王茶、伯爵经典茶、伯爵烟熏茶等各种类的60袋茶包）吧，只需¥126。（fortnumandmason.com）





## 来自酒店首席礼宾卡米洛·帕拉-布朗 (Camilo Parra-Braun) 的建议

### 伦敦的秘密景点?

斯皮塔佛德市场 (Spitalfields Market)。伦敦东部的这个市场有 350 年的历史,自查理王统治时期就是蔬菜和水果的交易场所,现在,这里成为时尚、艺术和手工艺的聚集地,是收藏家们的天堂,附近还有一流的餐厅。该市场与 Mondrian London 酒店风格十分契合。(spitalfields.co.uk)

### 好玩的活动?

可以去参观华纳兄弟工作室,看看哈里·波特电影的道具、服装和特效。(wbstudiotour.com)

### 不落俗套的纪念品?

伦敦的经典车辆是黑色的出租车或红色的双层巴士。在伦敦眼摩天轮 (London Eye) 对面的 Red Bus Shop 约花 ¥37 就能买一辆车的模型做纪念。伦敦市中心有几百个纪念品店,而我最偏爱这一家,因为这里出售的纪念物品种非常丰富。(redbusshop.co.uk)

The Corinthia 在文化上的投入也为酒店带来了更多乐趣;在开业的第四个年头,酒店针对新兴艺术家们开展了一系列资助,其中包括一个艺术家入驻项目,该项目已产生了摄影师诺艾米·古达尔 (Noémie Goudal) 的装置、Look Left Look Right 公司的戏剧、札威·阿什顿 (Zawe Ashton) 和大卫·佩奇 (David Petch) 的短片,以及作曲家艾米丽·豪尔 (Emily Hall) 的歌剧。(corinthia.com; 双人间约 ¥4,200)

## 南岸新贵

### Mondrian London at Sea Containers

如果你想避开西区的保守氛围,住在南岸区中心位置,那么选择这里就没错了。这家酒店位于泰晤士河畔,不列颠的气派和美国东海岸的风情在这里融为一体;359 个房间和套房犹如悬挂在 Sea Containers 大楼的外面,汤姆·迪克森 (Tom Dixon) 为其所做的室内设计与酒店建筑本身的海样情怀以及与美国千丝万缕的联系十分契合(此外,这也是 Mondrian 集团在美国以外开的第一家酒店,因此在设计上极尽奢华)。酒店的左右两侧有两间热闹的酒吧、一家装饰精美的大型餐厅、一个宽敞的休息室、一间 56 座电影院,以及一个让人赏心悦目的地下 Spa (也可称作一个“Spa 运动场”)。一迈进酒店大厅,你就能看见一张漂亮的铜制船形迎宾台,完全是手工打造的。酒店品牌源于美国,以现代、欢乐和有趣的气氛闻名,这种气氛也在潜移默化间感染了每一个来到这里的人。每一面墙上都有原创艺术品,楼下的电影院放映最新的艺术电影(这在伦敦文化界已成一景),底楼还有一间前卫的独立画廊。

前页左 Mondrian London at Sea Containers 的设计风格相当前卫。  
右上 Corinthia Hotel London 光线明亮的餐厅。  
右下 简洁、具有现代感的公共空间。

此外,酒店拥有两个超人气酒吧,一个位于河边,另一个则在大楼屋顶的玻璃房中。来自纽约的主厨用英国乃至全欧洲的各种有机食材、手工食材,创造出各种有趣又新潮的美食;在餐厅里,你可以选择小吃、生食、蔬菜、大餐和家庭共享拼盘。这里的薄饼尤其美味,而且品种丰富,上面加了各种奶酪、坚果、香草、蔬菜,甚至柠檬烤鸡。这家餐厅弥漫着一种热烈而休闲的气氛,与人们概念中那种冷清的酒店餐厅形成了鲜明对比。

在 Mondrian 旗下的酒店居住,不可不去 Rumpus Room 酒吧。在这里,这家小酒吧位于楼顶的玻璃房中,它拥有一个大露台,可以俯瞰壮观的伦敦街景。很多美好的夜晚都是从酒吧那一张张玫红色的沙发上开始的。河畔酒吧 Dandelyan 则是另一重成功。这间以绿色大理石装饰的酒吧总是顾客盈门,在泰晤士河边非常显眼。一位全世界最著名的调酒师使得这里身价倍增,赖安·切提亚瓦达那 (Ryan Chetiyawardana),他用英国和美国的多种植

本页左起 酒店和酒店服务生的颜值都很高。/ 餐厅的出品会打破你对英国料理的固有印象。/ 风格独特的酒店前台。

物创造出让人耳目一新的鸡尾酒,其中有 Patchouli Fizz (Beefeater London Garden 酒、罗勒、杏仁、绿茶、柠檬和奎宁)、Crystal Lyan (Sparkling Grey Goose 伏特加、水晶桃汁、小叶柠檬花和香草)等。最后, Mondrian London at Sea Containers 酒店还有个电影院,属于著名的艺术院线 Curzon London; 这家影院内部以海军蓝色装饰,其中还有很多 Sea Containers 大楼原先就有的黄铜饰件。

酒店的 Spa 更像是个社交场所,而非享受禅思和宁静的天堂;这里受罗马 Spa 文化的影响,休闲气氛很浓,非常适合聊天、小憩。你可以品尝香槟酒、听音乐、吃有机芝士火锅,还能享受足疗。这里的理疗用品与一般 Spa 不太相同, I Love My Muff 和 Dr Jackson's Natural Products 这样的品牌很是别具一格。(mondrianlondon.com; 双人间约 ¥2,400)

## 再高一点 伦敦香格里拉大酒店

一来到伦佐·皮亚诺 (Renzo Piano) 设计的 Shard 大厦 (2012 年落成,现为西欧最高的建筑),经过底楼悬挂的那盏巨型吊灯 (重达 4,250 千克,相当于两部劳斯莱斯幻影汽车),走进电梯向着上方吹一声口哨,然后在你上升的同时,耳中充满了回声和满心的欢悦。伦敦香格里拉大酒店于 2014 年开业,占据了这栋地标摩天大楼的 34-52 层。酒店最突出的是它的风景。这些动人心魄、无可匹敌的美景总在一个不经意的转角处打动你的心灵 (想体验 360° 观景,可至 72

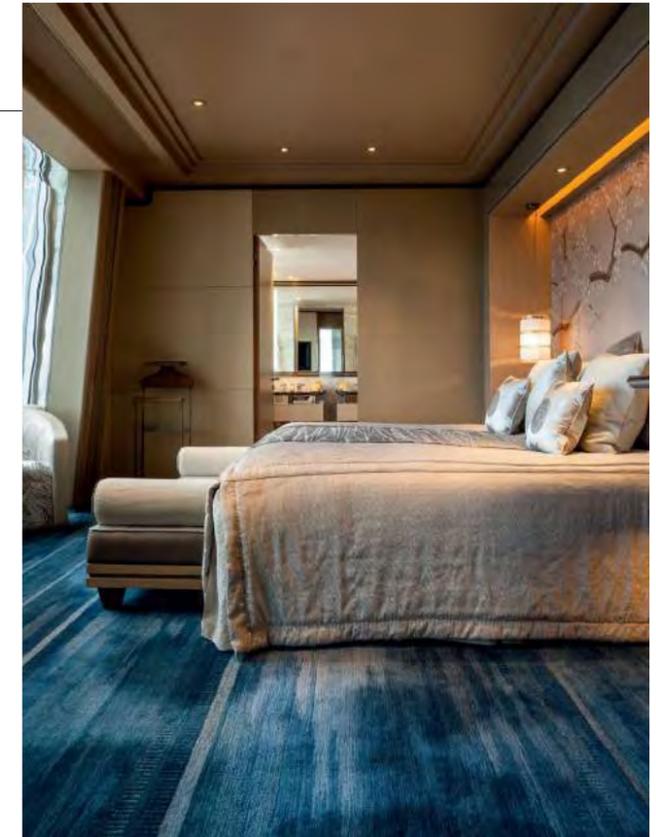




本页上 注意,这不是一碗粥,而是一碗鸡尾酒。  
下 调酒师在演示调制特色鸡尾酒的步骤。  
对页左 能看到塔桥的餐厅总是一位难求。  
右 风格清新现代的客房。

楼的观景平台 The View at the Shard,在那里可对伦敦城一览无余)。房间尤其套房中景色最佳的是香格里拉套房(约¥93,740),它也是全伦敦最大的套房之一。套房内部装饰给人一种私人飞机或豪华游艇的感觉,因此得知这里是由两位超级游轮设计师的杰作时也就不觉得奇怪了。还有两间更为奢华的极品套房也是由 FM-Architettura d'Interni Studio设计的,分别是 Westminster Suite (125平方米)和 London Suite (117平方米)——都非常大,采光极好,还可眺望圣保罗大教堂和伦敦塔桥。浴室的最美好之处是在沐浴同时欣赏伦敦的街景——酒店共有92个独立浴缸,其中69个可以观景。这又带来了一种体验——你会觉得自己在建筑的边缘沐浴——却并不会因此感到眩晕。

香格里拉一贯令人赞许的亚洲式服务标准也是一大特色。酒店配有500把雨伞,保证住客们不用忍受伦敦时常降雨的痛苦。GÖNG酒吧的香槟种类丰富,拥有高楼林立的伦敦景观。在酒店餐厅里,英伦美食中同样带着亚洲风味; Ting餐厅的亚洲美食大厨们擅做槟榔屿的地道名菜,如马来米粉、香烤猪肚等,不过这些亚洲美食中有时还会加入野生的苏格兰扇贝。下午茶也是既有英国茶,也有中国茶。Shard大厦并不在传统的伦敦酒店聚集地范围内,爱挑刺的人也许会认为这是不足,但是这里紧靠伦敦最繁忙的交通枢纽,周边全是历史建筑,热爱伦敦的人会很高兴能如此方便地走进伦敦桥,能靠近16世纪的 Shakespeare's Globe剧院(那里常在露天上演莎士比亚的戏剧)。酒店附近还有泰特现代美术馆(Tate Modern),那是全世界最多人参观的美术馆。此外,这里还有博罗市场(Borough Market,酒店大厨们的食材来源)、伦敦塔,以及气势恢宏的圣保罗大教堂。如果你还对离 Bond Street 较远(乘地铁也不过十分钟)耿耿于怀,一心想着英国奢侈品牌的话,过了河你就能到达皇家交易所(Royal Exchange),那里名店林立,应有尽有。真正的伦敦人喜欢去柏蒙塞古董市场(Bermondsey Antique Market),黎明时分去那里能淘到一些很好的旧货(早起去逛市场的话,可向礼宾员借一个手电筒)。(shangri-lacom; 双人间约¥3,400)



### 来自酒店助理首席礼宾 保罗·弗洛伊奥 (Paolo Froiio)的建议 伦敦的秘密景点?

位于邦德街后面,从皮卡迪利街一直延伸到伯灵顿花园的伯灵顿商廊(Burlington Arcade),这是19世纪中期兴建的商廊,如今成了现代商业中心。(burlingtonarcade.com)

#### 好玩的活动?

住客们可以乘坐一辆经典小迷你自由自在地游览伦敦。(smallcarbigcity.com)

#### 不落俗套的纪念品?

我们出售一种名为罗密欧(Romeo)的狐狸玩偶。2011年初,Shard大厦还在建造时,一只名为罗密欧的小狐狸在楼顶生活了两个星期。它神出鬼没,以建筑工人吃剩的食物为生。后来,罗密欧玩偶(约¥140)成了Shard大厦每个房间的吉祥物,售卖玩偶的所有收入都会捐献给酒店指定的慈善组织——致力于改善当地社区的 Blackfriars Settlement。

### 伦敦—— 还可以住这里

#### Ham Yard Hotel

该酒店位于繁忙的苏豪区(Soho)中心,但是待在休闲而宁静的酒店园区,你丝毫感觉不到外界的喧嚣。这里有漂亮的服装店、小剧院,从外面看,酒店是个平淡无奇的现代建筑,但是内部能不断给你惊喜——客房超大,装饰设计均非常巧妙。总之,这是个非常舒适的酒店,它的创始人是酒店经营者兼设计师、Firmdale系列酒店的老板基特·坎普(Kit Kemp)。她的审美中充满田园风情、趣味和斑斓的色彩。最让人着迷的是地下室里20世纪50年代风格的保龄球道,那里同样充满趣味和色彩;而在宽敞的屋顶露台上,你可以欣赏到伦敦的高楼美景。(firmdalehotels.com; 双人间约¥4,200)

#### The Zetter Townhouse

The Zetter Townhouse为马里波恩区(Marylebone)越来越兴盛的

酒店、商店和餐厅市场又写下了精彩的一笔,也为整个伦敦的精品酒店业平添了趣味和优美。这是 Zetter Group 的第二家酒店,它那折衷主义的复古内饰、爽口的 Tony Conigliaro 鸡尾酒和完全虚构的背景故事都让人感到很有品位(酒店说这原本是个乔治时代花花公子的家云云)。酒店建筑为一栋前后临街的乔治时代豪宅,共分六层,有21间客房(其中有俩套房和一个屋顶公寓),每间都用不同时期的复古物件装饰,各具特色。大厅餐吧(又称为“西摩大叔的客厅”)的装饰非常丰富,与霍尔本(Holborn)的 John Soane Museum 倒是有几分神似。(thezettertownhouse.com; 双人间约¥1,800)

#### The Laslett

诺丁山区过去很少有像样的酒店——考虑到它高尚街区的身份,尤其在同名电影上映以后,不过 The Laslett 改变了这一切。该酒店位于诺丁山区中心位置,由五栋维多利亚时代的豪宅组成,共有51个

房间,既舒适又带有西伦敦的古典气质;酒店的创始人说他们就是想在这里营造出“时尚友人别墅”的感觉——这里有丰富多彩的现代艺术、从波多贝罗市场淘来的古董、赤褐色的现代家居,以及很多高档用品。酒店的公共区域有一个人气咖啡馆、一个周到细致的图书室、一个热闹的酒吧,以及一个摆满当地艺术杰作的画廊,无不充满了当地社区的个性。(living-rooms.co.uk; 双人间约¥3,200)

#### Chiltern Firehouse

这里目前是伦敦最热门的酒店之一。酒店位于一栋二级历史建筑中,原先是建于1889年的哥特式消防站,现在这里有26个既古典又现代的房间和套房。私人礼宾员始终在等候你的吩咐,他会让每个顾客都满意。Chiltern Firehouse 的酒庄式餐厅由米其林明星主厨努诺·门德斯(Nuno Mendes)掌管,餐厅总是人满为患,一桌难求。总之,餐厅常有社会名流和时尚人群出没。(chilternfirehouse.com; 双人间约¥4,000)





L'incroyable spa  
La Posidonia, comme  
une mer suspendue.

INFOS TOURISME

# IBIZA ENTRE CIEL ET MER

L'ÎLE DE LA FÊTE ABRITE ENCORE DES ADRESSES CONFIDENTIELLES, COMME THE HACIENDA NA XAMENA, UN HÔTEL GRAND OUVERT SUR LA MÉDITERRANÉE.

PAR ISABELLE CANAVESI

Oubliez les jet-setteurs, les djs stars et les plages bondées, Ibiza est aussi une île où la nature peut être préservée. Une terre rouge où oliviers, caroubiers, pins et sables poussent par milliers. Un petit paradis que l'on savoure entre initiés, via des chemins détournés. Ici, un « chiringuito » familial, installé dans une cabane de pêcheur, où l'on sert les prises du jour ; là, une plage quasi déserte ou une grotte à fleur d'eau... On comprend que les hippies n'aient jamais quitté l'île – en dehors de leurs escapades hivernales à Goa, d'où ils rapportent tous les vêtements et babioles vendus ici par milliers.

## UN HÔTEL SPECTACULAIRE

On se pose dans le nord de l'île, où Isabel Marant et Jérôme Dreyfuss s'installent tous les étés. Il se murmure même qu'ils viennent d'y acquérir une maison... Si Ibiza garde encore quelques secrets, l'hôtel Hacienda Na Xamena en est un. Les beautiful people viennent en bande (Naomi Campbell, Kate Moss, Leonardo DiCaprio...) profiter de ce petit paradis épargné par les excès de la fête. L'établissement jouit d'une vue spectaculaire sur la mer et la côte sauvage. Niché sur une falaise abrupte, au milieu des pins,

dans une lumière éblouissante, il est perché à 180 mètres au-dessus de la mer, comme en lévitation. La magie opère et l'on a instantanément la sensation d'être à l'abri de tout, dans cette pinède privée de sept hectares, située à une trentaine de minutes des principaux spots de l'île.

## FACE AU GRAND BLEU

À son ouverture, à la fin des années 60, il n'y avait ni routes, ni eau, ni électricité dans cette partie de l'île. Dirigé par le fils de son fondateur – l'architecte belge Daniel Lipszyc –, l'hôtel s'est offert une nouvelle jeunesse. La lumière inonde les chambres immaculées. Les baignoires Jacuzzi, devant les fenêtres ou sur les terrasses extérieures, permettent de prendre un bain face à la mer. À mi-chemin entre « hacienda » et « finca ibicenca », l'hôtel mixe matériaux bruts et pièces contemporaines. Il y flotte un petit parfum 70's new age. La thalasso et le spa La Posidonia, qui travaille avec les produits SkinCeuticals, proposent un circuit extérieur : une série de huit mini-piscines d'eau de mer bouillonnantes – où l'on peut s'installer à deux –, suspendues en cascade au-dessus de la Méditerranée.

Envie d'activités ? On opte pour le yoga et la méditation au lever du soleil, pour une balade à VTT ou encore pour une rando avec un guide dans la montagne. Benirras, la fameuse plage où les hippies se réunissent encore au son des djembés chaque dimanche soir, pour le coucher du soleil, est à dix minutes. Et ne partez pas sans saluer Es Vedra, le rocher mythique aux multiples légendes... ■

**Hacienda Na Xamena, San Miguel.** Chambre à partir de 390 €/nuit, petits déjeuners inclus. Ouvert d'avril à fin octobre. Tél. : (34) 971 334 500. [haciendanaxamena-ibiza.com](http://haciendanaxamena-ibiza.com)  
Membre de la collection LVX de Preferred Hotels & Resorts. [preferredhotels.com](http://preferredhotels.com)  
Vols quotidiens Paris-Ibiza à partir de 34,99 € avec Vueling. [vueling.com](http://vueling.com)

## DÎNER À LA MARINA

Après La Cantine du Faubourg, à Paris-8<sup>e</sup>, Eugène Eugène, à Puteaux (92), le Grand Café de la Poste, à Marrakech, et La (nouvelle) Cantine du Faubourg à Dubai, Hélène Paraboschi et Pierre Pirajean viennent d'inaugurer le 105 by La Cantine, face à la marina d'Ibiza, où mouillent les méga yachts. Au menu : une bonne table bio avec des produits locaux, une déco chic-issime, un service impeccable, et sept suites si l'envie de dormir au port vous prend après dîner. Carrer Cipriano Garijo n° 2, Marina Magna, Port d'Ibiza. Tél. : (34) 971 098 897. [105bylacantine.com](http://105bylacantine.com)



**S**even days, three locations, and more authentic Indian food than you could imagine up in your wildest dreams. Sound too good to be true? We promise you, it's totally possible - one GLAMOUR writer has tried and tested the trip. Well, someone had to...

If India is on your travel bucket list and one of your main loves in life is food, then it's time to consider an Indian food tour. And if you haven't got months of soul-searching travel time available (or holiday days left, for that matter) then fear not, it's totally doable in one week. Spend two days in each location: starting in bustling New Delhi, moving on to stunning Udaipur and finishing in the relaxation capital of Goa, all lined with street food tasting, cooking classes, Indian cocktail trying, spice farm tours and more. Sound like the trip for you? Here's how to make it happen...



#### STAY AT

Dotted in multiple locations around India, the [Leela Palaces, Hotels and Resorts](#) offer luxury unparalleled. Represented by [Preferred Hotels & Resorts](#) - the world's largest independent hotel brand which champions the best in stellar hotels - the Leelas truly have it all, from attention to detail that can only be dreamed up (14,000 fresh flowers changed daily), to dining experiences that'll make you never want to look at an Indian takeaway menu again, and views that no Instagram filter will ever do justice. Put it this way: For a country with so much beauty to experience, the Leela's work as fitting accommodation to enjoy it from.

## To start: hustle and bustle



If you want to experience the 'real' India, but don't want to compromise when it comes to your accommodation, then start your trip in the capital of New Delhi. Staying at The Leela New Delhi (which is a member of the Preferred Hotels & Resorts Legend Collection, read: the best of the best), you'll get the eye-opener you're after from the moment you step outside, from bustling markets to road-side food vendors, all set to a chorus of relentless beeping. Arriving back at the Leela New Delhi after a hard day will be like finding an oasis amid India's bustling capital. Two days is perfect. And if you want to start your luxury experience from the get-go, Jet Airways offer competitive prices and the sociable flying times (there's the option to arrive in India by morning and back into London by 6pm when your trip is over) which you'll seriously be thankful for - trust us.



### Let's talk food...

The Leela New Delhi's huge offering of restaurants and food experiences is one of its defining features. Eat breakfast at The Qube (they offer everything from morning parathas with dal to fresh fruit), then dine at the Leela's signature Indian restaurant, Jamavar. Here you'll be able to choose from specialities such as kebabs, tandoori, biryanis and Indian breads so good that you won't be able to help yourself but fill up on them pre-meal. To end your night, head to The Library - the hotel's drinking hub - where you can enjoy a stunning range of Indian cocktails, made before your very eyes. And if you want to take some expert cooking tips home with you, the hotel offers private cooking classes where you'll be taught to make key Indian dishes, hosted by none other than the resident head chef.

Next up: breathtaking views



After New Delhi, you'll be more than ready for Udaipur, AKA The Venice of the East, owing to its impressive body of lakes. As for your hotel, the Leela Udaipur (also a Preferred Hotels Legend Collection member) is the only choice for you if you want the sort of beauty that'll make you feel like you're in a film set - quite literally. The palace is set along the edge of Lake Pichola, the location that played a starring role in the 1983 Bond film, *Octopussy*, which should give you some idea of its glittering beauty. As for the Leela, they're under no illusion that the lake is their winning feature: from the boat ride over (strategically missing the not-quite-so-impressive narrow back roads) to their repertoire of 100% lake-facing rooms, and the restaurant terrace that looks directly over it - stunning for a moonlit evening meal. Well if it's good enough for Bond...



### Let's talk food...

The Leela Udaipur also offers cooking courses while downtown Udaipur offers everything you could imagine in the way of authentic Indian street food. Sample a traditional Indian breakfast on the streetside or hit one of the many daily food and vegetable markets - the colours will blow you away. You can fit it all in to two days if you do it right, before catching your flight to Goa. Relaxation awaits...

To finish: 'All' the relaxation



Forget a different state, you'll feel like you're in a different country when you land in Goa for the final leg of the tour. The Leela Goa - also a Preferred Hotels Legend Collection member - is a resort (as opposed to a palace) so it's completely in keeping with the relaxed vibe of the place. The hotel boasts a private beach, golf course and an early morning session of 7am morning yoga will really help you find your \*zen\*.



## Let's talk food...

As well as including the chain's resident Indian restaurant, Jamavar, where you can sample the location's namesake Goan fish curry, the Leela Goa also boasts an all-day dining restaurant and even Italian restaurant, Riverside, if you fancy a bit of a western break. Outside of the hotel, you can make the hour-long drive to Sahakari Spice Farm where you can enjoy a guided tour of the farm (and take back some hand-picked samples).

## NEED TO KNOW

### Hotels...

Preferred Hotels & Resorts is the world's largest independent hotel brand, representing more than 650 distinctive hotels, resorts, residences, and unique hotel groups across 85 countries.

Book via [preferredhotels.com](http://preferredhotels.com).

### Flights...

A return from London Heathrow to Delhi with Jet Airways costs from £490 per person in economy class.

A multi-city trip from London Heathrow to Delhi, Udaipur and onwards to Goa (returning to London) with Jet Airways costs from £870 per person in economy class (Goa and the return journey to London Heathrow are via Mumbai).

Jet Airways, India's premier airline, flies daily from London Heathrow to Delhi and twice daily to Mumbai. For more information and to book visit [jetairways.com](http://jetairways.com) or call 0808 101 1199.



# 东方orient

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## 秋之旅

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勺的年轻厨师Eric Desbordes才30岁，我表白似的说我很爱晚餐吃光光时他笑得那么腼腆。他曾受教于Le Bristol总厨Eric Frechon，热爱下厨的Eric Frechon拥有三颗米其林星级殊荣，据说是一名完美主义者，希望一同共事的人值得信赖且对烹饪抱持相同理念，而Eric Desbordes就是他相中的那个，所以我真是很推崇这家餐厅，酒好价格美，适合年轻人尝试。

不用奔波疲累地吃完星星，如果还想喝一杯，那也行。就在Le 114 Faubourg边上的Le Bar du Bristol也是巴黎酒吧榜单上的必去之一，已经被各路大咖的推荐搞成了巴黎的时尚景点，环境当然是一流的好，集格调与典雅气质于一身，鸡尾酒和他们家的首席调酒师MaximeHoerth才是出名的招

牌，MaximeHoerth被业界同侪视为天才调酒师，在2011年成为首位获得法国工艺大师头衔的调酒师。对于不懂点鸡尾酒的朋友来说，最简单的办法是让调酒师“看着办”，Le Bar du Bristol视乎季节、日子、时间及宾客需求来做酒。Maxime也会根据每位客人当时的心情、口味及喜好来推介鸡尾酒，如果碰上他心情好，和你分享他对调酒的热爱，介绍用罕有顶级原料调制的特饮给你，那就真是赚到了。

入夜，可以陷在Le Bristol的沙发里喝杯茶，更可以在巴黎最大的房间里随心所欲打开窗户，欣赏巴黎美景——这种体验并非理所当然，因为大部分巴黎酒店都会把窗户上锁，予人囚禁于豪华监狱内的感觉，而这次不一样。还忘了告诉你们，Le Bristol大

堂里有一只沉静高贵的白色猫咪，原来它已经在这里很多年，是这个酒店的VIP，受到了无数客人的爱，在国内的任何一家五星酒店，这样高贵的温馨应该是没可能的吧。

## 迷人的爱情故事

不知道是不是在长途飞机上又看了一遍“布达佩斯大饭店”的缘故，我对有历史有故事的老酒店总是格外钟情，而不爱巴黎高耸天际的Hyatt。Napoleon Paris是一个经常旅行的酒店通闺蜜推荐给我的住处，价格适中，也是Preferred Hotels & Resorts全球最大的独立酒店品牌旗下的一家。她说你会喜欢的，不仅因为老酒店都很稳重浪漫，而且地理位置太好了，就在凯旋门边上70米，落脚就是香榭丽舍大街，前面就是戴高乐广场，地铁直通卢浮宫，到哪去都非常安全。对于一个人来说，和浪漫之名一样大的恐怕是巴黎的治安，所以住宿一定保证安全和方便，在巴黎最好住在十区以内，越靠中心地带越好。Napoleon的Lobby不大，但是一水儿的古董家具，典型的欧式风格，迎门挂着一副气质高贵的美人肖像，想知道是谁，check in的时候因为好奇问了酒店的工作人员，他们说这是老板娘。很多年前的俄罗斯富商邂逅一位巴黎姑娘并且一



见钟情，富商嘛，格外宠溺是常态，就将这座Napoleon Paris酒店赠予巴黎姑娘用于上流社会的私人派对与会见重要外宾了，真是轻巧的人生啊！以拿破仑命名，可见酒店的与众不同，不过在我眼里更像一个充满拿破仑元素的小美术馆，走道各处都挂满了拿破仑在不同时期经典形象的画作，一个改写了法国历史渴望胜利的伟人，一间充满了时光记忆的私人酒店，融合在象征着胜利的凯旋门边，有点舍我其谁的意思。小巧的电梯缓慢地升降，房间里雪白的白纱窗帘、法式的家具布艺和装饰、盛开着娇艳的天竺葵鲜花的窗台、窗外高大的法国梧桐、床头有着浓郁法式风格的帷帐……感觉年代的久远与打磨，都是让人着迷之处。酒店主人被宠溺的甜蜜爱情也滋养出了酒店著名的下午茶，本来想去花神咖啡馆坐一会儿，结果用房间的欧舒丹泡完澡之后懒得不想动，直接在酒店一楼喝起巴黎著名的下午茶，这是巴黎排名第一曾获米其林三星的梦想饼屋（La pâtisserie du

rêve）的限量甜品，一个人吃一个造型简单口感丰富的杏仁饼，喝杯咖啡，也不觉得太孤单，可以和餐厅的服务员聊一会儿，或者看看手机刷刷屏，服务员还告诉我桌上的蜂蜜罐里是他们楼顶的蜂巢自己酿制的全天然无污染的蜂蜜，100%拿破仑造，一年只有那么一点，一定要试一试。与下午茶一样简单可心的是我在酒店的琳琅满目的欧式早餐里竟然发现了中文标注的快餐面，简直是我欧洲旅行的每天咖啡和羊角包之后的朝思暮想的治愈良方，我贪心地叫厨师给我烧了两包，一包牛肉一包海鲜，他们做好之后隆重地摆放好端了上来，原来号称美味之都的巴黎人民，也会如此体贴中国人的胃。

特大号床、香槟与牡蛎、出门步行就能到达的喧嚣香街……这些叠加在一起，真如同拿破仑时代的富足与繁华，至于Napoleon Paris负一楼的那间著名的有逃生密道的会议室，还是留待你们自己去巴黎的时候探究吧。



### 《畅游光影》摄影画册出版

9月10日，由中国摄影出版社出版的《畅游光影》张明华摄影画册在宁举行签书发布仪式。

《畅游光影》摄影画册是一本集教学性、欣赏性、技巧性和工具性的摄影画册，近万字的

《浅谈数码摄影知识的应用与进阶》图文并茂，为摄影爱好者解答21个拍摄疑问。画册中有一百幅风光、人文、体育、生态照片，读者可以结合作者撰写的“拍摄感悟”，了解拍摄时的操作技巧和相数据。



### “杨阿姨”七年后重出江湖

红毛衣、黑裙、珍珠项链，再加上一头卷发，这就是曾风靡南京的“锁金村奇葩”老妇女偶像杨阿姨的“招牌行头”。杨阿姨自己也按捺不住想拿“杨阿姨”这个ID试一试。

“杨阿姨”说，自己想打造的自媒体

“杨阿姨的盆友圈”，里面不仅有“杨阿姨”的脱口秀“老杨1/2”，还有方言搞笑配音、网络段子剧、系列网剧，有江苏本土搞笑天团助阵、也有高校原创团队加盟。现场文岚、梁爽、戚杰思等主播红人纷纷表示，将义不容辞“拔刀”壮大“杨阿姨”的搞笑天团。

# Wweekly 周刊



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热情 智慧 财富

武汉第一本顶级时尚生活周刊

《W》周刊全面改版升级

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## 海岛度假

Coco Bodu Hithi, Maldives

自然时光度假



Coco Bodu Hithi 是顶级奢华酒店及度假村旗下隐藏在马尔代夫群岛之上的成员酒店，属于旗下LVX系列。马尔代夫波杜希蒂岛，建于蓝绿交错的热带之上，海水的清澈与各层次的蓝色发挥了极致的视觉，美轮美奂的高层次度假享受。岛上郁郁葱葱的热带植被和丰富的野生动植物，私密、独特的愉悦经历正待您体验。田园诗意的 Coco Bodu Hithi, Maldives 正坐落在岛上，每幢度假别墅都融合了马尔代夫的建筑特点，并配备私人露台和泳池。度假村设有多种休闲娱乐设施，例如潜水中心和浮潜中心、七间特色餐厅、酒吧等。另外，度假村还提供丰富多彩的探险活动，例如水上飞机旅行、日落巡航。在这座得天独厚的高端酒店里度过的每一个时刻都将为您成为难忘的经历，客人将于此尽享悠闲、平和与奢华。

### 超豪华的水上别墅



在Coco Bodu Hithi 的每一分钟都是充满温暖有爱和阳光的体验，在这里客人可以尽情的享受大自然，体验无拘无束的海岛生活。而所有的一切都要从您选择Coco Bodu Hithi 的住宿开始。从葱郁的海岛沙滩别墅到水上套房 Escape Water Residences, Coco Bodu Hithi 共有100多间设计风格不同别墅可供您选择，从郁郁葱葱的海岛后花园景观到360度的无敌海景，每一间别墅都可以带给客人完美的生态海岛体验。无论客人作何选择，每间别墅都可以做到从您抵达的那一刻开始就不愿再离开。虽然每间别墅各有不同，但其设计都融合了马尔代夫当地的传统建筑特色，例如挑高很高的木质悬梁房顶，以及深受客人喜欢的深浸浴缸，浪漫旅行的不二之选。

### 丰富的美食体验



酒店设有七间特色餐厅和酒吧。空气 (Air) 是Coco Bodu Hithi 的主餐厅，坐落于岛屿公共景观泳池的旁边，提供来自世界各地的佳肴，种类非常丰富。水色餐厅 (Aqua) 坐落在靠近海边的木质甲板上，景色十分秀丽。酒店从亚洲聘请过来的高级烹饪师，使用上乘的原料和新鲜的配料，为您提供各种伴随着惊喜和创新的亚洲正宗佳肴及当地海鲜菜品。在这里您可以伴随着日落与您的另一半在这个浪漫的氛围中一边欣赏别样的海景，一边享用口味绝佳的亚洲口味美食和海鲜菜品，亦是一种值得纪念的用餐体会。清风吧 (Breeze) 修建在岛屿一个宁静的沙滩上，在这里每周都会举办受年轻人喜欢的海鲜烧烤，提供各种新鲜的海鲜和一些开胃小吃甜点，如果您吃腻了主餐厅的自助餐，想换换另外一种口味，那么您可以来这里体验一下“顾客自理烹饪”的用餐体验，完全能够满足您的各种美食需求。

### 水疗SPA，让心灵真正松懈

在Coco Bodu Hithi 享受水疗放松的新境界，体验为您量身定制的水疗服务。走进令人心旷神怡的房间，从源自印度尼西亚、泰国和印度的传统护理服务单中选择合意的服务。从 [comfort zone] 项目中挑选深层保湿的面部护理，舒展身心的按摩和身体疗法。在专业水疗师的悉心指导下，您可以重拾活力。水疗师将指导您选择适合自己的自然愈疗疗法。要享受绝对的隐私，您也可以选择在内进行水疗服务。位于Longitude 旁边的Coco 时尚美容沙龙，也提供美甲和肩颈按摩服务。

パーフェクトボート

海とボート&ヨットのスタイルマガジン

# Perfect BOAT

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# PREFERRED

世界最大の独立系ホテルブランド、「プリファード ホテルズ & リゾート」。85カ国、650以上の個性的なホテルやリゾート、レジデンスと、特色のあるホテル・グループが加盟する。旅のスタイルに合わせ、LEGEND、LVX、LIFESTYLE、CONNECT、Preferred Residencesと分けられたそれぞれ個性的なプロパティが、最適かつ唯一無二のラグジュアリー体験を提供してくれる。今回は、アジア圏で新たに「プリファード」のコレクションに加わった、魅力的な4軒のニューカマーを紹介しよう。

photo: Preferred Hotels & Resorts  
<https://preferredhotels.com>

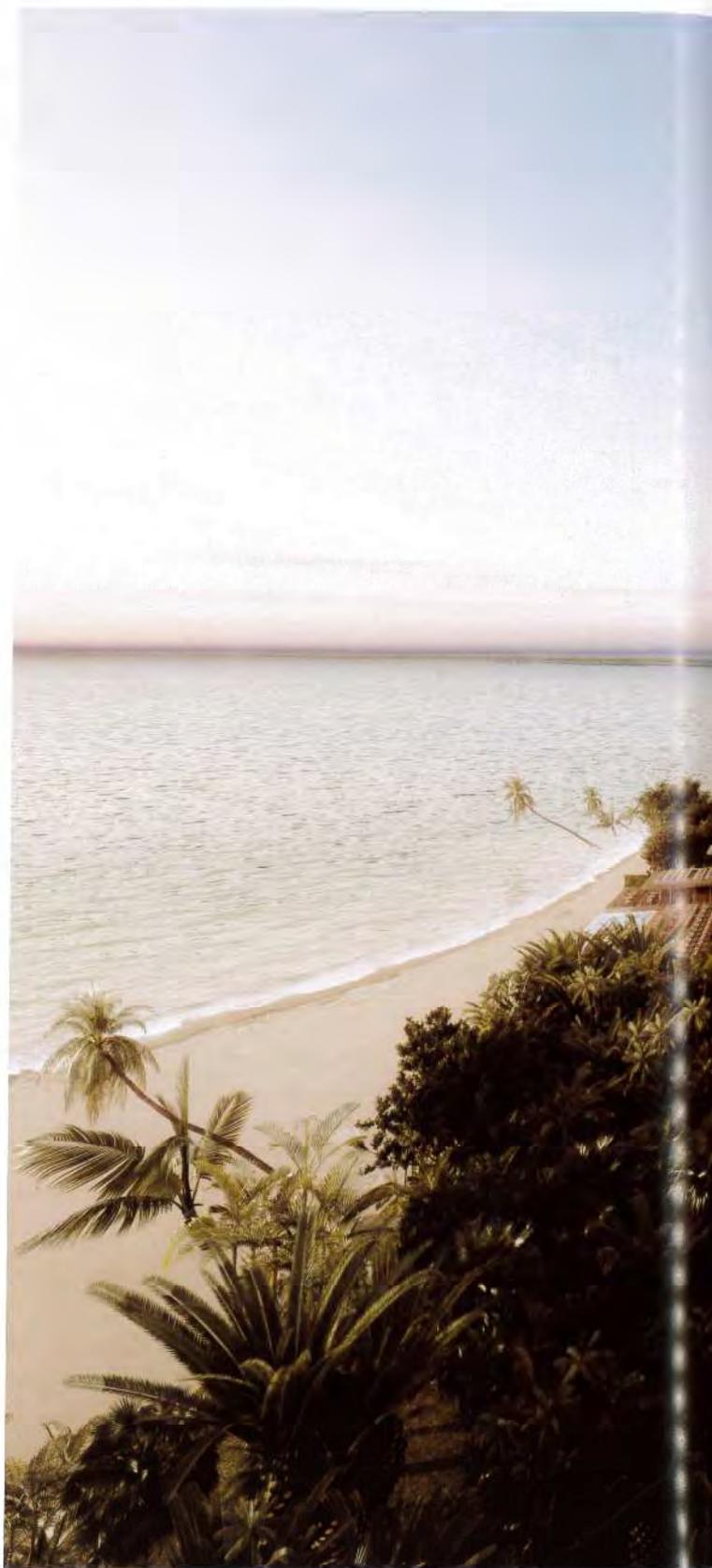
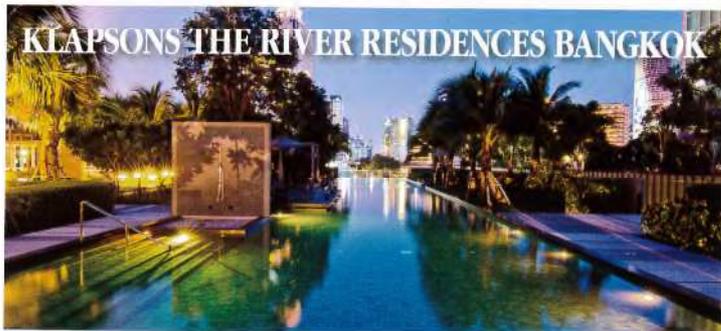
WANDA REIGN ON THE BUND



WEIL HOTEL

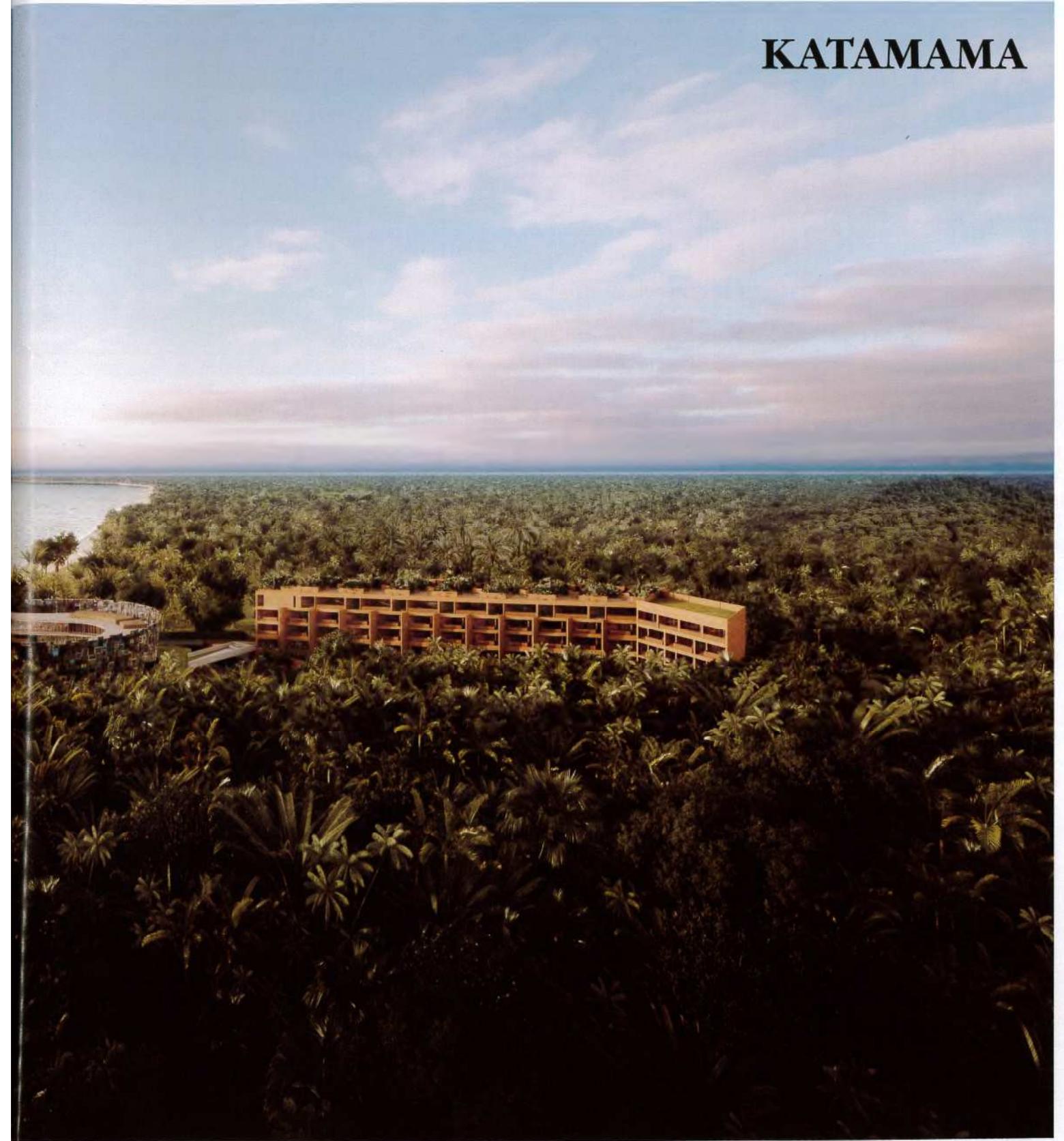


KLAPSONS THE RIVER RESIDENCES BANGKOK



# HOTELS & RESORTS

KATAMAMA





## KATAMAMA

[Bali, Indonesia]

Jl Pefitenget 51B, Seminyak Bali, 80361 ID

<https://preferredhotels.com/destinations/bali/katamama>



## アジア圏から「Preferred」コレクションに加わった個性豊かな4つのプロパティ ゲストロイヤリティプログラム「iPrefer」も、メンバー特典がさらに充実

インドネシア・バリ初の「プリファード ホテルズ & リゾーツ」レジェンド・コレクションとなる「Katamama (カタママ)」はこの春開業。

バリ南部スミニャックにある高級エリア、プティトゥングッピーチに位置し、人気のポテト・ヘッド・ビーチクラブの隣に位置している。

バリ最高クラスの職人が手掛けた個性的なデザインがホテル随所に演出された隠れ家的なラグジュアリーホテルは、インドネシアの豊かな伝統を意識した全58室の優雅なスイートルームを提供。プライベートプール、プールデッキ、受賞歴のあるミクソロジスト、ドレ・マツが手掛けたアカデミー「センター・オブ・ミクソロジー」、さらにスペイン料理が自慢のスペシャリティレス

トランなどが揃っている。

\*

中国・上海で初の「プリファード ホテルズ & リゾーツ」レジェンド・コレクションとなる「Wanda Reign On The Bund (ワンダ・レイン・オン・ザ・バンド)」は2016年秋の開業予定。世界的に有名なフォスター&パートナーズがデザインを手がけたこのアイコンックホテルは、上海市の花「モクレン」をモチーフとするなど、上海の伝統的アートと多様な文化の建築様式を融合しながらアールデコの影響を受けたデザインが特徴的だ。

14のスイートと、外灘、黄浦江そして浦東のスカイラインを遮るも



538 Zhong Shan Dong Er Road, Huangpu District Shanghai, 200010 CN  
<https://preferredhotels.com/destinations/shanghai/wanda-reign-on-the-bund>



## WEIL HOTEL

[Ipoh, Malaysia]

292 Jln Sultan Idris Shah, Perak Ipoh, 30000 MY  
<https://preferredhotels.com/destinations/ipoh/weil-hotel>



のなく望むことができる288m<sup>2</sup>のチェアマンスイートを含む、全193の贅沢な客室。アメニティはエルメス、またはロクシタン。ミシュラン2つ星のマーク・メノーが手掛ける高級フレンチレストランMARCをはじめ、5つのダイニングも完備される(宿泊予約は2016年9月より)。

\*

マレーシア・イポーからライフスタイル・コレクションに加わったのは「WEIL Hotel(ワイル・ホテル)」。1930年代の英国植民地時代に発展したイポーの街の豊かな歴史を背景とするホテルは、全313室のスタイリッシュでコンテンポラリーなゲストルームで、アジアならではのホスピタリティが自慢。6つの特徴的なダイニング、ルーフトップにはインフィニティープールとバーも完備されている。

\*

タイ・バンコクの「Klapsons The River Residences Bangkok(クラブソンス・ザ・リバー・レジデンス・バンコク)」は、バンコクのシンボル、チャオプラヤー川を望む25階以上の上層フロアを占める全77室のフルサービス・プライベートレジデンス。コンテンポラリーデザインの先駆者、サワヤ&モローニのウィリアム・サワヤがデザインした

個性的な施設は、美しいリバーサイドの景観を楽しめると同時に、フェリーボートが発着するプライベートピアも備え、バンコク市内へ容易にアクセスできる。

\*

「プリファード ホテルズ & リゾーツ」が提供するゲストロイヤリティプログラム「iPrefer(アイ・プリファード)」も、メンバー特典が更に充実した。ステータスを「インサイダー」と「エリート」の2つに集約し、メンバーは [www.iPrefer.com](http://www.iPrefer.com) からの予約・滞在で客室料金1USドルごとに10ポイント加算。ポイントは対象ホテルで客室料金の支払いに利用できるほか、優先アーリーチェックイン、優先レイトチェックアウト、無料インターネットなどが提供される。また部屋のアップグレードも特典対象となり、「エリート」ステータスでは通常ポイントに加え50%のボーナスポイントも獲得できる。このプログラム改訂に伴い、iPreferでは2016年5月31日までに [www.iPrefer.com](http://www.iPrefer.com) から宿泊予約したメンバーに対し、12,500ボーナスポイントを提供する特別プロモーションも行っている。 **R.B.**

■ [www.iPrefer.com](http://www.iPrefer.com)

■ [www.PreferredHotels.com](http://www.PreferredHotels.com)

■ 国内予約受付 TEL: 0120-984-450



## KLAPSONS THE RIVER RESIDENCES BANGKOK

[Bangkok, Thailand]



110 725 Charoenakorn 13, Klongtongsai, Klong sam Bangkok, TH  
<https://preferredhotels.com/destinations/bangkok/klapsons-the-river-residences-bangkok>



# WORLD TRAVEL

July/August 2016

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MCI (P) 034/10/2015  
KDN PPS 1858/2/2015(025588)

# Must-do experiences in MUNICH

**This Page**, Beer Garden Munich **Opposite clockwise from left**, BMW Welt, a multi-functional customer experience and exhibition facility of the BMW; Hotel Bayerischer Blue Spa Terrasse; Viktualien Market in Munich is a deli paradise for shopping gourmets; Group of surfers practicing their skill.

Photographs by Shutterstock/Michael Thaler/Abel Duddek



A unique highlight in Munich can be found on the roof terrace of *Hotel Bayerischer Hof* itself, located at the award winning “Blue Spa”. In summer, guests can enjoy open air barbeque and excellent drinks; in winter time, the famous polar bar welcomes the guest with oysters and champagne. When the sky is clear, take in the panorama view of the Alps of Bavaria and Austria.

A typical Bavarian experience is the butchers district in Munich with its different slaughter houses and deli stores. At “*Metzgerei Gassner*”, guests can enjoy Munich’s freshest “*Weißwurst*” in small little eateries which are usually located within or next to the butcher shops.

As Munich is known for the beer and breweries, guests should experience a “*beer garden*” where it is common to bring your own food and only buy the beer at the venue. Historically, before the cooling system was invented by *Carl von Linde*, beer was cooled in basements hidden under chestnut trees. One beer garden which still employs this traditional beer cooling practice is the “*Augustinerkeller*”.

The famous car manufacturer BMW is based in Munich and its headquarters boasts a car museum, factory and the “*BMW Welt*” where the guests can purchase BMW products and souvenirs. Within the BMW Welt is a unique restaurant called “*Esszimmer*”, which means “*dining room*” in German.

Ever tried surfing in the city? It is possible in Munich! At the famous “*Eisbach*”, you find surfers on a permanent river wave. It is an attraction not just for surf enthusiasts but also for those who just want to come by and see the athletes showing off their skills. The spot is the entrance to the famous *English Garden*, a green space in the city that spans an area larger than Central Park in New York.

The “*Viktualien Market*” is close to the main market square or “*marienplatz*”, an open air food market which has been there since 1807. Originally a farmers market, it soon became a popular market for gourmets. 140 stalls and shops offer flowers, exotic fruit, cheese, spices, fish and meat. Along the famous butchers’ line, you can find nine different butcher shops all offering different meat specialties. Meet local chefs, gourmets and have a chat with the vendors to get a real Munich gourmet experience.

*The above recommendations are from Concierge of Hotel Bayerischer Hof, a member of Preferred Hotels & Resorts’ Legend Collection.*



# Hotel Business®

VOLUME 25 NO. 4 MARCH 7, 2016

HOTELBUSINESS.COM

## Industry Giant

Jonathan Tisch's huge  
impact on hospitality

**Building by the Numbers**  
Annual construction  
report & listing



Located in Switzerland, the Hotel Royal Savoy Lausanne, a Murwab hotel, is part of The Bürgenstock Selection. Katara Hospitality Switzerland AG manages the 196-room property.



## Preferred Hotels & Resorts partners with Katara Hospitality

By Matthew Marin  
*Associate Editor*

CHICAGO—Generating more than \$1 billion in reservations revenue on behalf of its member hotels worldwide, Preferred Hotels & Resorts, an independent hotel brand, recently posted its 2015 year-end results, indicating a 15% increase over the previous year. In March 2015, the Chicago-based company executed a comprehensive rebranding that marked the onset of its new consumer-focused strategy and welcomed 91 new properties across 35 countries to its global portfolio.

More recently, Preferred Hotels & Resorts achieved another milestone in its 48-year history with plans to expand its global presence in the Middle East. The company recently partnered with Katara Hospitality, a global hotel owner, developer and operator based in Lusail, Qatar, entering into a master partnership agreement for the recently launched Murwab Hotel Group, Katara Hospitality's standalone hotel operating division.

Murwab Hotel Group manages an international collection of boutique upscale properties under its three main areas of business: Murwab Hotels and The Bürgenstock Selection, as well as a collection of independent non-branded upscale properties. Four of Murwab Hotel Group's existing luxury

hotels in Qatar and Switzerland have been brought into representation of Preferred Hotels & Resorts, and five additional properties currently under development in Europe and the Middle East will join over the course of the next 18 months.

"The master partnership agreement between Preferred Hotels & Resorts and Katara Hospitality is in strong alignment with our vision and ethos, as Katara Hospitality aims to pursue synergies with hospitality brands that possess renowned equity while sharing its core values in luxury service provision and property design aesthetic," said Hamad Abdulla Al-Mulla, CEO of Katara Hospitality.

Over the past several years, Preferred Hotels & Resorts had been monitoring Katara Hospitality's expansion throughout the Middle East. Following a series of negotiations, Preferred Hotels & Resorts met with Katara Hospitality during last year's Arabian Travel Market, a travel industry exposition for the Middle East, and presented plans for the partnership. Katara Hospitality recognized Preferred Hotels & Resorts' output in key markets and selected the company to support its operating arm.

"Katara Hospitality is very selective in who it engages with," said Saurabh Rai, EVP, South Asia, Middle East, Africa and Australasia, Preferred Hotels

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& Resorts. "The company is new to the operating space. It wanted to make sure that it was partnering with the right player for independent hotel representation. There was a very thorough evaluation process from its CEO, COO and chief legal counsel."

Designed to support Murwab Hotel Group's strategic vision for expansion following its March 2015 launch, the move allows the company's properties to tap into Preferred Hotels & Resorts' sales capabilities in the corporate and leisure travel sectors, expertise in the independent and small hotel collection space, marketing and distribution platforms, and network of sales professionals located in 40 offices worldwide. In turn, the alliance allows Preferred Hotels & Resorts to establish first-time presence in Qatar and greater brand awareness in other Gulf Cooperation Council (GCC) countries.

"As a leading hotel owner, developer and operator based in Qatar, Katara Hospitality has, through leveraging, more than 45 years of experience, encountered tremendous success as it expands its footprint beyond Qatar's borders into key travel markets across the world," said Al-Mulla. "This success has, in part, been through strategic partnerships with some of the world's finest luxury hospitality brands, as we aim to grow an enviable collection of iconic luxury properties across the world."

Immediate Murwab Hotel Group additions to the Preferred Hotels & Resorts portfolio include Saraya Corniche Hotel (Doha, Qatar), Sealine Beach Resort (Mesaieed, Qatar), Simaisma, A Murwab Resort (Doha) and Hotel Royal Savoy Lausanne (Switzerland). Five properties across Qatar and Switzerland that are scheduled to open this year through 2017 will also join the brand portfolio.

"Katara Hospitality is deeply rooted in Qatar," said Rai. "It has a strong advantage of being an operator and a hotel owner. It was able to develop a strong pipeline with the Murwab Hotel Group portfolio right from the get-go. It has also been able to demonstrate strong pre-opening capabilities like technical and project management, business planning and F&B conceptualization. It's been able to develop these capabilities extremely well."



Owned by Katara Hospitality and managed by Murwab Hotels, Sealine Beach Resort is located in the southern part of Qatar in the city of Mesaieed.

Murwab Hotel Group plans to expand in Europe, one of Katara Hospitality's key markets. "With this in mind, a strategic partnership with Preferred Hotels & Resorts creates opportunities for Katara Hospitality and the Murwab Hotel Group to leverage from unparalleled sales competences in both corporate and leisure travel segments," said Al-Mulla. "The partnership was mutually beneficial in that it also created an opportunity for Preferred Hotels & Resorts to attain representation in Qatar and Switzerland through four of Murwab Hotel Group's existing luxury hotels in these destinations."

Preferred Hotels & Resorts represents more than 650 distinctive hotels, resorts, residences and hotel groups across 85 countries. The company offers five global collections, which include Legend, LVX, Lifestyle, Connect and Preferred Residences. Launched in August 2013, the iPrefer guest loyalty program is a points-based consumer loyalty program that rewards travelers with points on qualifying hotel stays. Points can be exchanged for reward certificates redeemable like cash toward expenditures at hundreds of participating properties across the company's brand portfolio.

"Murwab Hotel Group is a strong name within the hospitality sphere in the Middle East," said Rai. "Beyond the Middle East, it has few hotels owned in Europe. Partnering with Preferred Hotels & Resorts gives the group global representation into key feeder markets and business segments in North America and Europe." **HB**