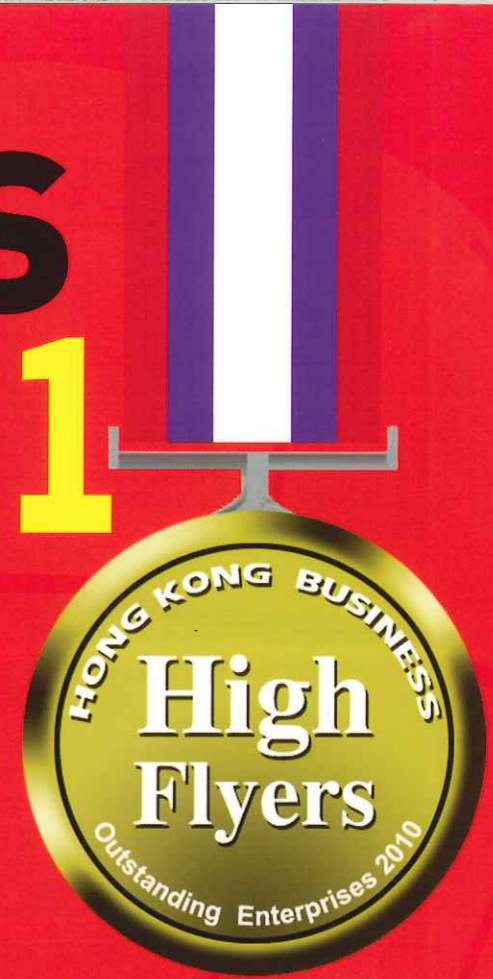


HONG KONG
BUSINESS
ANNUAL'11



High-Flyers

**HONG KONG'S
OUTSTANDING ENTERPRISES**

BOUTIQUE HOTEL

LAN KWAI FONG HOTEL @ KAU U FONG



This page clock-wise:
Deluxe Harbour View Room, "The Mercer" opening in Yr. 2011, Chinese mugs in guest rooms, Oriental décor in Breeze Lounge

Opposite Page:
Rebecca Kwan, General Manager of Lan Kwai Fong Hotel @ Kau U Fong

PHILOSOPHY

Hotel business is all about passion and enthusiasm, always thinking ahead and anticipating guests' needs. Lan Kwai Fong Hotel @ Kau U Fong is filled with art and creative designs to differentiate it from others in this busy market. The hotel infuses style and design into each guest experience and ensures that the hotel's visual message is full of character. "Don't believe what you see. When you believe it, you'll see it: This has always been my philosophy", General Manager Rebecca Kwan said.

UNIQUE BOUTIQUE HOTEL IN THE HEART OF HONG KONG

Tucked away in the middle of Central, the Lan Kwai Fong Hotel offers guests much more than hospitality; it gives them an adventure

In the old days, people sought standardization, because standardization brought assured quality, standards, products and comfort by being in the comfort zone. Nowadays, people cherish design, personality, individualism and uniqueness. This is the reason that boutique hotels are flourishing all over the world, because they offer their guests the luxury of an alternative.

The development of boutique hotels in Hong Kong started about five years ago. One of the first would be Lan Kwai Fong Hotel @ Kau U Fong, a boutique gem that is located in a fascinating part of old Hong Kong. It is only five minutes walking from Central, the financial, business and shopping district of the city, but the hotel is surrounded by a totally different atmosphere.

"The hotel has grown together with the area", according to Rebecca Kwan, general manager of Lan Kwai Fong Hotel @ Kau U Fong.

"There were local printing shops, butchers and carpenters around this neighbourhood before but now it has become a fascinating area with art galleries, antique shops, designer boutiques and stylish restaurants, which has created a unique artistic and cultural atmosphere. It's always like going on a treasure hunt in this area, a combination of old and new. You'll never know what is there around the corner of the street".

The hotel's location is extraordinarily attractive. It is situated in the centre of the trendy dining, nightlife and entertainment of Soho and Lan Kwai Fong. Central,

with its buzzing business district and various boutiques and shops, is within walking distance. Hotel guests benefit from an excellent transportation network; the Macau Ferry Terminal and Airport Express Hong Kong Station, Star Ferry, and the MTR station are just minutes away.

The hotel itself is very charming. The contemporary design of Lan Kwai Fong Hotel @ Kau U Fong blends with oriental touches and incorporates unique design elements like jade turtles for the internet cable holders and Chinese Emperor's costumes for photo frames.

It infuses style and design into guest experiences. Its Harbour View Suites have private balcony which overlook the city and Victoria Harbour's well-illuminated night view. Kwan added "There is a story behind every thought. For instance, the jade stone can calm people's minds and let them have a good sleep so we hang it next to the bed. Turtles symbolize good health and longevity so there are two ponds of turtles in front of hotel entrance and also a stone one inside the room".

Kwan added, "All these elements are completed with passion and enthusiasm from our staff members." Kwan believes what really differentiates a brand are the quality of its people and the service they provide. Anyone can build a luxury hotel but it is the consistent, warm, engaging and personalized service that makes guests feel unique and valued. Therefore the hotel has added a personal touch on welcome cards, a

key card collection, and even the festive decorations and hampers. Kwan has a broad smile and a twinkle in her eye saying she was busy making up bespoke Christmas hampers right now as she found items in most of the commercial hampers are not attractive so she decided to make her own for the hotel.

Kwan is a strong believer in hands-on management. She always inspires her staff and the hotel with her energy and thousands of ideas. She involves herself in all aspects of operations, from designing the hotel's business card to developing business strategies. "It's all about passion and enthusiasm in the service industry." Kwan has actively participated in all different events. "Everything I saw, I experienced, I will try to link with hotel guests and see if the technology, design or idea can be applied to the hotel and benefit our guests". The hotel is in a very competitive industry, a 24-hour, 365-day-a-year business. In order to stay ahead of the market, Kwan continuously tries to excel herself, be proactive and develop foresight. "As we are not an international chain hotel, there are no limitations, or pre-set standards.

Therefore we can break through the tradition and do it in a better and different way. For example, we will tailor-make the welcome card for long staying guests, with the pictures of front line staff, including room attendant who cleans his room, the concierge, the restaurant manager and so on. Introducing our staff adds a personal touch and makes guests more familiar with the place and people, feeling more comfortable

and able to relax". With the competitive advantage of convenient location, interesting surroundings, unique design and personalized service, no wonder the Lan Kwai Fong Hotel @ Kau U Fong achieves 30 percent repeat business. "One of the guests told us he knew about our hotel by another guest's recommendation given to him by a hotel pool in Bali", Kwan said.

Passion is essential in service industry. Kwan appreciates her staff and encourages them to contribute ideas, welcoming their initiatives. "We want to maximize their talents and play to the strengths of each staff member", she said. The hotel provides opportunities for staff to experience departments in which they are truly interested. Also, Kwan encourages staff to join more activities together to achieve better teamwork. There are bowling activities, departmental performance during the annual staff party, and they have actively participated in the activities organized by Hong Kong Hotel Associations e.g. the Waiters' Race, a soccer tournament and the like. "Often interns and trainees come back for full-time jobs after experiencing the atmosphere we create in the hotel.

Our parent company has a lot of new hotel projects coming up, such as, 'The Mercer' in Sheung Wan, which is opening in first quarter of 2011. Our existing staff is given the first priority for job development", Kwan said. She is busy with the pre-opening and hoping to achieve another successful boutique hotel story in Hong Kong. ■

- Bonnie E. Engel

FAST FACTS

- Kosmopolito Hotels International Limited (KHI), parent company of Lan Kwai Fong Hotel @ Kau U Fong, has more hotel projects coming up in Yr. 2011. 55-room contemporary design boutique hotel "The Mercer" is scheduled to open in 1st quarter of Yr. 2011. It is 2 minutes away from Sheung Wan MTR Station.

Awards

- 2010 stylish hotels selection - Vogue China
- "Asia's Leading Boutique Hotel" by World Travel Awards 2009
- Hong Kong Business High Flyers Awards 2008 "Outstanding Enterprises - Boutique Hotel"
- "Best Boutique Hotel of China" by China Hotel Starlight Awards 2008
- "The Best Boutique Hotel in Asia" by Travel Weekly 2007.



Boutique Series by KOSMOPOLITO