

上海金茂君悅大酒店



THE MARKET

The Grand Hyatt Shanghai is widely recognised as one of the best hotels in Shanghai, boasting luxurious rooms with spectacular views and a menu featuring the latest dining concepts. The staff, committed to maintaining the hotel's leading edge, constantly work to delight and exceed the expectations of guests in every way, making the Grand Hyatt Shanghai the hotel of choice for exhibitions and events.

ACHIEVEMENTS

With its outstanding facilities and impeccable service, the Grand Hyatt Shanghai has won a string of awards in the past five years, including:

- 2004 – Best Overseas Business Hotel – Conde Nast Traveler (UK)
- 2004 – Most well perceived luxury hotel brand in China – Superbrands
- 2004 – Best Restaurant in Shanghai (Cucina) – City Weekend
- 2004 – World's Best Hotel Dining (The Grill) – Gourmet magazine
- 2004 – Best Hotel in Shanghai – Global Finance
- 2004 – Best Business Hotel in Asia Pacific – Business Traveler Asia Pacific
- 2004 – Best Hotel in Asia – Time Asia
- 2004 – World's Best Hotel Bar – (Cloud Nine) – Forbes
- 2004 – Best Business Hotel in Asia – Travel & Leisure
- 2003 – Best Business Hotel in Asia – Business Asia
- 2003 – Best Business Hotel in Shanghai – Business Asia
- 2003 – World's Best Hotels Gold List – Conde Nast Traveler (US)
- 2003 – Best Service in Asia – CNN
- 2003 – Top Hotel in Asia – Time Asia
- 2003 – World's Best Wine list (On56) – Wine Spectator Magazine
- 2003 – Best Hotel in Shanghai – Business Traveler Asia Pacific
- 2003 – Five Star Diamond Award – American Academy of Hospitality Sciences
- 2003 – Best Hotel in Shanghai – Institutional Investor
- 2003 – Best Hotel in Shanghai – Asiamoney
- 2003 – Best Hotel in Shanghai – Asset Magazine
- 2003 – Best Hotel in Shanghai – Asiamoney
- 2002 – Best City Hotel in China – Travel Weekly China

- 2002 – Best Hotel in Asia – Time Asia
- 2002 – World's Best Hotels Gold List – Conde Nast Traveler (US)
- 2002 – Asia's Best Hotel for Business Travel – Asiamoney
- 2002 – World's Best Overseas Business Hotel – Conde Nast Traveler (UK)
- 2002 – World's Best Hotel – Institutional Investor
- 2002 – Best Business Hotel in Shanghai – Business Traveler Asia Pacific

- 1999 – Most Preferred hotel for Business Travel – Asian Wall Street Journal, CNBC Asia
- 1999 – Most Preferred Business Hotel in Shanghai – Asiamoney
- 1999 – Asia's Best Business Hotels – Bloomberg LP

HISTORY

The Hyatt Corporation entered the mainland Chinese market in 1986 and currently operates numerous properties in greater China. Construction of the Jinmao Tower – a project of the China Jinmao Group Holdings Co Ltd – began in May 1984 in the Lujiazui financial district of Pudong, and was completed in 1998 at a cost of US\$540 million. Standing 420.5 metres and 88 stories high, the Jinmao Tower is the fourth-tallest building in the world and has become yet another landmark in Shanghai. The fact that the Grand Hyatt Shanghai is housed in the Jinmao Tower is a great affirmation of its quality management.

THE PRODUCT

The Grand Hyatt Shanghai is located on the 53rd to 87th floors of the Jinmao Tower and was recognised by the Guinness Book of World Records as the world's tallest hotel in 2000. The 555-room hotel is located in the landmark Lujiazui financial district and is the flagship hotel of the Hyatt Corporation in greater China. Both foreign and domestic guests have been impressed by the hotel's outstanding facilities and the impeccable service.

The Grand Hyatt Shanghai aims to constantly strengthen its position in the hotel industry by providing business travellers with the world's

best technology, marking arrangements based on the needs of customers and regularly updating the system. These measures help to ensure that the Grand Hyatt Shanghai is unrivalled by any other hotel.

RECENT DEVELOPMENTS

Because the Grand Hyatt Shanghai strives to understand guest needs, develop new products, provide impeccable service and exceed customer expectations, it has always been seen as a leader in the industry.



- 2002 – Best Hotel in Asia Pacific – Travel & Leisure
- 2002 – Customers' pick – Best hotel – Asian Hotel Network
- 2002 – Five Star Diamond Award – American Academy of Hospitality Sciences
- 2001 – Best City Hotel in Shanghai – Business Traveler Asia Pacific
- 2001 – Five Star Diamond Award – American Academy of Hospitality Sciences
- 2000 – Best City Hotel in Shanghai – Business Traveler Asia Pacific

The Grand Hyatt Shanghai's impressive array of restaurants all draw on the latest dining concepts and unique interior designs.

In terms of finance, the Grand Hyatt Shanghai has been able to bring returns to investors through its tight control of financial processes.

In the face of an ever-changing market, the Grand Hyatt Shanghai has developed a team of highly dedicated staff that embody the Hyatt's culture, objectives and values.

However the market may change, the Grand Hyatt Shanghai is able to provide the most impeccable and progressive of services at a level of unrivalled comfort so as to meet the needs of all existing and future guests.

are accumulated and redeemed for travel awards, including hotel accommodation, airline tickets, car rentals and cruises. Members may also convert their points into airline mileage with any of Hyatt's airline partners. Among other benefits, members experience more than 20 special guest service features during their Hyatt stays, including rooms in an exclusive area of the hotel, complimentary morning newspaper, late check-out upon request and US\$250 check-cashing privileges. Membership status reports are sent to members monthly, giving them detailed information on the number of points



By effectively utilising information technology to make business decisions, the Grand Hyatt Shanghai has raised the level of efficiency and customer satisfaction, reduced costs and made overall improvements to the hotel.

PROMOTION

To further identify and market the diverse types of Hyatt properties worldwide, the Hyatt Corporation created the Hyatt Regency, Grand Hyatt and Park Hyatt brands. The Grand Hyatt Shanghai, with its comfort, convenience, amenities and meeting facilities, has been warmly received by business travellers from around the world. For the convenience of business travellers, the hotel offers the following unique services:

The Grand Club: Seven floors of exclusive accommodation providing guests with premium services. It is the "hotel of hotels".

The Gold Passport: Established by the Hyatt Group on April 1, 1987 as a unique way to reward members. It markets itself as "A gold card for frequent travellers". Gold Passport members earn privileges by earning points based on eligible dollars spent at Hyatt hotels and resorts. Points

available for exchange for hotel accommodations, dinner vouchers, phone and laundry expenses, and



free upgrades. The highest award in the programme is 10 days free accommodation in any Hyatt hotel, including free flight tickets and auto rental vouchers.

BRAND VALUES

The Grand Hyatt Shanghai aspires to be one of the best hotels in China and Asia Pacific. Adopting a multi-dimensional development strategy, the hotel has already exceeded its expectations on all counts, and is working to enhance customer loyalty even further. The Grand Hyatt Shanghai has become an international byword for hotel excellence.

Despite the tough competition, the Grand Hyatt Shanghai has constantly stood out from the other hotels in its ability to provide guests with an experience that matches their lifestyle, experience, values and dreams. The Hyatt's core values lie in providing guests attentive service that look into all the smallest detail, hotel accommodation facilities of elegance and sophistication, and dining and entertainment concepts that constantly break new ground.

THINGS YOU DIDN'T KNOW ABOUT GRAND HYATT SHANGHAI

- In an MKG report, the Hyatt Corporation was ranked 14th in the 2003 and 2004 listings of the World's Top Twenty Hotel Brands. It grew from 206 properties in 2003 to 210 in 2004, and from 87,000 rooms to 89,602
- The Hyatt Corporation will establish nine new hotels in the next three years, including the Beijing Park Hyatt Hotel (China's very first Park Hyatt), the Guangzhou Grand Hyatt, and seven Hyatt Regencies in Hangzhou, Dongguan, Nanjing, Chongqing, Shanghai, Sanya and Ningbo. These new properties represent 50% of the Hyatt's international expansion activities for the period