



# 浦东香格里拉大酒店 Pudong Shangri-La

SHANGHAI

## THE MARKET

The name Shangri-La was inspired by James Hilton's legendary novel *Lost Horizon*, in which a tranquil haven in the mountains of Tibet named Shangri-La cast a spell on all who resided there. Today, Shangri-La stands as a synonym for paradise. And although mythical in origin, the time encapsulates the serenity and service for which Shangri-La has become recognized.

As one of the most luxury hotels in Shanghai, the largest commercial metropolis in China, Pudong Shangri-La is also a highly regarded business hotel throughout the world. The hotel comprises of 606 rooms and suites, with spacious dining outlets full of exotic and delicate food and beverages.

The Horizon Club of Shangri-La is an exclusive haven within the Shangri-La luxury kingdom. The hotel believes that the more people travel, the more of life's little luxuries become necessities. And so it has created a retreat where frequent travelers can experience the highest standard of accommodation, personalized service and a host of special privileges and amenities.

Pudong Shangri-La's philosophy is to be recognized as Shanghai's premier hotel, as well as the market leader in China. The hotel's goal is to create unparalleled luxury facilities, ambience and service by empowering a professional management team to drive planned strategies and tactics.

The hotel is always committed to the interests of its customers, employees and owners, as well as playing a major role in contributing to the Shanghai community.

## ACHIEVEMENTS

Pudong Shangri-La has won many accolades in readers' polls conducted by prestigious publications worldwide. Some of these titles are:

- Five Star Diamond Award in six consecutive years from 2000 to 2005 – American Academy of Hospitality Science
- One of Top 10 Hotels in Asia – Condé Nast Traveler's 2004 Readers' Choice
- Pure Decadence 2004 – American Elite Traveler 2003
- One of the Best Hotels in Shanghai – Finance Asia Magazine 2003/2002
- The Best Hotel in Shanghai – Global Finance 2003
- One of the World's Best Places to Stay in Asia, Australia & Pacific Nations – Condé Nast Traveler Magazine Golden List 2002



- One of the Best Business Hotels in Shanghai – Business Traveler Asia Pacific Magazine 2002

As a result of Pudong Shangri-La's commitment to environmental awareness, the hotel received ISO 14001 certification, the international Environmental Management System standard, in March 2001. The certification is only awarded to organisations able to show ISO14001 compliance in every aspect of their operations. These environmentally friendly and cost-efficient practices include installing energy-saving light bulbs, biodegradable cleaning materials, water restrictors and sewage treatment facilities to prevent water pollution.

The hotel closely follows an Environmental Management System manual, which helps to identify and address the immediate and long-term impact of the hotel's operations on the local environment. Every six months, the Lloyd's Register of Quality Assurance sends a representative to inspect the hotel to ensure not only

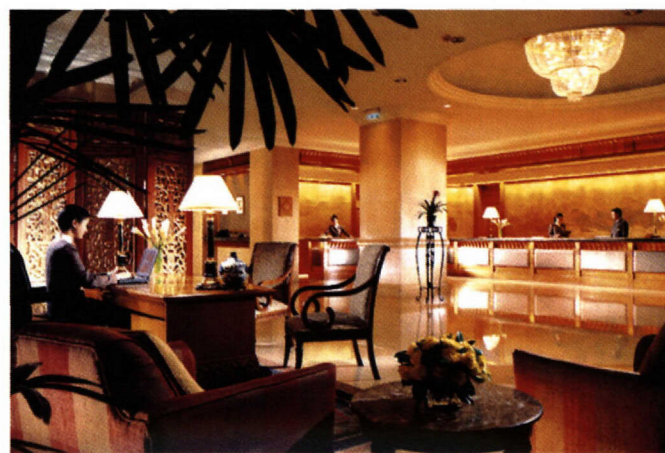
that system is being maintained, but also that ongoing environmental improvement is being achieved by setting new environmental objectives and targets.

## HISTORY

Shangri-La's heritage of service excellence started with the opening of the Shangri-La Hotel Singapore in 1971. Today Shangri-La is listed in Hong Kong. The major shareholder is the Kuok Group, a diversified dynamic business conglomerate. Established by Robert Kuok, the group's business operations span a range of activities and countries in Asia.

In addition to hotels, the group's portfolio also includes commodity trading, real estate, beverages, logistics, newspaper, shipping, edible oil refining and plantation.

The first Shangri-La in China debuted in 1984 in Hangzhou, a well-known tourism city in South China. Shangri-La nowadays has 21 properties in the country in 18 cities, with 10 new ones to be under development within the next few years. Pudong Shangri-La started operation in 1998.



## THE PRODUCT

Pudong Shangri-La is situated in the Lujiazui finance and trade zone of Pudong district, which had emerged as the country's new business center in years past. The 606-room complex stands along the famous Huangpu River, overlooking Shanghai's legendary riverfront, the Bund. A historic landmark, the Bund used to be Shanghai's financial center in early 1990s. Today, it is a showcase of turn-of-the-century European architecture; each building lights up at night in a myriad of colors that make it a spectacular sight from the hotel.



The hotel features one of the city's most spacious accommodation facilities, with a minimum of 40 sq. meters guest rooms. Each room offers travelers a whole line-up of modern amenities: broadband access, IDD telephone with extensions, television with satellite channels, a full-size executive work desk, electronic-safe and key cared control system, data points for fax and computer, among others.

Its room mix includes Deluxe, Deluxe Bund Rooms, Horizon Club Floors and various types of suites. From the rooms, guests may enjoy the breathtaking view of the Huangpu River and the Bund, which depicts Shanghai's colonial history and up to now a showcase of classic European architecture.

Guests will be provided several options for dining and entertainment in the hotel's food and beverage outlets. Garden Café serves international buffets plus a selection of Western and Oriental specialties on the a la carte menu. Overlooking the spectacular scenes of a nearby garden and the Bund is the Lobby Lounge and Fook Lam Moon Cantonese Restaurant. Fook Lam Moon is the most prestigious name in



Chinese dining, well known for its delicate shark's fin, abalone and bird's nest soup. A Deli counter sells oven-fresh breads, cakes, pastries, chocolates and selected cold cuts. B.A.T.S. (Bar At The Shangri-La) is located in basement of the hotel, offering nightlife enthusiasts a large bar, hot music and a dining area.

The meeting and banquet space boasts a 1,530 sq. meters Grand Ballroom that can seat up to 1,200 persons for a dinner set-up; 11 other function rooms are of varying sizes. On level three, adjacent to the ballroom foyer is the Cocktail Garden, an ideal open-air setting for social gatherings. These facilities are backed by up-to-date audio-visual equipment and meeting aids. A professional crew of Events Management service staff devote themselves to catering to the requirements of banquet and meeting organizers.

Other services and facilities include: a comprehensive health club, lobby shops, business center, beauty salon and three levels of basement parking spaces.

#### RECENT DEVELOPMENT

Pudong Shangri-La is committed to expanding. The Tower II extension has 375 premier rooms and suites, several cutting edge

food and beverage outlets and an additional pillarless grand ballroom. By July 2005, when the Tower II is opened to the public, the hotel will have a total of 981 rooms with 10 food and beverage outlets, making it the largest international hotel in Shanghai.

The hotel's 10 food and beverage outlets, from fine dining on the 36th floor to Nadaman Japanese Restaurant, Sushi Bar by Nadaman, Fook Lam Moon Cantonese Restaurant, Summer Palace Chinese Restaurant, Lobby Lounge, The Bar, Yi Café and B.A.T.S., meet the needs of guests from all over the world.

The China Ballroom, located on level three of Tower II is with a designed seating capacity of 1,500 persons for banquet. Together with the current Grand Ballroom, Pudong Shangri-La will be more than sufficient to host all kinds of international Meeting Incentive Conference Exhibition (MICE) events.

Other than the existing health club, a new CHI spa will be introduced. The CHI will offer an array of specialized body, water, massage and facial therapies based on the ancient healing philosophies and traditional methods from both China and the Himalayas.

#### PROMOTION

One of Shangri-La's most successful promotion strategies is its Value Rate program. Value Rate is promoted as, "The extras aren't optional, and they are complementary." When paying the published rate at any of Shangri-La's city hotels, Value Rate guests are entitled to an extensive list of complimentary benefits and privileges with no minimum stay including: round-trip airport limousine service, daily buffet breakfast, unlimited dry cleaning and laundry service, unlimited

broadband Internet access where available, local calls and all fax and IDD calls charged at cost, and 4pm check-out.

#### BRAND VALUES

The modern and sophisticated Shangri-La "S" logo not only resembles uniquely Asian architectural forms, but also reminds the viewer of majestic mountains reflected in the water of a tranquil lake.



Pudong Shangri-La's mission statement is to make its hotel the preferred choice for customers,



employees and business partners; to delight customers by providing quality and value through distinctive service, and innovative products; to ensure leadership strives for results and works as a team; to make customer loyalty a key driver of business through consistency in delivery of service, through delighting customers in every customer contact, and by ensuring executives have a customer contact role; to enable decision-making at customer contact points; to commit to the financial success of both individual units and the company, both short- and long-term; to create an environment where associates may achieve personal and career goals; to demonstrate honesty, care and integrity in all relationships; to ensure procedures are customer and employee friendly, enabled by technology and process focus; and to be environmentally conscientious and provide safety and security for customers and associates.

Pudong Shangri-La is committed to highly personalized guest service. It hires staff for attitude and trains for skills. Its acclaimed training program, Shangri-La Care, is divided into three modules and all members of staff undergo the modules within six months after joining the group. Shangri-La Care is a living culture within the group, strongly supported by top management. The hotel is required to allocate a special budget for training and development.

#### THINGS YOU DIDN'T KNOW ABOUT PUDONG SHANGRI-LA

- Pudong Shangri-La became Mainland China's first certified environmental-friendly hotel in history, after received its ISO14001 certification in March 2001
- Pudong Shangri-La is the first 5-star international hotel in Mainland China, setting up an internal training program, namely Shangri-La Academy, in a bid to help staff improve service standard
- In 2002, Pudong Shangri-La was awarded "Hotel of The Year" by Shangri-La Hotels and Resorts
- In 2003, a female worker from Pudong Shangri-La's Housekeeping Department was granted as a March 8th Flag-Woman, the exclusive and highest award for Chinese women, by the Shanghai Municipal Government