

FEATURE

Boutique hotels
are winning
exclusive MICE
business in Asia

亚洲精品酒店
在会奖旅游业务
抢占优势

Mark Andrews

SMALL WONDERS

以小胜大

THE SANCHAYA BEACHFRONT HOTEL DRAWS HIGH-LEVEL GROUPS TO BINTAN, INDONESIA, WHICH ALSO HAS FERRY CONNECTIONS TO SINGAPORE. SANCHAYA BEACHFRONT HOTEL 位于印度尼西亚的民丹岛，可乘坐渡船往新加坡。

Small boutique hotels with limited function facilities might initially seem no match for the marketing might of international chains when they pitch for meetings business.

Yet, boutique properties can use their facilities and locations to win clients, as Villa Song Saigon does in Ho Chi Minh City.

“Despite being a small 23-room boutique hotel, we actually do a lot of events,” says Yega Thiyagarajan, the property’s general manager. “In January 2018 alone, we did 28 events, big and small, including nine weddings.” Part of the Secret Retreats network, Villa Song Saigon offers one main meeting space and a smaller board room for meetings.

Boutique hotels often lack large ballrooms, but can still present a unique pitch. “We don’t compete with large hotels, [but] we do tailor-made bespoke events for companies that seek a difference in venue and feeling,” says Dany Lützel, general manager of the Éclat Beijing, a member of the Small Luxury Hotels (SLH) network. The Éclat offers the 500-square-metre Cocoon, which is set in an Amazonian-type garden on its 21st floor, overlooking the Chaoyang central business district.

“We have a world-class collection of venues just an hour from Singapore, but are a world apart”, says Jared Green, sales director of The Sanchaya, a 10-hectare beachfront estate and also an SLH member. Located on the Indonesian island of Bintan, and connected by ferry to Singapore, the property’s main Dahlia function area can accommodate up to 75 people and opens up to a terrace suitable for cocktails and outdoor events overlooking the 50m-long infinity pool and the ocean beyond.

“Boutique hotels exude an individual charm and identity of their own, where spaces speak to ‘guests’ and are designed to evoke memories and experiences,” says

乍看起来，由于功能设施有限，小型精品酒店往往在会奖旅游市场竞争中鲜有优势，特别是与国际连锁酒店的强大营销实力相比，更是显得势单力薄。然而，小型酒店却可以将自身功能设施和位置的优势赢取客户的青睐。

Secret Retreats旗下西贡（胡志明市）Villa Song别墅总经理Yega Thiyagarajan表示，“尽管我们是一家仅有23间客房的小型精品酒店，但却精心筹划了很多活动。例如，仅2018年1月我们就举办了大大小小的28场活动，其中包括9场婚礼。”该酒店更可为会奖旅游提供一个主会议厅和一个小型会议室。

通常，这类酒店没有大型宴会厅。Small Luxury Hotels集团（SLH）旗下的北京怡亨酒店总经理丹尼·鲁泽尔表示，“我们不与大型酒店比肩竞争，反而专注为公司量身定制各种活动，为客户带来独辟蹊径的体验和感受。”怡亨酒店拥有位于21楼的500平方米的多功能厅Cocoon，被优美的亚马逊式花园设计包围，在此更可鸟瞰整个繁华的朝阳商业区。

“我们拥有世界一流的会展场所，虽然离新加坡仅一个小时路程，但却别有洞天，风格迥异。”Sanchaya酒店销售总监Jared Green表示。Sanchaya同样是



DANY LÜTZEL
丹尼·鲁泽尔

SLH旗下的一家仅占地10公顷的海滨别墅。该别墅位于印度尼西亚的民丹岛，可乘坐渡船往新加坡。该别墅的主要功能区域被称为Dahlia，可容纳多达75人，开放式露台适合举办鸡尾酒会和其他室外活动，拥抱50米长的无边泳池和无垠海景。

至于巴厘岛L Hotel Seminyak品牌总监Adeline Quek则表示，“精品酒店具有自己独特的魅力和特色，在这里，独特的空间可以与‘客人’实现心的交流，精心的设计可以唤起客人的记忆，留下难忘的体验。”作为一家仅有30间套房的小酒店，L Hotel拥有俯瞰塞米尼亚克和海滩的绝佳屋顶景观，“这对于那些希望



THE PRESIDENTIAL SUITE IN THE ÉCLAT BEIJING HOTEL CATERES FOR SMALLER, MORE EXCLUSIVE GROUPS.
北京怡亨酒店的总统套房专为针对小型的专属团队而设



THE SATRI HOUSE HAS BECOME A POPULAR PLACE FOR BUSINESS MEETINGS IN LUANG PRABANG, LAOS.
SATRI HOUSE已成为老挝琅勃拉邦举办会展业务的热门之选

Adeline Quek, brand director of Bali's L Hotel Seminyak. A small hotel with only 30 suites, L Hotel offers a rooftop location overlooking Seminyak and the beach that "gives a unique advantage to those who want an exclusive and eclectic feel to their event", she says.

Many small boutique hotels primarily operate in the fully independent traveller market and often have little to no dedicated MICE facilities.

"We can accommodate only small groups with a maximum of 30 people if we use the restaurant as a meeting room," says Giovanni Tebano, general manager of Satri House in Luang Prabang, a 31-bedroom Secret Retreats network property in Laos. Its only other space is a small garden that can seat 60 as a dining venue.

Such small venues often prefer clients to hire the entire hotel to avoid disturbing other guests.

"If the group does not book out the entire hotel, then it's tricky, as I need to balance hotel guests' satisfaction and need for privacy as well, so we can't have noisy events or theme parties unless the group blocks all hotel rooms as well," Thiagarajan says. He also says that as the hotel is in a quiet residential area, parties have to end by 10.30pm.

Larger boutique hotels often offer more

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仅2018年1月·我们就举办了28场大大小小的活动

*Yega Thiagarajan, general manager, Villa Song Saigon, Ho Chi Minh City
西贡(胡志明市)Villa Song别墅总经理
Yega Thiagarajan*



THE 23-ROOM VILLA SONG SAIGON SAYS IT HELD 28 MICE EVENTS IN JANUARY 2018.
小型精品酒店的VILLA SONG表示，仅2018年1月就举办了28场活动。

flexibility. The Éclat's 20 large suites are all decorated with a theme, from Harry Potter to Star Wars, and all have their own balcony.

"These suites are being used by companies doing fashion shows, photoshoots, and video filming. They offer an entire setup of a scene which perfectly fits the needs of clients as they don't have to decorate the venue" explains Lützel. The family who own the hotel also own the Parkview Green shopping mall in which it is housed, which means the hotel has the added flexibility of holding events within the mall.

The hotel's location also defines its clientele and general MICE competition.

"Corporate guests are time-sensitive and the ease of access combined with superior service and the utterly well maintained facilities of The Sanchaya have proven a very successful combination," Green says. With few other MICE facilities on Bintan, the hotel mainly tries to lure small, exclusive CEO- and managing director-level events away from Singapore.

Luang Prabang's MICE industry is only just beginning as the government tries to promote tourism, so much of the trade received is organised by the government itself. Most properties in the city are small.

“There are very few hotels in Luang Prabang with a capacity of more than 60 rooms and with a proper meeting room facility,” Tebano says.

Convention facilities in Ho Chi Minh City are limited, with only two centres, and the MICE scene is not developed. Villa Song offers bespoke MICE events with clients including Nike and Air New Zealand.

“A lot of our corporate guests are already familiar with all the hotels in downtown Saigon,” Thiyagarajan says. “They have been coming to Vietnam for a long time now and are looking for something different.”

In Bali there are hotels with facilities for up to 2,500 delegates, however.

“While the island is known for leisure business, MICE business is growing and shows potential from global and domestic companies wanting to plan incentive trips for their staff,” Quek says. With the hotel targeting hipsters and creatives as guests, it looks to companies that want something less mainstream.

Beijing has an even more developed scene, and that means Éclat needs a niche.

“Our clients come from fashion and retail,” Lützel says. “They’re luxury labels that want their products to be exposed in a very unique environment.”

寻求私密独家体验的客人来说绝对是一个不可多得的优势。”

对于许多小型精品酒店来说，其主要客户对象是FIT（完全独立旅行者），通常很少或根本没有专门的会展设施。老挝琅勃拉邦Satri House总经理Giovanni Tebano表示：“如果用我们的餐厅作为会议室，最多只能容纳30人的小团体会议。”这是Secret Retreats旗下一家仅有31间客房的宾馆。唯一可供会展使用的空间是一个可容纳60人就餐的小花园。

这些小型酒店更欢迎整租的会展客户，以避免打扰其他客人。“如果会展团体不预订整间酒店那就很棘手了，因为我须要平衡酒店其他客人的满意度和隐私权，所以我们不能举办太喧闹的活动或主题派对，除非团体客户租下所有的酒店房间。”Thiyagarajan还提到，由于酒店地处安静的住宅区，派对必须在晚上10时30分前结束。

大型精品酒店能提供更灵活的服务和设施。怡亨酒店还拥有20间大型套房，每间套房都有装饰主题，如“哈利波特”和“星球大战”，另外还配有私人阳台。酒店总经理丹尼·鲁泽尔表示，“这些套房可用于公司进行时装表演、摄影和录像拍摄。他们还提供完全符合客户需求的场景设置，客户就毋须自行装饰场地。”该酒店集团还拥有芳草地购物中心意味着酒店具有更多的灵活性，可在商场内举办活动。



ADELINE QUEK

酒店的位置不仅在吸引各类客户群上起着重要的作用，在会展市场竞争中也不容小觑。Sanchaya酒店的Green表示，“公司团队的客人对时间要求很严苛，并需要有便捷的交通和优质的服务，Sanchaya恰好具备完善而健全的设施，因此受会展客户青睐。”作为民丹岛上为数不多的会展设施，他们主要的目的是吸引新加坡以外的小型首席执行官和董事长、总经理级别的专属活动。

琅勃拉邦的会展业才刚刚起步，由于政府正在力促旅游业，因此目前大部分会展业务都是由政府组织。琅勃拉邦大多数都是小型酒店，本地中型酒店Satri House的负责人Tebano表示，“琅勃拉邦很少有超过六十多个房间及同时配备适当的会议设施的酒店。”

目前西贡的会议设施有限，仅有两个会议中心，而相应的会展设施也没有同步发展。Villa Song酒店曾为包括耐克和新西兰航空在内的会展客户提供定制活动。Thiyagarajan表示，“我们许多公司客人对西贡市中心的所有酒店了如指掌，他们来越南已经很长时间了，所以希望寻觅一些与众不同的体验。”

另外，巴厘岛有可容纳多达2,500位客人的酒店。Quek表示，“虽然巴厘岛以休闲旅游而闻名，但会展业务正在逐渐增长，由来自全球和国内的公司纷纷在巴厘岛安排会展之旅可见一斑。”这家酒店以潮人和创意人士为客户目标，主要针对寻求非主流经验的公司客户。

北京的会展市场拥有广阔的发展前景，意味着怡亨在北京有很好的利基。鲁泽尔表示，“我们的客户来自时尚和零售业的奢侈品牌，他们希望通过标新立异的方式来呈现自己的产品。”



THE 30-ROOM L HOTEL SEMINYAK ON BALI OFTEN ATTRACTS HIPSTERS AND CREATIVES AS GUESTS, AS IT MARKETS TO COMPANIES THAT WANT A LESS MAINSTREAM VENUE FOR BUSINESS MEETINGS. 只有30间套房的巴厘岛L HOTEL SEMINYAK时尚又具创意，为业务会议提供别树一格的场地选择。