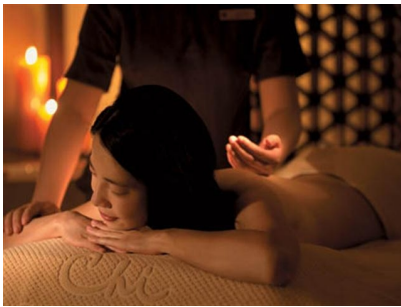


Asia: Chain Hotels Spreading Wings

Asian chain hotels have seen growth and development over the years. These hotels differ greatly from the rest of the others because of their ownership strategies. While most chain hotels are owned by groups or companies, Asian hotels are owned by individuals.

Luxury hotels cut a niche for themselves by providing the best in the hotel industry. The infrastructure is to die for while the customer service is impeccable. Expensive and classy furnishings in the hotel rooms offer comfort with marble, linen and other forms of expensive decor. The service and cuisine are at par with world class standards. The Asian chains are not an exception.



From 2005, new innovations have seen these hotels grow. Some of them have been termed as 'crazy' in a bid to stay ahead. UK TODAY has often named and listed great luxury hotels in order of service and class. Many other influential magazines and reviews like the Travel + Leisure influence clients keeping the hotels on their toes. The latest innovations have fused technology. They have seen use of Wi-Fi and other internet services to installation of robotics. The use of programmes that control room service is now the future of these hotels. The competition for chain hotels is getting stiffer as the future opens up to new things.

Asian chain hotels are looking to establish new markets in countries where they had no presence. Canada has been on the line with the G7 and other Asian chain hotels building their presence. Other chains are taking into this new market in a rush to drink the waters before they dry. Other unventured countries are also the target.



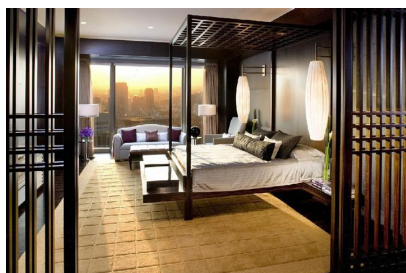
Shangri-La Hotels

The hotel chain based in Honk Kong has grown over the years starting with the first hotel in Singapore.

The chain now has over 70 luxury hotels based in four continents. The hotels are known for their food and service. They are famous for their Chi Spas and other Asian relaxation techniques. The first was introduced in 2005 in Thailand. They have a knack of carrying Asian tradition wherever they go while blending it with the culture of the given nation. They entered the European market in 2010 with the Shangri La Paris. They have also initiated the Golden Circle Awards and introduced the Kerry Pu Dong Hotels in 2010. The hotel has a promising future in Europe as well.

Mandarin Oriental Hotels Group

Mandarin Hotels began way back in 1963 as a luxurious service outfit. The Jansen Matheson group is responsible for the Mandarin properties establishment. Their hotel business roots hit after acquiring a 49% share of the Oriental hotel in Bangkok. Their expansion began from there. The hotel chain now has 41 hotels in 27 countries. The hotels boast of luxury and excellence in customer service. They have overcome odds including the 2009 fire that razed down the Beijing Mandarin hotel. The hotel had not been completed. The future of the Mandarin hotels is bright with the incorporation of new innovations and technology for better customer service and operations.



Peninsula Hotels

The first Peninsula hotel saw its introduction in 1928 in the Hong Kong Peninsula. Their latest entry is Paris launching in 2013. The hotels boast of great innovations and luxury. The 9 hotels are located all over the world right from the Asian countries to the UK. The hotels sport an Asian touch with elegance. It was named the number one chain by Travel + Leisure and the seventh in the world. This was a great feat for this small chain of hotels. The future of this group looks bright. The reason could be because they have a keen interest in introducing state of the art technology in their hotel services.

The future of Asian chain hotels is great. These and many more chains like the Oberoi are expanding their roots into European countries for bigger markets. The European nations are looking for more oriental services to break the monotony. This coupled with technological developments is promising for the Asian chains. Hotels in Dubai and Qatar are way ahead in these new innovations. The full integration is however yet to be seen. The growth since 2005 to 2012 is however commendable.

Date: 2012-12-31

Article link:

<http://www.tourism-review.com/travel-tourism-magazine-asian-chain-hotels-conquering-europe-article>

