

Partnership for Success

  
REGAL HOTELS

# Our Company



Regal Hotels International, registered and listed in Hong Kong in 1979 and 1980 respectively, is a member of the Century City Group. Led by Mr. Lo Yuk Sui, Chairman and Chief Executive Officer, Regal Hotels is one of the largest hotel operators in Hong Kong with over 10,000 rooms and 90 restaurants and bars under its portfolio.



### Hong Kong

1. Regal Airport Hotel
2. Regal Hongkong Hotel
3. Regal Kowloon Hotel
4. Regal Oriental Hotel
5. Regal Riverside Hotel
6. Regala Skycity Hotel (2020)
7. iclub Fortress Hill Hotel
8. iclub Ma Tau Wai Hotel
9. iclub Sheung Wan Hotel
10. iclub Wan Chai Hotel
11. iclub Mong Kok Hotel
12. iclub Sheung Wan II Hotel (2019)

### Chengdu, Sichuan Province

13. Regal Xindu Hotel (2020)

### Dezhou, Shandong Province

14. Regal Kangbo Hotel
15. Regal Kangbo Hotel & Residence

### Foshan, Guangdong Province

16. Regal Financial Center Hotel

### Jiangmen, Guangdong Province

17. Regal Riverfront Hotel (2020)

### Kunshan, Jiangsu Province

18. Regal Huaqiao Hotel (TBC)

### Shanghai, Shanghai City

19. Regal International East Asia Hotel
20. Regal Jinfeng Hotel
21. Regal Plaza Hotel & Residence
22. Regal Shanghai East Asia Hotel

### Xi'an, Shaanxi Province

23. Regal Airport Hotel, Xi'an

### Zhengzhou, Henan Province

24. iclub Yuhong Hotel

Regal Hotels International also owns the Campus La Mola, located in Barcelona, Spain.

# Our Vision

To be the leading hotel group in Asia Pacific recognized and preferred by employees and guests worldwide.



# Our Objective

We will expand our portfolio to first and second tier cities in China and increase to over 40 managed or owned hotels in the next few years.





# Our Brands

**Regal Royale** Regal Royale offers the most stylish and plush facilities with exclusive level of comfort and personalized services. From elegant surroundings of exquisite quality, dedicated 24-hour club lounge service to state-of-the-art meetings and guestroom features and amenities, Regal Royale provides its guests with unforgettable and distinctive experiences.

**Regal** Regal is 4- to 5-star hotel brand with international standards of comfort. Each Regal hotel offers its own unique character providing spacious, full-service accommodations, well-equipped work areas, choice of dining and entertainment venues, comprehensive meeting and conference facilities.

**Regal Residence** Regal Residence incorporates luxury hotels and residential condominiums into a single development program. Inhabitants have access to all the services and amenities of a five-star hotel; namely, concierge, room service, valet, housekeeping service, gourmet restaurants, and other recreation facilities. Residents will have the convenience and amenities of a hotel, yet live in comfort and privacy.

**iclub** iclub Hotels is a select-service hotel brand under the management of Regal Hotels International. With the brand concept of Interconnected, In Vogue and Innovative, the no-frills, chic and trendy iclub Hotels is designed for optimum functionality for self-sufficient and tech-savvy travellers. Understanding the guests' lifestyle and needs, iclub Hotels provides the right products and services in prime locations for both business and leisure travellers.

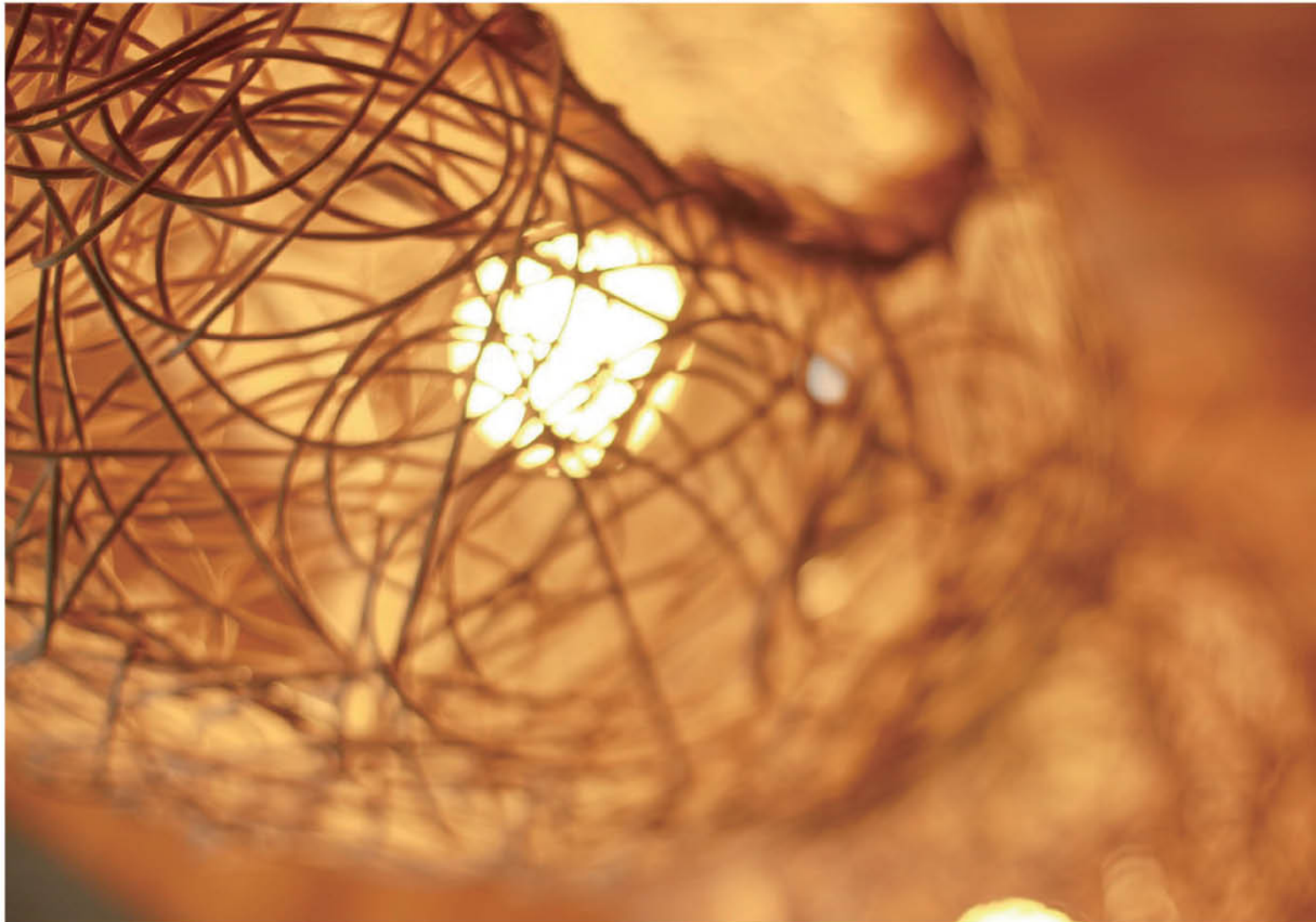


# Our Awards





- Awarded Gold Benchmarking Certificate of EarthCheck for 5 Regal Hotels in Hong Kong (2018)
- Awarded Silver Benchmarking Certificate of EarthCheck for 3 iclub Hotels in Hong Kong (2018)
- Hong Kong Awards for Environmental Excellence — Wastewi\$e Label – Class of Excellence by Environmental Campaign Committee for 5 Regal Hotels in Hong Kong (2015)
- Hong Kong Awards for Environmental Excellence— Carbon Less Certificate and Wastewi\$e Label –Class of Good by Environmental Campaign Committee for 5 Regal Hotels in Hong Kong (2013)
- CarbonCare Label - Champion by Carbon Care Asia Limited for 5 consecutive years of iclub Wan Chai Hotel (2011-2015)
- Awarded Best Hotel Group in Hong Kong in Metro Awards for Service Excellence 2016 by Metro Daily & Metro Prosperity (2016)
- Best Regional Hotel Group by Travel Weekly China for 3 consecutive years (2013-2015)
- “Hotel and Lodging Standard of Excellence Award” and “Outstanding Website Award” at the US-based WebAward 2014 organized by The Web Marketing Association for Regal Hotels International official website ([www.regalhotel.com](http://www.regalhotel.com)) and iclub Hotels official website ([www.iclub-hotels.com](http://www.iclub-hotels.com)) respectively (2014)
- Web Accessibility Recognition Scheme – Gold Award by Office of the Government Chief Information Officer for 2 consecutive years (2014-2015)
- China’s Best Medium to High Tariff Business Hotel Brand in 9th Golden Pillow Award of China’s Hotels (2012)
- Best Hotel Group Award in 12th Capital Outstanding Enterprise Awards (2012)
- The Best Ten Hotel Management Company, Platinum Five-Star Badge of China Elite 100 – Ms Belinda Yeung, Executive Director and Chief Operating Officer in the 11th China Hotel Golden Horse Awards (2010/2011)
- The Best Ten Hotel Management Company, and Five-Star Badge of China Elite 100 – Ms Belinda Yeung, Executive Director and Chief Operating Officer at the 10th China Hotel Golden Horse Awards (2009/2010)
- World’s Best Airport Hotel and Best Airport Hotel Asia in the Skytrax Awards for 4 consecutive years (2011-2014)
- The Best Airport Hotel in the World for 11 consecutive years by Business Traveller UK Magazine (2008-2018)
- Regal Airport Hotel – Travel Hall of Fame Award for 4 consecutive years by TTG Asia Media Pte Ltd (2015-2018)
- The Best Airport Hotel in Asia-Pacific in the TTG Travel Awards for 10 consecutive years by TTG Asia Media Pte Ltd (2005-2014)
- Received numerous awards recognized by the industry and investors for all Regal Hotels in Hong Kong and other cities of Mainland China, including:
  - China Hotel Starlight Awards
  - China Hotel Golden Horse Awards
  - TripAdvisor
  - China Hotel Golden Dragon Awards
  - agoda.com



# Our Uniqueness



## **Owner and Operator Perspectives**

- Regal Hotels International is an established enterprise in Hong Kong since 1979 focusing on hotel management, and has thorough understanding of business operations to manage hotels in an effective and responsible manner.
- Regal Hotels International is proud of being the hotel owner, and fully understand the aspects of being both the owner and the operator.
- We understand the importance of capital and human resources management, our strength and key for success is to maximize revenue for the owners.
- Our management team conducts audit for every Regal hotel each year and emphasizes on frank and open communication between owner and the management team.

## **Unique Characteristic**

- We have the characteristic of an Oriental, who is hospitable, passionate and energetic, and have the Hong Kong attributes of being efficient and effective.
- Regal Hotels International establishes solid relationship with business partners for obtaining the latest information from the market for business and marketing of our hotels.



### **Loyal Customers for Repeated Business**

- We have a comprehensive system of loyalty program management for different customer segments including loyal diners, frequent travellers, bookers and users.

### **Focus on Maximizing Revenue**

- Regal operating hotels are members of Preferred Hotels & Resorts with worldwide support.
- Strong Food & Beverage business and management experience in Hong Kong and other cities of Mainland China, evidence in profit performance in a range of popular restaurants including a Michelin-rated Cantonese restaurant, Regal Palace of Regal Hongkong Hotel.
- Worldwide reservation network including regional sales offices around the world, international toll-free reservations system, Global Distribution System and own-brand website.
- Our own-brand website [www.regalhotel.com](http://www.regalhotel.com) with powerful booking engine is set up for guests to book accommodation anytime anywhere and Search Engine Optimization (SEO) to drive traffic and online business for targeted customers.
- Regional and corporate sales teams provide key services in eCommerce, pricing, revenue management, regional sales support and global sales.
- Solicit travel wholesalers, multinational corporations and international conventions through Regal's General Sales Agents and Regional Sales Offices.

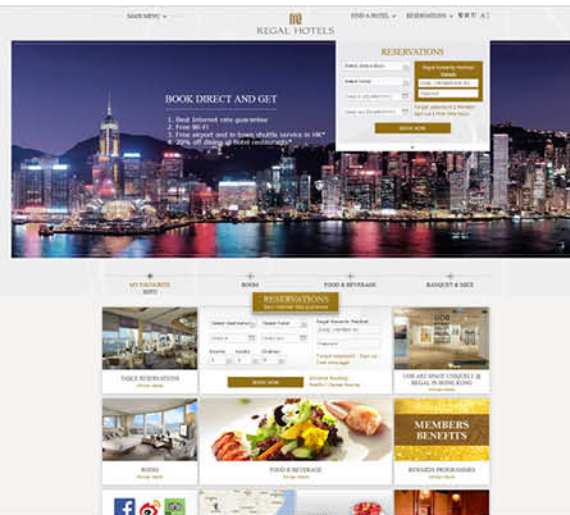


# Our Services

Regal Hotels experts work closely with owners and developers to oversee every detail from concept development, site selection, design co-ordination and contractor selection to procurement, décor, licenses, staff, marketing and reservation systems before the opening as well as organizing opening ceremony and activities.

## **Consultancy Services**

- Regal Hotels International provides objective analysis to evaluate the viability of the project with details, such as defining the size and style of hotel which is most suitable for the location, including site evaluation, market potential, concept development and financial viability calculations.
- We gather design briefs and master planning for the entire project.
- Our team of experts works closely with owners and developers to oversee every detail with a comprehensive "Total Project Management" service.
- We provide professional recommendations on the technical aspects of a project, including the selection of appropriate equipment, décor and all licensing requirements and applications.



## Pre-opening Services

- Recruitment and Training**  
 To assist with your opening, we will recruit, hire, and effectively train the right people to help you accomplish your goals.
- Pre-opening Marketing Plan**  
 The scope and style of the opening activities require full understanding of the property itself, the location, the community, the market as well as the targeted guest mix. As an experienced hotel operator, we wisely plan and co-ordinate all pre-opening to opening activities, sales and marketing efforts, advertising and promotional activities necessary for a successful hotel opening.
- Financial Reporting and Record-keeping**  
 We deposit and disburse the appropriate expenses and keep record of the expenses utilized in the development of the project. Moreover, we provide detailed financial statements, schedules and progress reports every month.
- Total I.T. Solution**  
 Regal Hotels International offers a total I.T. Solution for new and existing properties alike. These systems, either initiated by our company or through partnership companies, are well-developed, tested and internationally recognized.

# Our Services



## Management Services

- **Engineering Management**

We review and monitor closely the engineering systems and equipment in all aspects including energy, telecommunications and other technical programs. We implement maintenance and contingency programs to ensure all equipment are in good condition for the sake of our guest and staff safety.

- **Sales & Marketing**

- We provide on-site sales force support, sales & reservations training to establish Regal sales system and procedures.
- Regal's General Sales Agents and Regional Sales Offices including Australia / New Zealand, Beijing, Guangzhou, Hong Kong, Shanghai, India, Korea, Singapore, Taiwan, United Kingdom and United States are established to provide overseas sales support.
- We develop competitive intelligence system that directs hotel sales teams to targeted market segments and develop targeted marketing programs by offering hotels the greater flexibility in changing marketing conditions.
- Specially trained staff will handle Global Distribution System (GDS), Internet Distribution System (IDS) and other electronic sales distribution channels. Also, we provide platform and website development at property for hotels' online booking and last-minute deal.
- Partnering with Preferred Hotels & Resorts, Regal Group is expanding further for its global sales presence.
- Customer Relationship Management system and loyalty programs are in place and





well-established to enforce our business strategy with technology to meet customer needs and encourage repeated business.

- Regal Rewards – An exclusive reward program is tailor-made for the discerning frequent travellers, offering refined services and unmatched privileges.
  - 925 Club – An incentive program for corporate supporters who make room, banquet and MICE bookings at the designated Regal hotels in Hong Kong and other cities of Mainland China.
  - Regal Card – A premium dining membership offering you access to a world of food & beverage privileges at 5 Regal hotels in Hong Kong.
  - Frequent Flyer Program & Airline Rewards – Regal Hotels International has collaborated with a wide range of renowned airlines to provide privileges for their frequent flyers. Earn miles and enjoy extra benefits when staying at Regal hotels.
- Strong media, social community as well as alliance network to build branding concept with a clear market positioning and a consistent brand image.
  - A professional communication team with sound media relations and network works out well-planned publicity campaign.
  - Our own website [www.regalhotel.com](http://www.regalhotel.com) is a strategic tool that helps build our brand presence to deliver exceptional returns on investment.





# Our Services

- **Financial Services**

- Proven accounting systems ensure accurate reporting of results according to the established industry standards and policies, safeguarding of assets, and accurate forecasting of future performance for maximizing operating revenues and cash flow.
- Operational performance is monitored through the financial reports of different sections.
- Thorough annual business planning, capital budgeting and conducting operation audit.
- Comprehensive financial risk management programs.

- **Procurement**

Our Purchasing Team provides a wide spectrum of procurement services including price comparison, selection of suppliers, on-site purchasing office and centralized purchasing and ensuring product standards. Through established programs, our philosophy of cost control is a natural lead taking benefits of centralization and volume purchase.

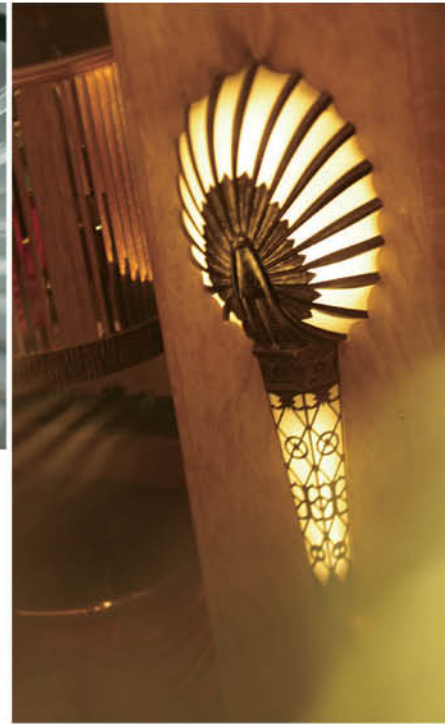
- **Human Resources**

We provide qualified candidates for property and our Human Resources team helps foster an environment in which employee satisfaction and productivity are flourished. We pursue career development for all employees to grow by implementing orientation, mentoring and succession programs.



- **Operations**

- We pride ourselves in identifying, analyzing and recommending effective ways to enhance all revenue streams in our hotels and continuously improving efficiencies, cost effectiveness and productivity while simultaneously satisfying guests and responding to the unexpected circumstances.
- Delivery of the best possible bottom line results to the owner is our prime objective in any operation level, including energy conservation, casual labour guidelines, budgeting guidelines and periodic audits in all areas.
- We design upselling programs with staff incentive rewards, and provide training to employees for encouraging them in upselling hotel facilities and services.
- We provide professional marketing opinions and source appropriate partners to work with.
- We establish different channels to promote customers' feedback on our facilities and services. We value our customers' opinion and improve the quality of our products continuously which helps retain and increase customer loyalty and satisfaction.
- Comprehensive cross-training programs for all levels of staff in Hong Kong and other cities of Mainland China.
- Setting standards of products and services are what set us apart from our competitors.



# Contact Us

## **Regal Hotels International (Corporate Office)**

Address: 11/F, 68 Yee Wo Street, Causeway Bay, Hong Kong  
Tel: (852) 2890 6060  
Fax: (852) 2890 5073  
General Enquiries: [info@regalhotel.com](mailto:info@regalhotel.com)  
Project & Development: [development@regalhotel.com](mailto:development@regalhotel.com)

## **Regal Hotels Investment & Management (Shanghai) Ltd**

Address: Room 25L, Cross Region Plaza, No. 899 Lingling Road, Shanghai 200030, China  
Tel: (86) 21 5425 8080  
Toll Free: 800 8203983  
International Toll Free: 800 2222 1177  
Fax: (86) 21 5425 5487  
General Enquiries: [info@regalhotelchina.com](mailto:info@regalhotelchina.com)  
Project & Development: [development@regalhotelchina.com](mailto:development@regalhotelchina.com)

11/F, 68 Yee Wo Street, Causeway Bay, Hong Kong  
Tel: (852) 2890 6060 Fax: (852) 2890 5073 Website: [www.regalhotel.com](http://www.regalhotel.com) Email: [info@regalhotel.com](mailto:info@regalhotel.com)

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