南加州台灣旅館業同業公會

年會特刊

41st Anniversary

JUNE 2016

41st ANNUAL CONVENTION 四十一週年慶 Issue Number 151



Award-winning brands.
Strong market positioning.
Loyal guests.

IHG® offers a broad portfolio of preferred brands and effective operational support, including access to the largest hotel guest loyalty program, IHG® Rewards Club. Our focus is on developing strong relationships with owners and helping them maximize their potential. We also understand guests' needs because we've taken the time to understand their unique differences in order to provide the right hotel choice to accommodate their needs for any occasion.

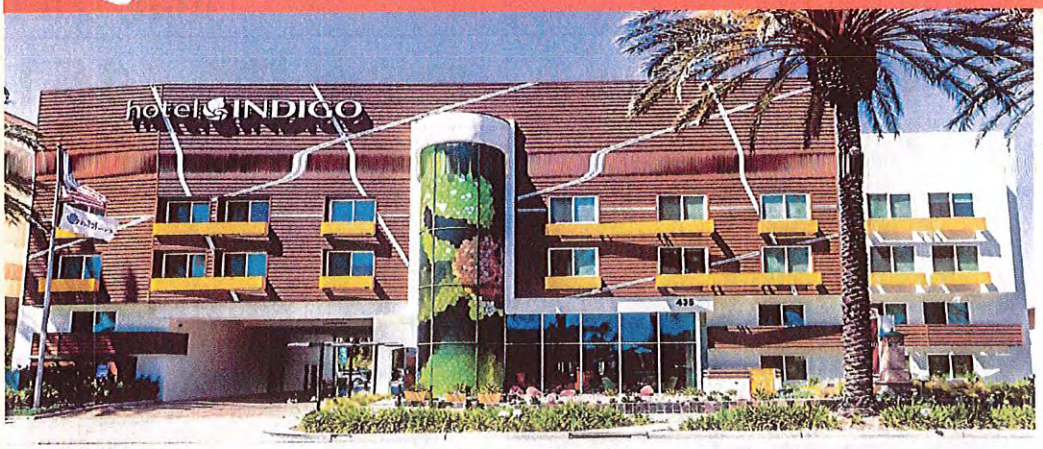
Develop your next project with us.
As leaders in the hospitality industry we have a solid understanding of owner and guest needs.

Contact us today: 1.866.933.8356 | development.ihg.com | development@ihg.com

IHG InterContinental Hotels Group

InterContinental · Hualuxe · Crowne Plaza · hotel INDIGO · EVEN Hotels · Holiday Inn · Staybridge Suites · Candlewood Suites · IHG Rewards Club

hotel INDIGO 安那罕英迪格酒店

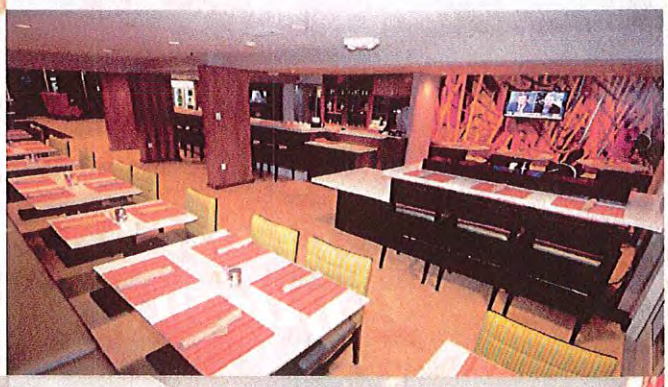


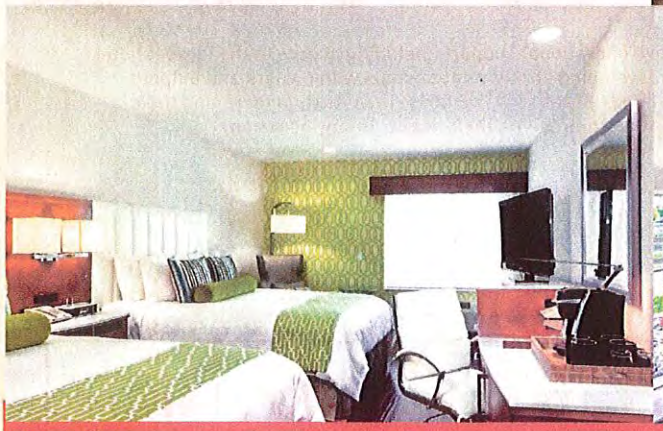
CERTIFICATE of EXCELLENCE
2015 Winner
tripadvisor



As part of the InterContinental Hotels Group (IHG) portfolio, Hotel indigo Anaheim is Anaheim's first upscale boutique hotel. We deliver a vibrant and refreshing guest experience. You are welcomed by a stunning dancing water fountain and dramatic mosaic murals. Enter the hotel and feel a neighborhood story of years past when Anaheim was a flourishing agricultural community.

Hotel Indigo offers each guest a blend of modern contemporary living with the best in traditional hotel hospitality. Feel the warmth of hardwood floors to a plush over-sized duvet and pillows with spa-inspired showers, you'll feel right at home. Whether you're visiting the major attractions or looking for the hidden gastronomical gem, Hotel Indigo Anaheim is your ideal choice. You are just steps away from the Disneyland Resort and within convenient walking distance to the Anaheim Convention Center.







Hotel Indigo Anaheim 435 W Katella Ave, Anaheim, CA 92802 Ph. 714.772.7755 | Fax: 714.772.2727
Reservations: 800.933.7888 info@anaheim.hotelindigo.com www.hotelindigo.com/anaheim

龍虎風雲榜

	會　長	理事長	會務顧問	
第一屆	蔡金裕 / King Chai			1974-1976
第二-五屆	王桂榮 / Ken John Wang			1976-1980
第六屆	陳哲夫 / Jeff Chen			1980-1981
第七屆	范宗陣 / John Fan			1981-1982
第八屆	丁昭昇 / Charles Ting			1982-1983
第九屆	劉丁榮 / Ting Liu			1983-1984
第十-十一屆	楊茂生 / Maoson Young			1984-1986
第十二-十三屆	黃三榮 / San John Hung			1986-1988
第十四屆	李木通 / Tom Lee			1988-1989
第十五-十六屆	方俊雄 / Grover Fang			1989-1991
第十七-十八屆	顏樹洋 / Rosano Yan			1991-1993
第十九-二十屆	廖聰明 / Tom Liaw			1993-1995
第二十一屆	陳正吉 / Cheng-Chi Chen			1995-1996
第二十二屆	陸和源 / George Lu			1996-1997
第二十三-二十四屆	盧景林 / Robert C. lu			1997-1999
第二十五-二十六屆	邱垂煌 / Chris Chiu			1999-2001
第二十七-二十八屆	許清松 / Stephen Hsu	邱垂煌		2001-2003
第二十九-三十屆	林宣昭 / Herman Lin	邱垂煌	許清松	2003-2005
第三十一-三十二屆	范約瑟 / Joseph Fan	林宣昭 許清松	邱垂煌、許清松 林宣昭、盧景林	2005-2007
第三十三屆-三十四屆	汪俊宇 / Gerald Wang	范約瑟 盧景林	邱垂煌、許清松 林宣昭、范約瑟	2007-2009
第三十五屆-三十六屆	鄧永征 / Nicolas Teng	汪俊宇 范約瑟	邱垂煌、許清松 林宣昭、范約瑟 汪俊宇	2009-2011
第三十七屆-三十九屆	汪蔚興 / Wilson Wang	許清松 林宣昭 范約瑟	邱垂煌、許清松 林宣昭、范約瑟 汪俊宇、鄧永征	2011-2014
第四十屆-四十二屆	王政煌 / Michael Wang	汪蔚興	邱垂煌、許清松 林宣昭、范約瑟 汪俊宇、鄧永征 汪蔚興	2014-2017

A message from President



會長 王政煌

Michael Wang, President of THMASC

It has been an honor for me to serve as the president of Taiwan Hotel & Motel Association of Southern California (THMASC) for the past two years. Thank you for your trust and re-election for me to serve as the 42nd-term president of THMASC. I feel extremely privileged to work another year with our board of directors to further expand the goal of our association to educate, provide information and resources, and organize opportunities for our members and new members to network among each other and with hospitality professionals and affiliates.

I want to thank all the members for their friendship and support. I strongly believe in sharing knowledge, experience, and resources among our members. I welcome our new members to dive in and participate in our activities and events to expand their network of resources. I encourage our members to connect with our board of directors who have a wealth of invaluable experiences to share. Many of our board of directors and long-time members have been very successful in owning and managing multiple hotel properties. It is our desire and hope for each one of our members to succeed in their business.

I would like to thank all of our sponsors and vendors for their financial contribution to our association. I would especially like to thank IHG for another year of their generous support. After serving on the board of our association for almost fifteen years, I can honestly say that what is even more valuable than the financial support, is the relationship we have formed over the years.

This year we are very excited to continue our relationship with California Lodging Industry Association. One of our goals this year is to collaborate more with other hospitality associations to strengthen our purchasing power and have a greater influence in the mainstream hospitality industry.

We are also excited to host more quarterly member networking opportunities and attract new members to our association. Given the fact there are fewer new Taiwanese hotel investors in U.S., it is our objective to help our members grow their portfolio of hotel and motels.

Lastly, this year we will continue to invest and foster our 2nd generation of hoteliers. This summer we will also continue our second year program to train and educate hospitality students from Taiwan. This is one of our ways of investing and giving back to Taiwan.

I look forward to serving you for the next 12 months. Please do not hesitate to contact Anita Ko at our main office, myself, or any of our board of directors, if you need assistance or wish to share good investment opportunities.

Best To You All,

Michael C. Wang
President
THMASC

CONTENTS

3 歷任會長芳名錄

4 會長的話

6 總統及長官賀詞

15 第四十屆理事名單

19 會務活動

27 北美洲台灣旅館公會聯合總會 第十一屆青年團訪台

37 會員福利

41 **AIRBNB**

45 **HOW TO IMPROVE GUESTVIEW SCORES**

48 **The Do's of High Speed Internet Access**

51 酒店管理的新境界：把氣氛賣給客人

54 全面收益管理的發展趨勢

58 為什麼飯店都要放 4 個枕頭

60 做酒店，玩不轉社交媒體怎麼行

63 酒店管理的基本方法

65 解析美國儲蓄型人壽保險

69 **Owners optimistic as 'Marrwood' gets closer to reality**

72 **Hotel execs say new overtime rule could hurt employees**

41st Anniversary

第151期 2016 年 6 月出刊

Our Team

發行人： 王政煌

召集人： 許清松

執行編輯： 柯欣侑、陳少敏

編輯委員： 汪蔚興、邱垂煌、林宣昭、范約瑟、汪俊宇、鄧永征、徐明豐 廖彬淳、呂世豪、陳柏睿、李德揚、施吾樺、鄭春暉、劉明岳 郭學仁、劉屏立、羅麗惠、楊滿紅、陳大偉、張端心

特約印製廠商： VPA Graphics Eric Chen (714) 624-2724

北美洲臺灣旅館公會聯合總會第十一週年年會
暨南加州臺灣旅館業同業公會第四十一週年年
會紀念

譽流蓬島

蔡英文

中華民國一〇五年五月

英文 用箋

北美洲臺灣旅館公會聯合總會第十一週年年會暨
南加州臺灣旅館業同業公會第四十一週年年會紀念

匡持勵僑

陳建仁

中華民國一〇五年五月

建仁 用箋

南加州臺灣旅館業同業公會辦理創會40週年暨
北美洲臺灣旅館公會聯合總會創會11週年年會

高軒蒞止
鴻圖永啟

僑務委員會
委員長 吳新興 敬題

南加州臺灣旅館業同業公會創會四十一週年暨北美洲
臺灣旅館公會聯合總會創會十一週年年會特刊紀念

群彥共力

萬業鴻基

中華民國
外交部部長 李大維 敬賀

中華民國一〇五年六月一日



HOUSE OF REPRESENTATIVES
WASHINGTON, D.C. 20515

EDWARD R. ROYCE
THIRTY-NINTH DISTRICT
CALIFORNIA

June 5th, 2016

Dear Friends,

It is with great pleasure that I congratulate you on your 41st Annual Celebration Banquet. I would also like to congratulate the Taiwan Hotel & Motel Association of North America for its 11th year in servicing Taiwanese hoteliers in North America.

The success of Taiwanese Americans in the hospitality industry is evidenced by the growth of Taiwanese hoteliers throughout Southern California, and your work has been invaluable in assisting in this endeavor. Your goal of uniting and strengthening Taiwanese hoteliers by exchanging knowledge and experiences of hotel operation is commendable, and is appreciated by the industry and the community alike.

I would also like to commend the Taiwan Hotel & Motel Association of North America on its success in uniting local THMA associations in California, Texas, Louisiana, Florida, and New Jersey in order to better serve the hospitality industry on the national level.

The hospitality industry is one of the most vibrant industries in our nation today, and I am proud to represent members of this body who work to ensure that the voices of Taiwanese hoteliers are heard throughout it.

Thank you for your continued support of the community through your dedication to friendship and mutual assistance to one another, to the free exchange of ideas, and to improving operational efficiency throughout the hospitality industry.

Again, I would like to extend my warmest congratulations to you on your progress thus far, and to the new leadership of your organization.

Sincerely,

EDWARD R. ROYCE

北美洲臺灣旅館公會聯合總會
南加州台灣旅館業同業公會 年會誌慶

嘉惠旅業 新猷再造

交通部
觀光局 局長 謝謂君 敬賀

中華民國一〇五年五月二十日

北美洲台灣旅館公會聯合總會創會第十一周年暨
南加州台灣旅館業同業公會創會第四十一周年年會　誌賀

鴻猷大展
榮耀鄉梓

駐洛杉磯臺北經濟
文化辦事處處長　夏季昌　敬賀

中華民國一〇五年六月五日

南加州臺灣旅館業同業公會創會四十一週年暨北美洲
臺灣旅館公會聯合總會創會十一週年年會特刊紀念

造服同僑

僑務委員會美國地區業務總協調
暨洛杉磯華僑文教服務中心主任　翁桂堂

中華民國一〇五年六月一日

姐妹會—南加州台灣旅館業同業公會
第四十一屆年會誌慶

僑界翹楚

美南台灣旅館商業同業公會
會長 嚴 杰 暨全體理事 敬賀

姐妹會—南加州台灣旅館業同業公會
第四十一屆年會誌慶

協融同業
惠眾利群

高雄市旅館商業同業公會
理事長 劉坤福 敬賀

姐妹會－南加州台灣旅館業同業公會
創會第四十一週年大會誌慶

優質服務績效顯著
卓越領導好評如潮

臺北市旅館商業同業公會
理事長 邱樂芬暨全體理監事 敬賀

南加州台灣旅館業同業公會 第四十一屆理事名單

Chairman	理事長	汪蔚興	Mr. Wilson Wang	1901 Main St Suite #175 Irvine, CA 92614-0517 (O)949-622-3402 Wilson@atlashospitality.com
President	會 長	王政煌	Mr. Michael Wang	5325 E. Pacific Coast Hwy, Long Beach, CA 90804 (O)562-597-3285 (F)562-498-7167 mwang@venquest.com
Consultant	會務顧問	邱垂煌	Mr. Chris Chi	2 Orchard, Lake Forest, CA 92630 (O)949-273-5858 (F)949-273-5898 chiulaxst@yahoo.com
Consultant	會務顧問	許清松	Mr. Stephen Hsu	515 West Katella Ave., Anaheim, CA 92802 (O)714-991-6868 (F)714-817-8588Stephen@ramada-anaheim.com
Consultant	會務顧問	林宣昭	Mr. Herman Lin	9335 Kearny Mesa Rd. San Diego, CA 92126 (O)858-695-2300 (F)858-578-7925 herman.lin@yahoo.com
Consultant	會務顧問	范約瑟	Mr. Joseph Fan	21725 E. Gateway Center Dr.Diamond Bar, CA 91765 (O)909-860-6255 (F)909-612-5730 brightonllc@aol.com
Consultant	會務顧問	汪俊宇	Mr. Gerald Wang	1455 Monterey Pass Rd., #201, Monterey Park, CA 91754 (O)323-887-9235 (F)626-446-4068 gwang@vicinn7.com
Consultant	會務顧問	鄧永征	Mr. Nicolas Teng	3344 State St., Santa Barbara, CA 93105 (O)805-569-9788 (F)805-687-7116 nickteng@msn.com
Vice President	副會長	徐明豐	Mr. Peter Zen	404 S Figueroa St Los Angeles, CA 90071 (O) 213-624-1000
Vice President	副會長	廖彬淳	Mr. Benson Liao	17506 Colima Road Suite#200 Rowland Heights, Ca 91748 (O)626-912-0688 (F)626-912-6565
Vice President	副會長	呂世豪	Mr. Harry Lu	18812 Ashley Pl, Rowland Heights, Ca 91748 (O)626-820-1099 (F)626-820-1399
Vice President	副會長	陳柏睿	Mr. Kevin Chen	915 S. Disneyland Dr., Anaheim, CA 92801 (O)714-778-0350 (F)714-778-3878 kchen@super8motel.net
Auditor	稽核	李德揚	Mr. Terry Lee	345 S. Figueroa St.,Suite 100, Los Angeles, CA 90071 (O)213-680-8811 (F)213-680-9134 terry@apccusa.com
Financial	財務長	施吾樺	Mr. William Sze	1370 Valley Vista Dr. Suite#275, Diamond Bar, Ca 91765 (O)800-503-6222 (F)888-731-6202
Director	理事	鄭春暉	Mr. Peter Cheng	1538 E. Lincoln Ave., Anaheim, CA 92805 (O)714-635-6888
Director	理事	劉明岳	Mr. Ben Liu	P.O.BOX 660369, Arcadia CA 91066 (O)626-358-8981 (F)626-301-0657 grandoaktreeinn@aol.com
Director	理事	郭學仁	Mr. Simon Kuo	26328 Oso Parkway, Mission Viejo, CA 92691 (O)949-582-7100 (F)949-367-7696 Simonkuo9@yahoo.com
Director	理事	陳和仁	Mr. Andy Chen	7 Hutton Centre Dr., Santa Ana CA 92707 (O)714-751-2400 andy@dtcluborangeco.com
Director	理事	楊滿紅	Mrs.Joyce Yang	601 S.Palos Verdes Street San Pedro, CA 90731 (C)323-717-8721 bigsave@att.net
Director	理事	陳大偉	Mr. Derick Chen	611 S. Westlake Ave, Los Angeles Ca 90057 (O) 213-483-6262
Director	理事	張端心	Annie Chang	25205 La Paz Road, Laguna Hills, Ca 92653 (O)949-586-5000 (F) 949-457-0610 e-mail:achang416@gmail.com
Director	理事	林世隆	Mr. Teddy Lin	9335 Kearny Mesa Rd. San Diego, CA 92126 (O)626-280-2207 (F) 626-280-2243 thmasc1688@gmail.com
Secretary	總幹事	柯欣侑	Ms. Anita Ko	1045 E. Valley Blvd #A212 San Gabriel ,Ca 91776 (O)626-280-2207 (F)626-280-2243

美南台灣旅館業同業公會

第二十四屆理事名單

職稱	姓名	英文姓名	地址	電話
榮譽理事長	陳美芬	Mei-Fen Chen	950 Ivy Parkway Drive Houston TX 77077	281-380-1180 (C) 281-589-0707 (F)
理事長	宋秉穎	Amy Sung	6918 Corporate Drive, Suite A7 Houston, TX 77036	713-870-1668 (C) 713-988-5995 (O)
會長	嚴杰	Roger Yen	4410 Cedar Ridge Houston, TX 77059	28-488-8811 (C) 832-660-7063 (O)
副會長	周　雲	Judy Wang	15919 East Fway. Chamview, TX 77530	210-788-5813 (C) 281-452-1000 (O)
秘書	彭雅君	Lily Yu	16410 I-45, North Fwy. Houston, TX 77090	832-858-2768(C) 281-821-1000 (O)
財務	何怡中	Annie Yen	4410 Cedar Ridge Houston, TX 77059	28-488-8811 (C) 281-854-7120 (O)
財務	喬喜敬	Jeanette Kew	6100 Corporate Drive Suite 319 Houston, TX 77036	713-283-2963 (C) 832-203-6532 (F)
理事	李昭寬	C.K. Lee	6901 Corporate Drive Houston, TX 77036	832-287-2828 (C) 713-771-9700 (O)
理事	許文忠	Steve Hsu	6855 W. Sam Houston Parkway S. Houston, TX 77072	713-898-9142 (C) 713-270-6100 (O)
理事	吳國寶	Roy Wu	1500 N. Loop Houston, TX 77009	832-289-0087 (C) 713-864-7600 (O)
理事	莊麗香	Lee Shan Birney	2828 Rogerdale Road Houston, TX 77042	281-932-8821 (C) 713-783-9090 (O)
理事	陳清亮	Chin Liang Chen	950 Ivy Parkway Drive Houston TX 77077	281-380-1180 (C) 281-589-0707 (F)
理事	葉德雲	Daniel Yeh	8880 Bellaire Blvd., #H Houston, TX77036	832-434-2278 (C) 713-918-5166 (O)
理事	陳詩章	Sam Chen	807 Skimmer Ct., Sugar Land, TX 77478	281-725-8415 (C) 281-772-8618 (C)
理事	梁競輝	Jeng Liang	5925 Sovereign #168 Houston, TX 77036	281-265-3797 (C) 713-410-3882 (O)
理事	張榮森	John Chang	4703 N. Main Street Houston, TX 77009	832-922-2497 (C) 713-861-6124 (O)
理事	雷玉華	Ceanna Hsieh	2107 Hwy 36 South Sealy, TX 77414	281-885-9930 (C) 979-885-3707 (O)
理事	黎淑瑛	Sue Hsu	6855 W. Sam Houston Parkway S. Houston, TX 77072	713-898-9142 (C) 713-270-6100 (O)
理事	賴李迎霞	Ying Lai	5800 Ranchester Dr. #200 Houston, TX 77036	832-643-5830 (C) 713-988-9018 # 108 (O)
青年理事	周宛臻	Irene Chou	9889 Bellaire Blvd. #101 Houston, TX 77036	281-948-3878 (C)
青年理事	許書郡	Kathy Hsu	6855 W. Sam Houston Parkway S. Houston, TX 77072	281-827-1252 (C)
青年理事	吳珮璜	Eric Wu	1500 N. Loop Houston, TX 77009	832-289-0087 (C) 713-864-7600 (O)
青年理事	蔡維妮	Winnie Tsai	4306 Westshore Missouri City, TX 77459	832-228-6160 (C)

台北市旅館商業同業公會第14屆理監事名單

理事長	邱樂芬	香城企業
常務理事	劉季強	台北商旅慶城館
常務理事	陳月娥	力歐時尚旅館
常務理事	蘇玉盆	大順大飯店
常務理事	李志漢	宏都金殿大飯店
常務理事	陳尚志	統一大飯店
常務理事	葉國顯	天津飯店
理事	張家豪	金來商旅
理事	郭碧琴	儷園飯店
理事	張惠美	小雅旅店
理事	王冠富	帥客大飯店
理事	林瑞麟	友華賓館(貝斯特)
理事	林紹賢	金帥商旅
理事	盧清芳	愛芝園旅館
理事	丁昌發	內江賓館
理事	賴雅莉	姿美飯店
理事	魏秋富	新驛旅店
理事	周水美	水美溫泉會館
理事	黃鈞	八方美學商旅
理事	高士鈞	長富時尚旅館
理事	湯吉生	璽愛旅店
理事	高英然	上賓大飯店
理事	陳淑媛	水紗蓮大飯店
理事	曾美絹	台北馥華商旅
理事	彭火興	城美大飯店
常務監事	蔡吉昌	大欣大飯店
監事	呂文華	多郎明哥旅館
監事	潘蔡盈盈	惠安賓館
監事	周健章	忠信旅社
監事	李正熙	東鑫商務旅館
監事	陳釗淮	台北綠蒂(盟城大飯店)
監事	趙敏壽	家賓大旅社
顧問	林溫豐	
顧問	黃修全	
總幹事	呂季珍	
幹事	林政佑	
秘書	張群麗	

高雄市旅館商業同業公會第一屆理監事名冊

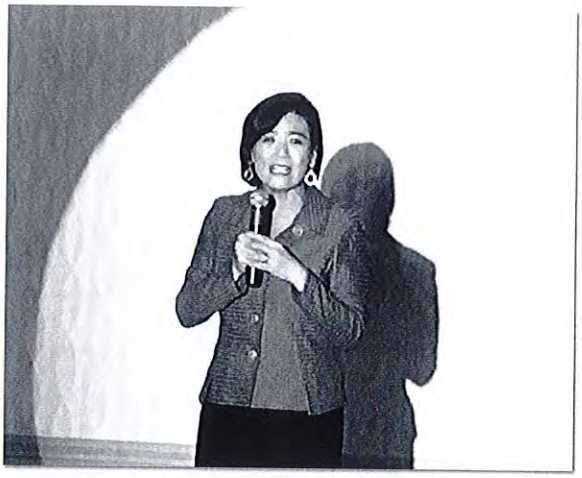
職　　稱	姓　　名	飯 店 名 稱	地址	電　　話
理事長	劉坤福	御宿集團旅館連鎖	新興區六合路183號8樓	224-0022
副理事長	蔡宗基	永傑旅館	大寮區仁愛路126號	701-2021
副理事長	周文彬	文賓大飯店	鹽埕區大勇路22號	561-2346
常務理事	翁耀銘	熱海別館	鼓山區中華一路113號	553-0088
常務理事	柯振豐	萬美大旅社	左營區左營大路14-9號	582-5888
常務理事	杜桂舟	維多利亞大飯店	三民區安寧街454號	323-1031
常務理事	鍾新富	花鄉旅館	左營區文智路95號	347-0111
常務理事	紀玉蓮	美麗四季汽車旅館	前鎮區一心一路203巷26號	752-7699
常務理事	蔡永興	香堤時尚旅館	橋頭區鐵道北路33號	611-7166
理事	黃麗芬	安迪旅館	大寮區周廣街5號	788-2933
理事	葉富三	亞歌旅館	前金區明星街155號	286-2933
理事	謝德昌	帝王別館	前金區中華三路17號	231-6170
理事	劉志欽	米堤戀館	左營區重和路77號	342-3377
理事	張簡憲弘	志弘大旅社	林園區康樂街5號	643-2045
理事	黃建彰	名貴大飯店	苓雅區三多一路146號	715-1470
理事	黃穎群	檳城汽車旅館	前鎮區樹人路126號	831-2250
理事	莊茂進	西子灣汽車旅館	鳳山區和平路36號	748-2220
理事	廖財寶	香格里拉旅舘	三民區建國二路208號	235-6007
理事	李柏熙	信宗大飯店	三民區建國三路487號	215-9155
理事	王燕君	薇風情汽車旅館	三民區自由一路179號	322-6684
理事	王俊典	義大天悅飯店	大樹區義大八街100號	656-8000
理事	蕭興勇	麗登精品旅館	鳳山區保安一街3號	796-3999
理事	陳登昆	福泰桔子商旅	新興區六合一路92號	239-2222
理事	黃美容	黑鮪魚大飯店	新興區八德二路10號	286-3011
理事	鍾兆淵	金銀島汽車旅館	仁武區大豐街51號	372-3200
理事	簡麗花	高雄漢王洲際飯店	鹽埕區七賢三路98號	531-3131
理事	鍾兆鑫	花鄉商務汽車旅館巨蛋店	左營區正心街86號	556-1166
監事會召集人	鄭偉民	林森大飯店	苓雅區林森二路84-2號	333-5191
常務監事	吳朝祥	春天藝術飯店	鳳山區五甲一路364號	763-1037
常務監事	王萬定	河堤國際商旅	小港區宏平路447號	803-8881
監事	楊政城	鳥巢旅館	前金區七賢二路165號	285-3270
監事	許劉秀鉛	克來旅館	鳳山區五甲一路130號	746-9694
監事	剪祝平	麗池汽車旅館	左營區重義路11號	345-9677
監事	溫同昌	小港汽車商務旅館	小港區宏平路579號	803-5566
監事	李茂林	光華大旅社	岡山區嘉新西路79號	621-7635
監事	鍾兆奇	金銀島旅館新富店	鳳山區大明路223號	763-8933

2016 第四十一屆新春晚會

01/31/2016











2016 第四十一屆新春晚會

01/31/2016











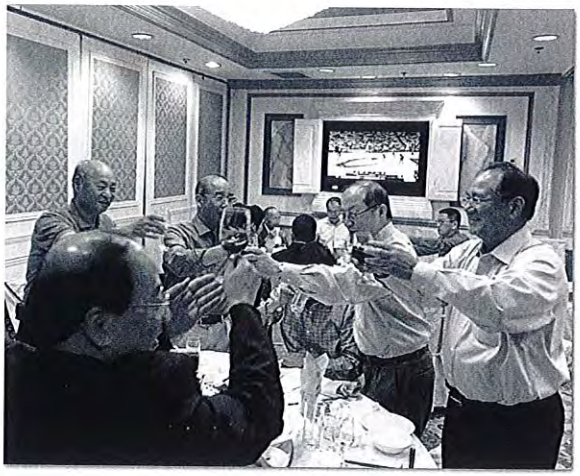
2016 會員大會

05/19/2016











2016 第四十一屆高爾夫球賽

04/20/2016













2016 第四十一屆高爾夫球賽

04/20/2016













2016 第四十一屆高爾夫球賽

04/20/2016













2016 第四十一屆高爾夫球賽

04/20/2016













2016 第四十一屆高爾夫球賽

04/20/2016











2016 北美洲台灣旅館公會聯合總會
第十一屆青年團訪台





04/25/2016 訪問台北市旅館公會



04/25/2016 訪問世新大學



2016 北美洲台灣旅館公會聯合總會
第十一屆青年團訪台





04/25/2016 拜訪觀光局





2016 北美洲台灣旅館公會聯合總會
第十一屆青年團訪台





04/25/2016 拜訪僑委會







2016 北美洲台灣旅館公會聯合總會
第十一屆青年團訪台





04/25/2016 僑委會歡宴





04/26/2016 參訪花蓮晶英飯店





2016 北美洲台灣旅館公會聯合總會
第十一屆青年團訪台







04/27/2016 參訪東管處





2016 北美洲台灣旅館公會聯合總會
第十一屆青年團訪台



04/27/2016 參訪東管處









2016 北美洲台灣旅館公會聯合總會
第十一屆青年團訪台





04/27/2016 參訪 嚴長壽 — 公益平台文化基金會









2016 北美洲台灣旅館公會聯合總會
第十一屆青年團訪台

04/28/2016 訪問高雄市旅館公會







04/29/2016 參訪 修平大學





2016 北美洲台灣旅館公會聯合總會
第十一屆青年團訪台



04/30/2016 參訪 萬豪酒店









2016 北美洲台灣旅館公會聯合總會
第十一屆青年團訪台





澎湖遊翦影









會員福利

馮聖明



人在身體健康的時候，總覺得買健康保險，是一項額外的開支，但是沒有保險一旦生病，在美國的醫療費用，更非一般人能負擔得起，有人花盡一生的積蓄甚至於負債累累。作為一個旅館僱主，如果員工生病而沒有健康保險，造成員工本人財務上發生問題，總會帶給僱主不必要的煩惱。如果是旅館重要的員工，甚至會影響生意。經常聽到員工要求僱主提供健康保險福利，到底是買與不買？那些員工買？用那一種保險？最後再考慮到旅館要負擔多少開支？如果你仔細閱讀本文，或許會為你提供一些答案。旅館公會是南加州所有公會當中少數能提供健康保險福利給會員的公會。

旅館公會特別為每一位會員及其旅館提供健康保險福利，只要你是公會會員，即可享有參加的權利。保險公司是由加州最大HMO公司之一的HealthNet所承保。醫生大多數屬於HealthNet的合約醫生，醫療網亦很多，到目前為止，尚沒有會員有不好的反應，反而得到醫療照顧的會員，大大的推崇這項福利，認為應該更多的人參加，希望公會多加宣傳。

一、 旅館公會所提供的健康保險福利如下：（因為文章有限，只列部份福利，歡迎索取詳細的英文福利說明）

1. 沒有Deductible。
2. 沒有最高上限 Lifetime Maxums。
3. 每年會員最高自付額為$3,000。
4. 新生嬰兒前30天醫生門診免費，出生後31天以上為$35。
5. 醫生門診費$35。
6. 專科醫生門診費$35。
7. 過敏查測$35，過敏打針$35，其他的打針免費。
8. 開刀、麻醉、X光及驗血沒有費用。
9. 產前檢查門診$35。
10. 正常生產，難產費用免。
11. 醫院房間費用每次入院$1,500。
12. 專業護士費用自付額20%。
13. 醫院生產費用每次入院$1,500。
14. 醫院非住院服務自付額20%。
15. 醫院非住院開刀$1,500。
16. 急診室$100。
17. 救護車自付額20%。
18. 家庭看護，每年有100天（Partiase或隔天）免費。
19. 化療、器官移殖免費。
20. 買藥$15/$30/$50。（普通藥／有牌子藥／非一般建議使用藥）。有牌子藥年自付額$150.

（以上所述福利，僅大略性，詳細承保內容，必須直接向HealthNet查問，本文不作任何承諾與保證）

二、 保險費用（每年九月一日調整一次）

個人	$343.13
個人＋孩子	$651.95
個人＋配偶	$748.02
全家	$1063.70

另加$10手續費每個月。

三、 申請方法

1. 必須是旅館公會會員。
2. 個人填寫申請表。
3. 郵寄或傳真申請表。
4. 繳頭一個月保費。
5. 生效日期，可指定當月或下一個月1號。

四、 付保險費方式

1. 每個月帳單寄到旅館。
2. 旅館開出支票。
3. 每個月20號必須收到支票，否則保險會被取消，一年內不得再保。
4. 退保必須書面通知，不付保費者，不會自動退保，公會會追繳所欠保費。

五、 常問問題

1. 過去有病歷，已經懷孕，年齡超過65歲時，是否可投保？

馬上加入旅館公會成為會員，每年按時繳會費便可申請。

2. 可否只替經理、會計等主要員工申請？

只要你是旅館公會會員，投保人只要個別填寫申請表來申請。

3. 65歲以上是否要退保？

建議最好去申請Medicare，再加上所提供的Senior Plan，就更加完整了。

4. 替員工買保險，對僱主有什麼好處？

可以留住好的員工，增加工作效率，使旅館生意更穩定。可以只替員工付50%，另50%由員工自行負擔，千萬別給員工錢去自己買保險，否則便失去意義。

最後總結，希望大家身體健康，人人都有健康保險。加入旅館公會，支持您的公會。在今天競爭的社會中，為你的員工及自己提供一點點的福利，讓您的旅館生意更興隆，賺大錢。如果有任何保險的問題，請電：626-215-4584馮先生。



南加州台灣旅館業同業公會

TAIWAN HOTEL & MOTEL ASSOCIATION OF SOUTHERN CALIFORNIA

旅館通訊廣告價目表

HOTEL & MOTEL NEWSLETTER MONTHLY ADVERTISING RATE

彩色封面 Front Cover (Color)	$2,000.00	連刊兩期以上優惠價每期 Special for 2 or More Publishing	$1,500.00
彩色封底 Back Cover (Color)	$1,500.00	連刊兩期以上優惠價每期 Special for 2 or More Publishing	$1,000.00
彩色封面裡 Inside Front Cover (Color)	$1,500.00	連刊兩期以上優惠價每期 Special for 2 or More Publishing	$1,000.00
彩色封底裡 Inside Back Cover (Color)	$1,500.00	連刊兩期以上優惠價每期 Special for 2 or More Publishing	$1,000.00
黑白內頁全頁 (B/W) Inside Other of Full Page	$300.00	連刊四期優惠價每期 Special for 4 publishing	$250.00
黑白內頁半頁 (B/W) Inside Other of Half Page	$250.00	連刊四期優惠價每期 Special for 4 Publishing	$200.00

以上優惠價均需一次付款。

附有廣告訂購表，請將資料填妥後傳真或郵寄:

Taiwan Hotel-Motel Association of Southern California

1045 E. Valley Blvd. #A212, San Gabriel, CA 91776

Tel: 626-280-2207 • FAX: 626-280-2243

ADVERTISING ORDER

COMPANY:_____

NAME:_____

ADDRESS:_____TEL:_____

_____FAX:_____

ADVERTISER HEREBY JOINTLY AND SERVERALLY AGREES TO PLACE ADVERTISEMENT IN HOTEL & MOTEL NEWSLETTER AS FOLLOWS:

QUANTITY	DESCRIPTION	AMOUNT

PAYMENT IS DUE UPON SIGNING OF THIS CONTRACT.

PLEASE MAKE CHECK PAYABLE TO: T.H.M.A.S.C.

Mail to: 1045 E. Valley Blvd. A212, San Gabriel, CA 91776

南加州台灣旅館業同業公會

Taiwan Hotel & Motel Association of Southern California

會員申請書
Membership Application Form

會員姓名 Applicant's Name

(中文)_____ Name_____

Address_____Tel:_____

_____ Fax:_____

本人\公司為 ☐申請加入為新會員 ☐申請加入為榮譽會員

繳交

會員年費

☐ $100 元 50 單位以下+旅館通訊

☐ $150 元 51～99 單位+旅館通訊

☐ $200 元 100 單位以上+旅館通訊

☐ $200 元榮譽會員(公司)+旅館通訊

☐ $150 元榮譽會員(個人)+旅館通訊

合計_____元

旅館或公司名稱 Company/Hotel Name

中文_____Name_____

Address_____Tel_____

_____ Fax_____

旅館單位數_____

支票請開:T.H.M.A.S.C.

郵寄:1045 E.Valley Blvd #A212 Tel:626-280-2207

San Gabriel, CA 91776 Fax:626-280-2243

本欄由公會填寫
金額:
支票號碼:
支票抬頭:

by Kevin Tsay Ph.D.
蔡慶輝博士





Tom Goodwin-Uber, the world's largest taxi company, owns no vehicles. Facebook, the world's most popular media owner, creates no content. Alibaba, the most valuable retailer, has no inventory. And Airbnb, the world's largest accommodation provider, owns no real estate. Something interesting is happening. (Tom Goodwin)

Airbnb will soon be booking more rooms than the worlds' largest hotel chains:

Without the need to invest on physical assets or maintain a large internal workforce, many of the sharing-economy platforms scale up quickly. In December 2014, Airbnb had a global portfolio of one million listings, exceeding the capacity of the largest hotel groups in the world Hilton, InterContinental and Marriot.in 33,000 cities and 192 countries. Founded in August 2008 and headquartered in San Francisco, California, the company is privately owned and operated by Airbnb, Inc. Airbnb may soon be worth more than all but three of America's largest hotel chains. The website that lets you rent people's homes and apartments is reportedly finalizing a deal to raise about $500 million more from private equity firm TPG Capital and other investors, bringing the company's valuation to $25.0 billion. On the other hand, platforms are limited in the tools they can use to manage their capacity. While Marriot can decide how many rooms are offered at which prices in each market, Airbnb cannot make those types of decisions. The independent providers (hosts, in this case) decide whether they want to offer their properties to the market as well as the quantity and price. This represents a change of paradigm from traditional service models where such decisions are made within the boundaries of the firm.

New software platforms use modern information technology, including full-featured web sites and mobile apps, to allow service providers and consumers to transact with each other without costly intermediaries. Platform operators typically provide information about service providers (e.g., drivers) and services offered (e.g., short-term rentals), as well as online payment facilities, reputation mechanisms to assure quality, and assistance with dispute resolution. The resulting systems offer differentiated products previously not readily available (such as short-term rentals more spacious than hotels), as well as lower prices.



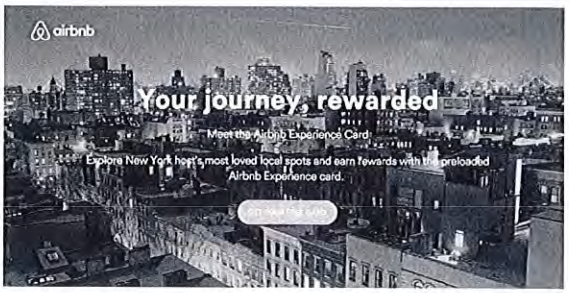
Key Advantages-Main efficiencies from software platforms:

Software platforms deliver a variety of efficiencies, including reducing transaction costs, improving allocation of resources, and information and pricing efficiencies.

1. Reducing transaction costs: Modern software platforms lower the cost of finding a suitable transaction counterpart. Historically, a property owner might have mailed photographs to be printed in listings which a broker would mail to prospective guests, with high costs at every turn. Self-service uploads and electronic distributions reduce broker costs, improve speed, and make the process more broadly palatable.

2. Improved allocation of resources: Software platforms also improve allocative efficiency. Historically, a property owner would be unlikely to rent a residence while away for a weekend; only an absence of weeks (or more likely, months) would justify a listing with a broker in light of the effort required for both property owner and broker, and the cost associated with the transactions.

3. Pricing: With real-time information about market conditions and with easy communication between all parties, software platforms can adjust prices as circumstances warrant. In transportation, pricing efficiencies come from both supply and demand responses. In times of high demand, higher prices motivate drivers to postpone other activities and join the platform. Meanwhile, higher prices simultaneously motivate passengers to defer low-value trips. Similarly, high prices have been diligent in implementing modern IT and indeed began to use electronic reservation systems decades before the rise of Airbnb. Reservation systems easily accommodate hotel prices that change from night to night for each type of room at each property.



The Impact of Airbnb on the Hotel Industry of TX and NY:

Decentralized peer-to-peer markets, collectively known as the sharing economy, have emerged as alternative suppliers of goods and services traditionally provided by long established industries. A central question regards the impact of these sharing economy platforms: will they materialize as viable mainstream alternatives to traditional providers, or will they languish as niche markets? Researches study the case of Airbnb, specifically analyzing Airbnb's entry into the short-term accommodation market in Texas as well as New York and its impact on the incumbent hotel industry.

Texas: Researches estimate that in Austin, where Airbnb supply is highest, the causal impact on hotel revenue is in the 8-10% range; moreover, the impact is non-uniformly distributed, with lower-priced hotels and those hotels not catering to business travelers being the most affected. Researches then examine seasonal effects, and provide evidence that the flexibility of Airbnb supply impacts hotels disproportionately during high season, limiting their pricing power. Researches find that affected hotels have responded through less aggressive pricing, an impact that benefits all consumers, not just participants in the sharing economy. Researches work provide empirical evidence that the sharing economy is making inroads by successfully competing with, differentiating from, and acquiring market share from incumbent firms.

NY: AIRBNB'S $2 BILLION NEGATIVE IMPACT ON LODGING INDUSTRY AND NYC ECONOMY

Airbnb's operations had a negative impact of $2.1 billion on the lodging industry and the broader economy of New York City over the course of the last year, according to a report released today by the Hotel Association of New York City, an industry trade group that represents more than 270 of the city's hotels. The report titled "Airbnb and Impacts on the New York City Lodging Market and Economy" presents a wide range of New York City lodging industry impacts that exist due to the existence of the Airbnb lodging alternatives present in the market. It examined the direct impact of lost lodging revenue to the hotel industry over one year, which it estimates at more than $450 million over that time. It also looked at the impacts of Airbnb as it relates to ancillary departments of a hotel (food, beverage, etc.), projected losses to the construction sector, indirect and induced economic impacts on wages and lost jobs, and lost tax revenue.

The report concluded that over 2,800 jobs are directly lost due to a lack of ability to service Airbnb demand, stating: "Hotels are labor-intensive operations that generate significant employment opportunities for a community. By removing demand from the market, and the need to service those rooms, so too are jobs removed from the market that would handle the operations of those rooms." The study estimates Airbnb costs more than $226 million annually in lost tax revenues for local, state and federal governments. Report summarizes the overall impact of Airbnb on the New York City lodging market and economy from September 2014 through August 2015. OVERALL ANNUAL IMPACT (2014/15 ENDING AUGUST) Direct Loss $451,426,000 Ancillary Loss Food $88,880,636 Beverage $20,537,467 Other Operated Departments $11,850,752 Miscellaneous Income $14,669,620 Total $135,938,475 Construction Loss (Entire home/apt) $1,088,746,711 Indirect Effect - Loss $101,616,132 Induced Effect - Loss $114,665,277 Tax Employee Compensation $28,549,361 Proprietor Income $835,414 Tax on Production and Imports $78,257,402 Households $31,287,187 Corporations $11,161,818 Lodging Tax $76,503,790 Total $226,594,972 Total $2,118,987,567 Rounded $2,100,000,000.

The study estimates Airbnb costs more than $226 million annually in lost tax revenues for local, state and federal governments.

Who Benefits from the "Sharing" Economy of Airbnb?

The explosive growth of the sharing economy has led regulatory and political battles around the world. Proponents of the sharing economy argue that it will bring many benefits, including extra incomes from the users of such services, better resource allocation and utilization, and new economic activities for cities and municipalities. On the other side, detractors argue that the negative externalities generated by the sharing economy far outpace the benefits. Most of the critics denounce the sharing economy for being about economic self-interest rather than sharing, and for being predatory and exploitative. Indeed, the predatory aspect of such economy has already seen its first victims: in Zervas the authors show that Airbnb entry in the state of Texas negatively impacted hotel revenue.

Because of such negative externalities, the sharing economy and its regulation have become highly popular policy topics. Many municipal governments are attempting to impose old regulations on these new marketplaces without much thought about whether these laws apply to these companies, and without a complete understanding of the benefits and drawbacks generated by these new services.

Conclusion:

Today's sharing economy is marked by fierce conflicts between new sharing firms and entrenched incumbents. Tomorrow's sharing economy, however, is likely to see a markedly different relationship between such firms and the governments that regulate them. With this knowledge in mind, both cities and sharing firms are going to have-rethink their approach to local regulation. Two thoughts should guide thinking about these next steps, one from the perspective of city officials, and another from the perspective of the firms themselves. City governments approaching sharing regulation should consider what they really want from these firms. There are both political and financial limits to the costs they can impose, with the result that the adoption of the more nuanced strategies outlined above could mean de-emphasizing the current priorities of consumer protection (or incumbent protectionism). City officials should thus carefully consider whether today's priorities provide the biggest policy or political benefits they can achieve. Given the possibilities sketched in this piece, the menu of options is broader than most officials have considered to date. On the firm side, investors have showered sharing firms with huge amounts of capital. For even the most successful, it is unclear how they are going to justify their mammoth valuations. One possibility, suggested by this Article, is to become less oppositional to local governments, and in fact, to seek rents and contracts through lobbying and bidding rather than engaging exclusively in defense against local regulation. Finally, citizens and analysts alike need to think hard about the normative implications that these new structures could have both for cities and for sharing firms themselves.

In the past five years, "sharing economy" firms like Uber, ZipCar, AirBnB and TaskRabbit have generated both huge market valuations and fierce regulatory contests in America's cities. Incumbent firms in the taxi, hotel and other industries, as well consumer protection, labor and neighborhood, have pushed for regulations stifling or banning new sharing economy entrants. Sharing firms have fought back, using their popularity with consumers and novel political strategies, lobbying for freedom to operate as broadly as possible without government interference. But to date, both participants and observers of these "sharing wars" have relied on an unstated assumption: if the sharing firms win these fights, their future will be largely free from government regulation. Local governments will either shut sharing down, or they will leave it alone. But this assumption is almost surely wrong. If sharing firms prevail in the current fights over the right to operate (and indications suggest they will), it is unlikely that cities and states ignore them. Instead, as sharing economy firms move from being upstarts to important and permanent players in key urban industries like transportation, hospitality and dining, local and state governments are likely to adopt the type of mixed regulatory strategies they apply to types of firms with whom sharing firms share important traits, from property developers to incumbent taxi operators. Using tools of agglomeration economics and public choice, this Article sketches the future of such policy regimes. Specifically, local and state governments will adopt some combination of the following policies in addition to insisting on consumer/incumbent protections: (1) subsidizing sharing firms to encourage expansion of services that produce public goods, generate substantial consumer surplus and/or minimize the need for excessive regulation of the property market; (2) harnessing sharing firms as a tool for redistribution; and/or (3) contracting with sharing firms to provide traditional government services.

airbnb

HOW TO IMPROVE GUESTVIEW SCORES?

本刊編輯部



FRONT OFFICE/FRONT DESK :

Condition of the Lobby/ Reception Area :

1.) Ensure the lobby is well lit - lighting can make a big difference. Add additional lighting or increase light bulb wattage if needed.

2.) Ensure all furniture is included in the hotel's preventative maintenance program for finish touch-up, cleaning, etc.

3.) Remove dated items from the area.

4.) Place fresh flowers in the lobby as they add aesthetic beauty and a refreshing scent.

5.) Provide complimentary freshly baked cookies or fruit in the lobby - guests are usually hungry and tired after a day of traveling and a snack is a welcomed amenity. It also adds a 'home' scent to the lobby.

6.) Make sure that the Lobby and front desk area are de-cluttered

WARM AND FRIENDLY WELCOME

1.) Work with front desk staff members to come up with a welcome script.

2.) Be sure that training includes the things that people think are "common sense" like smiling and greeting guests as they enter the hotel.

3.)If hotels are offering a welcome gift or bag to Priority Club members, be sure they know that their stays with the hotel are appreciated.

4.) If the front desk is busy, acknowledge a guest that is waiting and let them know that you will be right with them.

5.) Welcome guests back to the hotel that you know have stayed with you in the past.

6.) Use eye contact and use guest names.

7.) Rotate Managers in the lobby to welcome Guests.

OVERALL CHECK-IN EXPERIENCE

1.) Select/hire the best service personalities.

2.) Ensure front desk associates are familiar with the hotel layout and facilities.

3.) Ensure front desk associates are knowledgeable of all nearby business, restaurants and attractions.

4.) Stagger front desk associate shifts to allow for ample coverage during peak check-in.

5.) Management staff should be available for peak check-in times to answer questions and answer the switchboard.

6.) Acknowledge PCR guests – thank them for their Loyalty.

7.) Use the guest name, give the guest your first name and let them know you will be at the Front Desk until (BLANK) should they need anything and feel free to call you.

8.) Ensure you are utilizing Rapid Check-In.

9.) Welcome Back returning guests.

10.) Thank 'new' guests for choosing your hotel.

11.) Provide scripting for the front desk that does not sound scripted.

12.) Make sure the attention of the front desk staff is not taken away from guests by being assigned other tasks such as laundry.

RESPONSIVENESS TO NEEDS

1.) Ensure that all guest requests and service issues are logged.

2.) Keep track of time for all guest requests to ensure all needs are addressed in a reasonable amount of time.

3.) Follow-up on all maintenance requests with a follow-up call from hotel management staff to ensure the issue was addressed to the guest's satisfaction.

4.) Instead of depending on the guests to volunteer their needs, ask open ended questions on the welcome call to ensure guest satisfaction.

5.) Empower all staff members.

6.) Ask guests at check-in if they have any special requests.

7.) Keep notes on frequent guests regarding their special requests/ needs. A guest will notice if you remember what makes their stay more enjoyable.

8.) Anticipate the need of the guest before they ask. For example, if you see a guest struggling with luggage, help them.

9.) Make sure there is a staff member available to handle guest requests during peak times.

PROFESSIONAL APPERANCE OF ASSOCIATES:

1.) Post a full length mirror in the employee areas of the hotel departments. It serves as a constant reminder to the associates how guests see them everyday.

2.) Proper uniforms – Have a morning lineup before shift starts for compliance.

3.) Make sure the front desk staff is not sitting down at the front desk.

4.) Make sure that associates are provided two to three turns of their uniforms.

5.) Ensure that even during the training of a new associate that they are provided a name tag and that their temporary uniform resembles that of an existing associate.

6.) Ensure that uniforms fit appropriately on the associates

GENUINE AND CARING ATTITUDE OF ASSOCIATES

1.) Use the Guest Name whenever possible – this makes them feel important and welcomed.

2.) 10/5 rule – eye contact at 10 feet, acknowledge at 5 feet with verbal contact to welcome or offer assistance – when guests are leaving, thank them for staying and let them know you look forward to their return.

3.) Keep greeting cards on hand – when a guest mentions it is their Birthday, Anniversary, etc. have the staff sign the card and slip it under their door.

4.) Ensure that you are hiring "people" people and provide continuous service training.

5.) Use Role Play as part of training.

6.) Acknowledge Events – for example, if you are near a local university and it is graduation, make up some congratulations cards for attendees and give these to them at check in – a sheet cake in the lobby decorated for the event for all to share will make the guest happy and let them understand that you are 'In The Know'.

7.) Participate in local charitable events.

8.) Welcome guests back at check-in and always invite them to stay with you again at check-out.

9.) Ensure Brand Service Training is being reinforced to staff by management team.



WARM AND FRIENDLY FAREWELL

1.) Greet all guests with a smile.

2.) Thank the guests on the way out of the hotel.

3.) Have the night auditor/or staff member hand write a note of thanks to the guest and include it with the rapid check out folder.

4.) Ensure that all members of your staff provide the guest with a warm and friendly farewell— this is something that all associates from all departments can provide.

5.) For guests that do not check out at the front desk, send them a follow up post card for feedback of their experience.

OVERALL CHECK-OUT EXPERIENCE

1.) Have the night auditor write a personalized message inside the receipt jacket.

2.) When guests do come to the front desk, be sure to say thank you and offer to make a future reservation for them.

3.) Offer the guest a bottle of water for the road.

4.) Ensure that the folio is correct.

5.) Ensure rapid check-out is taking place and that it is delivered to the rooms on time.

6.) Ensure late check-out procedures are covered with all staff members so that a guest is not disturbed prior to check-out with a mention of adding additional charges.

7.) Ask guests a "question of the day" to address low scoring areas and encourage communication with the guests

The Do's of High Speed Internet Access

by Scott Morrison

Excellent High Speed Internet Access (HSIA) is no longer a luxury, it is a necessity. From busy business travelers to family vacationers on the go, the ability to have anywhere, anytime access to the Internet from any device can make or break a visit to your property. Properties must meet the needs of today's guests while anticipating network capacity requirements for the next 10-15 years, which some experts predict may top 10 gigabits per second. But it isn't only capacity hotels need to worry about. Crowding can also slow network speeds to a grinding halt. The proliferation of devices can strain even the most robust network. So how can you make sure your property does HSIA right?

The International Data Corporation (IDC) estimates that 3.2 billion people, or 44% of the world's population, will have access to the Internet in 2016. Of this number, more than 2 billion people will access the Internet using their mobile devices. Of all the amenities hotels offer, reliable HSIA is quickly surpassing fully stocked minibars, hot breakfast and high-end toiletries as the de facto standard of a great travel experience.

Properties across the globe should be looking at their current HSIA service and ensuring it can handle the rising demand. The following strategies can boost your capacity and keep your guests surfing and streaming throughout their stay - increasing their satisfaction and boosting your reputation.



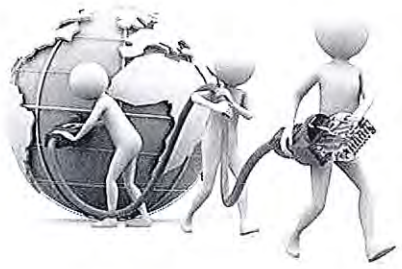


Use an Approved HSIA Vendor with U.S. Based Helpdesk and Support Contract

Relieve the IT burden from your staff so that you can concentrate on doing what you do best, serving your guests. Work with a vendor who can meet specifications for your brand compliance right from the beginning in order to save time, money and hassle. Ensuring your property's network is covered with 24x7x365 guest support is critical to uptime - protecting your property with support contracts that include U.S.-based support can peace of mind that any issues are being managed in real time.

Prepare for Wi-Fi Poolside and on the Beach

These days, people are used to accessing all their social media, games, videos, shopping and entertainment right from their mobile devices. Restricting access in certain areas of your property can cause frustration, anger and the ever-dreaded bad online review. Don't limit your Wi-Fi to the room, lobby and conference center. Wi-Fi on the grounds is not only an added convenience for your guest. It also helps them reduce cellular data usage and roaming charges while they are enjoying your other amenities.



Provide Enough Bandwidth for your Guests

Having great Wi-Fi is only half the solution to guest satisfaction with HSIA. Without enough bandwidth for peak times like early morning, late afternoon and evening, your Internet will slow to a crawl and your guests - unable to get online - will start complaining. When planning new or upgrading existing infrastructure, implement a network with enough capacity for triple the number of rooms - this gives each room three devices. Work with your HSIA provider, they can make a recommendation unique to your property. This will help reduce congestion on your network and provide enough bandwidth to handle your busiest seasons and large events.

Offer Tiered Paid as Well as Free Internet

Many leading properties offer guests free Wi-Fi with the option to purchase more bandwidth if they need it. Free Wi-Fi capacity should include enough bandwidth for the average guest to stream movies and surf the Internet comfortably with no delay in service. Paid service is often provided for business travelers who need more bandwidth to handle their workload and speedy access to data online, Voice Over Internet Protocol (VoIP), software updates, high quality video and audio downloads, and more. With greater demands on network capacity and performance, business users put a heavy strain on your network and cost you more to service. By charging a fee, business travelers can expense their high-demand work access while you can still provide excellent Wi-Fi to others while covering your costs.

Work With Your System Providers to Produce Customer Satisfaction Questionnaires

You never know what your guests really think about your service until you give them the opportunity to tell you. It's best to find out from them directly and address the issue before it comes up as a negative review on a well-known travel or social media site. One of the best ways to ensure your service is up to par is to work with your service providers to create a short survey about the coverage and access at your property. Find out what your guests use HSIA / Wi-Fi for, how much time they spend online, what problems they have with coverage and slow or limited connections. And don't wait for the end of a stay - offer the survey to guests when they check in along with contact information for support so they can report any issues to the right staff immediately.

Encourage Your Team to Continuously Evaluate Your Wi-Fi

Want to see how your Wi-Fi works? Use it yourself. And don't just use it in your office, use it everywhere on your property including the guest rooms, dining areas, conference rooms, indoor and outdoor recreation facilities. Accessing your network from multiple devices, including phones, laptops and tablets can give you a good idea of how your guests are experiencing your system. Depending on the physical layout of your property, you may have "dead zones" simply due to the density of your buildings. Walls can block or reduce signals. Based on your environment, you may need to work with your service provider to offer both 2.4GHz and 5GHz frequencies, particularly in dense urban areas, for maximum coverage throughout your property.

Get Your Technology Vendors to Update You Twice a Year on Their Roadmap

Stay in contact with your HSIA provider. New technology is always evolving and a good vendor

will have the scoop on what you should be upgrading and how you should be future proofing. For example, with the release of the very latest standard in Wi-Fi, 802.11ac Wave 2, emerging technologies that work with this new standard will help increase wireless speeds, allowing for faster video and voice streaming while supporting more concurrent users and multiple devices. Your service provider should be preparing you for this change now, and should proactively notify you of their plans to accommodate new technologies.

Take Advantage of Radio Frequency Identification (RFID) Technology

With the latest in RFID technology, wireless monitoring is being used in numerous ways like tracking equipment, enhancing guest stays, optimizing operations and preventing loss. RFID tags can be added to equipment so you can track its whereabouts, and can also be used to track utilization rates. The latest RFID developments can even be used to provide easier access to rooms, dining, billing and services for your guests - everything from automatically opening their room to charging their credit card on checkout. RFID can also be used to track amenities for guests - helping to notify housekeeping, for example, that specific items like bath towels need to be replenished.

Keep It Simple for Guest Access

Don't surprise your guests with roadblocks. No one likes to work hard at getting online. In today's connected world, we are used to being able to get online whenever, and wherever we are. With more and more people doing research, shopping, utilizing maps and booking reservations online, complexity is not appreciated. Make sure you have the right instructions for your guests - on your website, during check-in and in guest rooms so that they are able to access the Internet, utilize required passwords and explicitly understand any additional fees that will be charged for premium usage.

Join Professional Organizations

Have your IT team join such organizations as Hospitality Financial and Technology Professionals (HFTP), Hotel Technology Next Generation (HTNG) to stay up to date with Hotel Technology.

Making sure you are on top of the latest technologies can only improve your guest experience. By keeping up with today's trends and understanding what lies ahead you are better able to anticipate your needs and plan in advance for significant investments and resources. Organizations such as these provide valuable knowledge regarding your industry and can help inform on what your competitors are doing. In addition, by comparison shopping you will be able to make more informed decisions about the best technology vendors and service providers for your needs.

If you haven't already utilized these strategies, now is the time to start. More and more properties are gaining excellent reputations by staying in tune to the technologies that make a stay enjoyable, efficient and satisfactory. With the competitive landscape constantly changing, you can no longer afford the bad reviews and social media attacks that cause red flags to potential guests. Even internet services that were installed 5 years ago need to have a second look to gauge whether your network can handle the next 5. By taking the right steps, you can anticipate your guests' needs, optimize your operational efficiency and earn the ratings that will put your property at the top of the list for one of the most desirable amenities you can offer - HSIA.



酒店管理的新境界：把氣氛賣給客人

本刊編輯部

隨著整體經濟的提升，酒店業的發展也呈現出日新月異的變化，各個城市新開酒店如雨後春筍般湧現。作為一個酒店從業者，筆者一直在思考，如何才能提升酒店的競爭力?

其實這個問題要回到酒店本身的服務功能上來，酒店主要是為游客提供短期住宿的地方，亦為住客提供餐廳、娛樂、或其他等服務。隨著社會的發展，在基礎功能方面，各家酒店都在加強內功修煉，比如，提供好的住宿條件，實行智能化管理;提供好的就餐環境，打造精品菜肴;提供頂級的娛樂場所，提升酒店的檔次等等。但是，做到這些就夠了嗎? 也許，在酒店業的發展初期，加強內功修煉，提升服務質量，就可以讓自己的酒店立于不敗之地。在酒店業激烈競爭的今天，如果酒店從業者還處于一種閉門造車的境況，想當然的認為只要擁有豪華的環境和較好的服務，就可以贏得市場，這是非常不全面的。

筆者認為，客人可能需要的不僅僅是酒店提供的基本功能和服務，更多的是酒店為其打造的消費氣氛。筆者今天就酒店氣氛這個話題與大家做一個探討。





1) 打造酒店消費氣氛的重要性

打造酒店消費氣氛有哪些重要性呢?這就要從氣氛的含義說起，氣氛是指酒店提供的環境、情調、格局的總和。Starbucks(星巴克)給我們提供一個鮮活的實例，星巴克取得的成功完全靠它的產品嗎?筆者不完全贊同。它的成功在于，除了提供優質的產品和服務外，打造了獨特的"星巴克體驗氣氛"，讓全球各地的星巴克店成為人們除了工作場所和生活居所之外溫馨舒適的"第三生活空間"。Jesper kunde在《公司宗教》中指出："星巴克的成功在于，在消費者需求的中心由產品轉向服務，在由服務轉向體驗的時代，星巴克成功地創立了一種以創造'星巴克體驗'為特點的'咖啡宗教'。這才是星巴克的成功所在。從這一點上看，打造一個獨特的消費環境和氣氛，會影響一個企業的興衰。特別是高服務密集型的酒店行業、高競爭性的今天，服務的過程很容易被複制，服務的設施設備很容易被拷貝，但獨特的消費氣氛是不可能被複制的。星巴克不等同于其他 coffee shop，其他的競爭對手也無法複制它的成功。由此，打造酒店消費氣氛的重要性就不言而喻了。



2) 如何打造酒店獨一無二的消費氣氛

辯証唯物主義哲學為我們提供了打造獨一無二的酒店消費氣氛的理論依據，世界上沒有兩片相同的葉子。任何一家酒店都有自己的特色，這就是打造獨一無二的基礎所在。如何去打造自己酒店的消費氣氛呢? 首先，要充分認識自己酒店的優、劣勢所在，進行一個全方位的分析，這是做好此項工作非常重要的一步。其次，根據自己酒店的特點進行軟、硬件的包裝，形成特色消費氣氛。如果你的酒店是以茶為主題，那麼你就需要進行全面的包裝，深刻的挖掘主題內涵，讓客人有一種見物思物的感覺。只要客人到過你的酒店，下次當他在喝茶、品茶、享茶的時候，都會經意或不經意的想起你的酒店。如果你的酒店以南宋文化為主題，那麼，你就一定要深刻挖掘南宋文化的精髓。最後，全方位宣傳精心打造的酒店氣氛。如果你的氣氛很好的形成了，但客人不理解或誤解，這就可能是一次失敗的設計。所以，一定要重視宣傳，可以向客房的客人贈送宣傳冊，可以通過電視、廣播、報紙等媒介進行解讀。通過各種方式讓酒店的文化氣氛深入客人，進而影響客人的選擇，通過口碑效應，吸引更多的客人下榻。

3) 酒店的消費氣氛要適合本酒店的目標定位群體，並與本地實際相結合

目前高星級酒店，很多都在照搬照抄International hotel的經驗和總結，結果怎樣呢?很多的業主和酒店經營者在照搬照抄中迷失了自我，失去了對自我酒店的定位，以為把國際酒店的流程和程序占為己用就可以了，這是非常錯誤的。打造酒店的消費氣氛一定是要有自己的目標定位群體，如果你是一家商務型酒店，你就不能打造成很休閒、很隨意的消費氣氛。相反，如是你是一家旅游度假區的酒店，你的目標群體主要是旅游度假者，你如果打造成快節奏、很緊張的消費氣氛，這也是不對的。前不久，我的一位同事被送到海景花園大酒店去學習，回來後，他頗受震撼。因為這個酒店它立足自己的目標定位，打造了強有力的消費氣氛。從你踏入酒店開始，都始終如一的讓你感受到它的企業消費氣氛。它沒有照搬照抄，而是走出了一條自己的特色路，這也是所有酒店應該值得學習的地方。

形成自己特色的消費氣氛，一定要與本地實際相結合。為什麼筆者要著重強調這點呢?因為每個地方社會發展並不平衡，城市與城市之間市情不同。所有這些都需要我們要根據本地實際進行有針對性的部署。根據所在地域的特點並結合酒店的實際情況，進行有准備有系統的研究。



4) 將酒店的消費氣氛形成為產品的一部分並出售給客人

可能很多讀者注意到了，筆者一直在提消費氣氛。在此，筆者要做一個解釋，消費氣氛是酒店提供給消費者的一個整體感覺，而文化氣氛僅僅是這個里面的一個重要組成部分。酒店最終的目的是實現業主和社會效益的雙贏。我們作為企業的經營者，首先要考慮的是客人的感受，就需要真正的去了解和理解客人的感受，去知道客人到底想要什麼。上個世紀八十年代，客人可能需要舒適的床和淋浴; 二十一世紀初，客人可能需要的不僅僅是舒適的床和美味可口的食物，還需要優質的服務和享受;但酒店發展到今天，客人需要的是一種住店期間綜合的消費感覺，這就是酒店消費氣氛。在五星級酒店還比較少的時代，那時，在五星級酒店喝一杯白開水要十元。當時，許多的中國人不理解，認為在那里消費是要面子、要排場。但今天，如果你坐在寬敞的大堂吧，享受美妙的鋼琴曲和溫度適宜的空調，伴著服務員優雅的服務問候，你可能覺得你不僅僅是享受一杯白開水這麼簡單。當然，你更不會覺得它很貴。因為你知道，這個氣氛很舒適，很高雅，很享受。

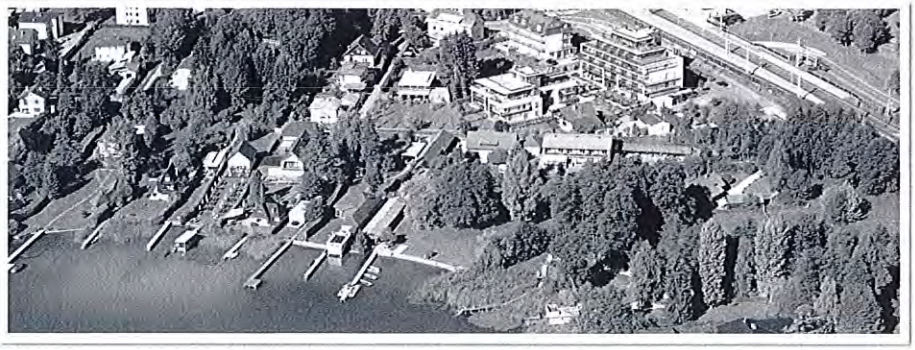
作為酒店經營者，我們不僅僅只是一味的讓客人"不情願"的多掏錢，更多的時候，我們要站在客人的角度來考慮問題。這就是為什麼許多年輕人喜歡去星巴克、麥當勞的原因──可能許多時候並不是咖啡和炸雞翅吸引了他/她們，而是那樣的消費氣氛吸引了他/她們。

總之，在酒店的實際管理中，我們要充分認識消費氣氛的重要性，把它上升到一個新的階段，然後打造出自己特色的消費氣氛，並將這些加入到產品統一包裝中去，增加酒店產品的賣點，從而最大化的增加客人的滿意度和酒店的營收。



突破傳統—全面收益管理的發展趨勢

本刊編輯部



收益管理自上世紀80年代開始在美國航空業嶄露頭角，因其突破性的成效迅速在各個行業，特別是酒店行業得以廣泛應用。當今全球的主流酒店集團和管理方已經將收益管理作為標準的操作程序加入到酒店的日常管理中。中國國內的酒店業者在過去五年也大量採用收益管理的思路和方法，這為酒店的創收、特別是客房收入增長做出了重要貢獻。

一、收益管理的應用和方式日益多元化

收益管理的應用絕不僅僅在客房，酒店行業甚至其他相關行業及領域同樣可以應用收益管理，為增加收入特別是提升利潤找到新的突破口。在過去的幾年中，越來越多的「全收入流」收益管理在宴會、餐廳、水療、停車場、高爾夫、影劇院和主題公園門票等多個不同的領域得到了積極的實踐。

收益管理是研究客戶、產品、需求量、庫存、價格、渠道的科學及管理藝術；通過數據收集和分析，預測未來需求，利用科學動態的價格體系和庫存管理，通過適當的渠道為客戶提供服務，同時爭取收益最大化。

酒店在客房領域的收益管理髮展中已經不僅僅採取動態調整客房價格、超賣或限制入住天數等傳統手段，而是結合當下客戶、市場、及新技術手段的出現，演化出更加多元化的收益管理方式。其中在定價過程中，酒店更加重視客戶點評反應出的「價值」概念，以與競爭對手比較的「價值」最終決定「價格」。在大數據分析的支持下，更多的有關不同市場細分客戶、甚至不同渠道的價格敏感度計算更加嚴謹，每次漲價或降價的決策再不是根據歷史經驗主觀臆斷，而是有數據支撐的量化分析結果。另外，在網上渠道電子商務發展日新月異、經濟政治因素帶來的協議銷售壓力不斷加大等情況下，更多的收益管理負責人和市場銷售、甚至和運營、財務、技術等團隊進行更加緊密的合作、「跨界」的思考以及「融合」的管理。

隨著酒店客房收益管理演化得愈發豐富多彩且成效顯著，更多的業者在考慮如何將收益管理這個利器更快更好地應用到新的領域呢？在庫存量不可增加、不同客戶需求浮動、具備提前預定的習慣且能夠接受不同價格的時候，收益管理的威力開始在各處顯現！

二、宴會會議收益管理的重要性

宴會廳往往是酒店投資巨大，而一旦業績不佳便極容易被詬病的領域。從IDeaS與不同酒店的合作中，我們發現宴會收益管理應重點關注幾個方面。

1. 數據的收集和分析是決策的基礎

為什麼宴會會議收益管理在過去的幾年談論得多，實踐較少呢？一個重要原因是：與客房相比，宴會會議各個過程中的數據不完整，包括銷售過程、預定過程、決策過程、消費過程和評估過程的數據等。

其中，如何評估宴會會議的表現是至關重要的一環。在酒店客房的評估中，往往使用出租率、平均房價和每房收益作為衡量指標，也考慮和競爭對手橫向對比的相關指數。宴會會議同樣應採用使用率、單位時間段單位面積的收入和利潤作為衡量表現的指標。在考慮宴會廳使用率的時候，可以按照一天分為幾個不同時段的思路分解使用率。而「單位時間段單位面積」是業界被廣泛認可的評估方式，類似於酒店客房的平均房價和每房收益，這些指標必須在酒店得到明確的定義，並且作為目標分解到收益管理、市場營銷、宴會管理的團隊中，這樣才能指導團隊向正確的方向前進。



當然，其他數據收集和分析也非常重要，這些數據貫穿於宴會銷售和客戶消費的各個環節。現有的市場環境中外部數據的獲取例如行業發展信息、競爭對手信息、客戶資料等往往依靠銷售團隊獲取，很多酒店尚未建立完善的流程制度規範整合所有資訊。而內部數據的獲取貌似簡單，可以從酒店宴會管理系統，例如Delphi或Opera S&C中獲得，也可以從很多酒店還在使用的手工數據管理模板甚至是原始的「預定本」中獲得；而事實上，當我們和眾多酒店開始合作的時候發現，內部數據往往存在定義不清、客戶市場細分分類不合理、著重結果而忽視「過程」數據等等問題。這正是我們幫助不同會議型酒店制定相關宴會會議收益管理標準操作流程SOP的重要內容之一。

2. 準確預測需求量，計算「置換成本」

以數據分析為基礎，制定精准的未來需求量的預測是收益管理的關鍵也是工作難點之一。 宴會會議的預測往往被認為只能做到季節性和周中週末預測。其實通過我們的實踐發現，宴會會議預測還與銷售過程管理息息相關，例如不同團隊銷售線索的跟進過程中從詢價到暫定到確定甚至變化的各個階段的轉化率就是我們關注的重點之一。同時，我們關注預測應使用全面收益管理的思路，將宴會預測和客房、餐飲等領域結合起來，這也是IDeaS在推出宴會會議收益管理系統的時候一並整合在酒店客房及全面管理的解決方案之中的重要原因。

使用整合起來的預測能夠幫助收益管理負責人進行整體決策，也就是我們經常談到的「置換成本」計算。

宴會廳往往在某一時間段產生供不應求的情況，或者會在日常工作中碰到會議、餐飲、客房幾個團隊產生衝突的情況。計算「利潤」而非「收入」成為重要的一個指導方向。有的時候整體收入高的團隊帶來的整體利潤未必高；而一些高利潤的規模稍小的團隊可以把某些資源協調到其他收益領域從而帶來整體收益的最佳組合。

在計算「置換成本」中，我們也經常遇到酒店提出問題，例如IDeaS系統給出的各個團隊各個價格計算出的報價是如何得來的等等。歸根結底，置換成本的計算還是依據不同市場細分不同產品的精准預測，結合我們的價格體系和客戶的價格敏感度做出的方案。

酒店的管理層需要改變某些傳統的思維模式，例如「先到先得」等，積極配合及嘗試新思路，引領新的工作方式。

3. 價格管理中需考慮「時間和空間」的因素

由於預測引發的價格管理在客房領域已經被業界廣泛接受，而宴會會議應遵循同樣的原則。傳統的宴會廳場租或包價僅僅按照季節性或週末周中的分類已經不能滿足市場及客戶多元化的需求。酒店宴會會議的價格體系在遵循「需求量水平指導價格體系選擇」、「標準價格為基礎的增值和折扣並存」等原則的同時，還應考慮宴會廳的獨有特點，將「時間和空間」的因素加入價格體系，並將不同日期不同時段的不同場地分布及客房等其他消費整合在一個完整嚴謹的價格體系中。

三、收益管理其他應用領域實例

收益管理的應用愈發廣泛，不同領域的操作有所不同但原則是一致的。例如在我們進行的一個水上樂園門票收益管理的實踐中，我們發現「固定庫存」在這裡指的是某一個時間段出於安全考慮最多容納的人數；而動態的價格雖然歷史上未曾嘗試，但經過嚴謹的市場分析和調研後推出的動態價格體系得到了遊客的廣泛認可，客戶滿意度不降反升，而企業的收益大幅度提高！

收益管理，特別是動態定價往往會引發一個疑問，即某些領域的價格如果浮動了，客人能接受嗎？在這裡可以舉另一個例子，IDeaS在過去幾年和不同國家及地區的大型停車場合作，用收益管理自動化系統來動態定價，客戶可以提前根據需要預定某一個車位，時間段更具體，位置更符合客人要求，根據不同需求量預測的價格也更靈活。這不僅僅為企業帶來百萬級別純利潤的增長，而且客人因為得到自己需求的產品和服務也享受到了認可的價值，結果是一個皆大歡喜的雙贏！

餐飲的收益管理同樣是大家談論較多的話題，菜單動力、場地桌型最優設計和渠道管理等理念和實踐越來越多。研究發現，在餐飲收益管理項目中，數據的收集或者說自動化系統的使用是至關重要的重點。不同於酒店客房使用廣泛且較成熟的PMS酒店管理系統，餐飲的數據往往存在於不同的系統中，包括POS點單系統，會員管理系統和財務系統等等。各個系統整合併且以業務為導向的設置對後期價格和場地等收益管理措施的實施有著至關重要的意義！

四、逆水行舟，不進則退

當今的市場環境和客戶需求不斷變化，收益管理也隨之有了更加豐富、更加多元化的發展和應用。今天的收益管理已遠非航空公司機票和酒店客房銷售的專利；通過數據分析、流程分析，科學嚴謹地調控價格和產品，給不同客戶帶來滿意的服務，是眾多服務企業，特別是旅遊行業企業的當務之急。

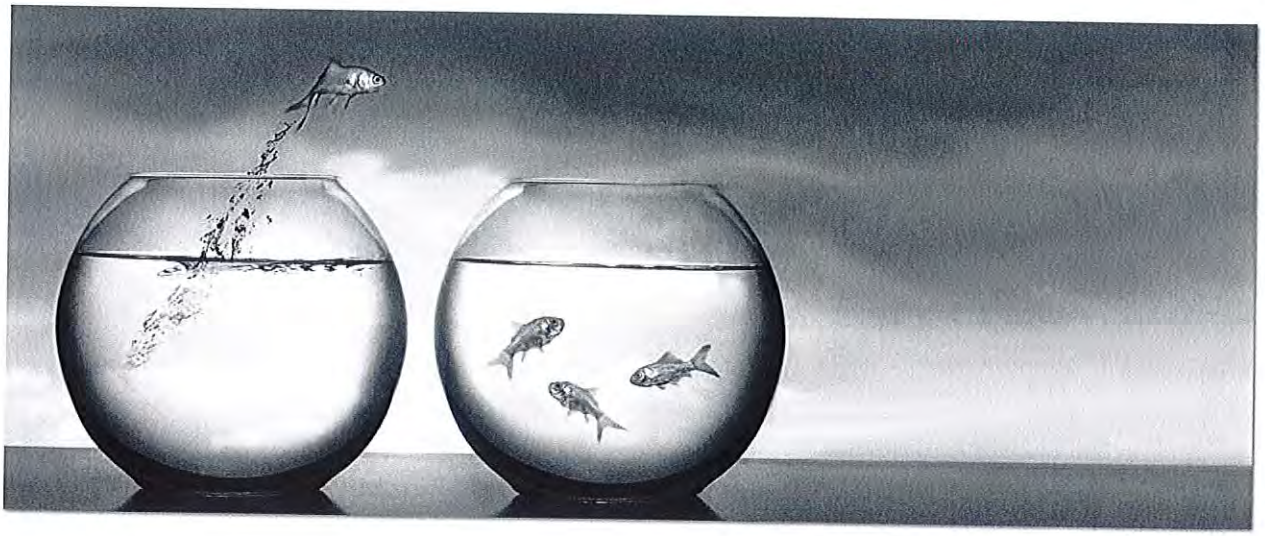
讓人欣喜的是，眾多的業者開始使用收益管理為企業增效，為轉變傳統的經營方式破冰！這是一場旅程，逆水行舟不進則退，當越來越多的酒店和旅遊企業，包括批發商、OTA等等都開始自己的收益管理研發的時候，收益管理人員要思考的是——下一個突破在哪裡呢？

IDeaS™
REVENUE SOLUTIONS

關於IDeaS

IDeaS Revenue Solutions通過提供最先進的定價及收益管理系統和咨詢業務，一直引領行業發展。目前，每天有超過100萬間酒店客房通過IDeaS先進的系統進行定價。IDeaS公司採用SAS分析技術，利用25年的行業經驗為來自94個國家的7000多個客戶提供服務，持續努力地為酒店管理者提供更有見地的數據管理方式，以便其更好地進行定價。

不論是對於單體酒店還是世界知名的酒店集團，IDeaS都以「創收有道」為承諾，幫助酒店管理者建設並持續培養收益管理文化。IDeaS擁有幫助客戶構建基於下一代分析技術的有效收益管理原則的豐富知識、專業技能和成熟方案，便於客戶深入分析並及時把握絕佳的收益機會，這不僅限於酒店客房，也包括其他各方面的收益。



長知識！為什麼飯店都要放 4 個枕頭，90%的人都不知道！



本刊編輯部

絕大多數人睡覺離不開枕頭，怎麼「枕」才無憂？

古人說「高枕無憂」，但現代醫學認為，枕頭太高或太低，對頸椎都不好，墊錯位置更會出問題，短期可能酸痛不舒服，長期則難逃挨刀大手術。還有很多人習慣不墊枕頭，睡覺時頭會向後仰，頸椎承受的壓力比向前仰時還高出一倍，長期下來，一定會出問題。

看完下圖和解說，你就明白了為什麼酒店通常都要放4個枕頭：

（一）睡眠時如何正確的墊枕頭非常重要，枕頭一定要墊到脖子處。大家可自我測試，當躺下時，下巴最低處若朝天，就表示枕頭太低，若下巴往下壓，即枕頭太高，下巴應該保持水平，才是舒服且正確的枕頭高度。

（二）睡眠占人生的三分之一時間，姿勢不可不慎。像有些家長以為讓孩子睡硬板床，骨頭才會長得正。其實人體臀部、腰部、肩膀三處的肉多少不同，硬板床會讓身體曲線處不能貼到床面，以致不能放鬆休息，不舒服也不健康。

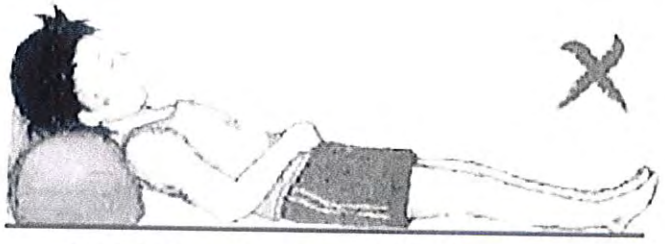
（三）還有很多人習慣不墊枕頭，睡覺時頭會向後仰，頸椎承受的壓力比向前仰時還高出一倍，長期下來，一定會出問題。至於枕頭的高低，年輕人可稍低，年紀大后要稍高些，因為頸椎的柔軟度會隨年齡改變，愈老愈僵硬，就需要更多的支持。

（四）平睡（仰姿）時，枕頭要剛好從整個頭部一直墊到脖子，不能墊到肩膀，更不能只墊到後腦一半之處，膝下最好安置一個小枕頭；側睡時高度要加高一倍，兩膝間也要夾個小枕頭；趴睡最好避免，因為頸椎會承受過大壓力；起床時則要記得先側姿，手扶著起來，再下床，不要直接仰卧著就坐直起身。不論姿勢再怎麼正確，固定太久都不宜，久了一定要換一換，睡覺要翻身，坐久要站起來動一動，脊椎才能保養好。

也因為如此飯店都會準備這個多個枕頭，就是希望每個人都能有個好覺！

分享出去吧！讓這則消息給更多人知道！

睡個好覺才能擁抱健康唷！



枕头太高或超过肩膀，颈椎变形，不宜。



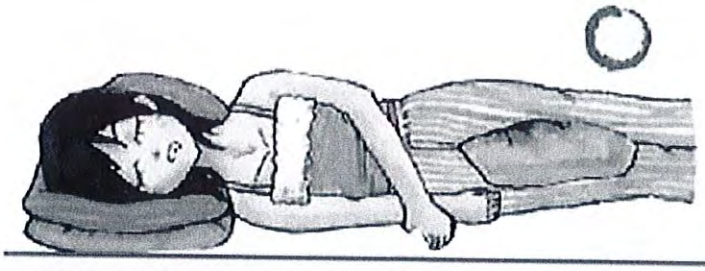
仰睡时肩膀超过枕头，颈椎受压迫，不宜。



枕头只睡一半，颈椎悬空，不宜。



仰睡：枕头高度适中，膝下垫枕头，减轻腰部压力。



侧睡：枕头高度适中，膝下垫枕头，缓解脊椎压力。

做酒店，玩不轉社交媒體怎麼行

本刊編輯部

2016年，社交媒體營銷成為時代熱點。當酒店服務超越了顧客的預期，社交媒體會讓沈默的粉絲們轉為酒店品牌的忠實傳播者。

社交媒體是酒店行業獲得大量實時反饋信息並大幅提高顧客參與度的絕佳渠道。利用社交媒體可以有效提升酒店在線曝光度，幫助酒店與新老客戶建立深層關系，並對工作成效進行評估。對一些中小型酒店來說，它們沒有足夠的預算和時間來投入到傳統方式的廣告營銷中去，因此它們通常會選擇社交媒體作為與客人互動的平臺。

社交媒體天生的傳播性有利於廣告病毒式擴散。客人將自己入住體驗時捕捉到的美圖和享用過的美食與朋友共享，同時還能在社交媒體平臺上發布在線評論。此類信息對每個客人的社交圈好友可見，每一條社交信息都有後續價值，因為每一個新轉發用戶都是下一條信息的潛在讀者。

那麼，酒店加大對社交媒體的投入到底能為其帶來哪些實質性利益？今天就為大家一一揭秘。



一、推動酒店網站流量

酒店人都清楚，建立一個網站很簡單，但促進和擴大其在互聯網的影響力是一件棘手的事。在最受歡迎的社交媒體網站設置品牌頁面對酒店而言是非常重要的，如果它們能夠在Facebook和Google+設置一個酷炫頁面，並在Twitter上發布消息，那它們在為顧客展示酒店的正面形象以及提升在線品牌度等方面將極具優勢。

酒店經營者還能通過這一策略來使品牌與顧客的交流渠道更為多樣化，借助社交媒體平臺，他們有機會以一種更為輕松的方式來與顧客進行互動。如果經營的是一家單體酒店或小型酒店集團，那他們就可以使用社交媒體來給顧客帶來一種更為友好且更具小企業風範的整體感覺。

二、促進酒店與客人的直接互動

社交媒體可以拉近酒店和客人之間的距離，查看客人上傳至頁面的照片、視頻、評論和帖子，並進行禮節性回應，有助於提升客人整體滿意度。同時，在社交媒體平臺上嵌入直接聯系方式和特別折扣產品，並附上付費服務產品列表與實時價格、庫存信息等，也是酒店降低廣告成本的一個有效途徑。

2016年，社交媒體營銷成為時代熱點，每個客人都是信息的載體和傳播者，當酒店提供的服務超越了顧客的預期，社交媒體會讓沈默的粉絲們轉化為酒店品牌的忠實傳播者。

三、增加酒店整體收益

社交媒體有助於提高酒店品牌在線聲譽，實現酒店收益最大化和，因為你的酒店在這個平臺上接觸到了更廣泛的受眾，有更多的人開始分享你的酒店資訊。

社交媒體對預訂行為、房價和入住率的影響，酒店早已察覺，然而至今尚未有針對社交媒體如何改變市場進行市場分析的研究。康奈爾服務研究中心的報告分析了社交媒體對消費者購買決策和酒店營業收入的影響，其中，報告利用comScore的在線消費者固定樣本面板數據分析了TripAdvisor對酒店在線預訂的影響。研究顯示，顧客在預訂酒店前通過TripAdvisor查看酒店評論的比例和他們閱讀的評論數量均穩步增加。

四、節省酒店廣告開支

酒店可以在社交媒體上展現和增加關於自身的細節描述，如酒店標識、地理位置等等。當顧客看到這家酒店，他們會開始關註自己的興趣點，查看酒店的服務和設備更新。這樣潛移默化的過程能增加酒店在客人潛意識裏的印象，絕對比投資大型橫幅廣告和廣告牌等來得經濟實惠。

在這個數字科技占據主導的大環境中，酒店必須在理論和實踐中都認識到，社交媒體是酒店市場營銷策略的一個主要組成部分。社交媒體是一個很好的平臺，一旦你掌握了它，就可以發展多樣化的營銷策略來吸引客人，使他們成為酒店的忠實顧客。



2016年，社交媒體營銷成為時代熱點。當酒店服務超越了顧客的預期，社交媒體會讓沈默的粉絲們轉為酒店品牌的忠實傳播者。

社交媒體是酒店行業獲得大量實時反饋信息並大幅提高顧客參與度的絕佳渠道。利用社交媒體可以有效提升酒店在線曝光度，幫助酒店與新老客戶建立深層關系，並對工作成效進行評估。對一些中小型酒店來說，它們沒有足夠的預算和時間來投入到傳統方式的廣告營銷中去，因此它們通常會選擇社交媒體作為與客人互動的平臺。

社交媒體天生的傳播性有利於廣告病毒式擴散。客人將自己入住體驗時捕捉到的美圖和享用過的美食與朋友共享，同時還能在社交媒體平臺上發布在線評論。此類信息對每個客人的社交圈好友可見，每一條社交信息都有後續價值，因為每一個新轉發用戶都是下一條信息的潛在讀者。

那麼，酒店加大對社交媒體的投入到底能為其帶來哪些實質性利益？今天就為大家一一揭秘。

一、推動酒店網站流量

酒店人都清楚，建立一個網站很簡單，但促進和擴大其在互聯網的影響力是一件棘手的事。在最受歡迎的社交媒體網站設置品牌頁面對酒店而言是非常重要的，如果它們能夠在Facebook和Google+設置一個酷炫頁面，並在Twitter上發布消息，那它們在為顧客展示酒店的正面形象以及提升在線品牌度等方面將極具優勢。

酒店經營者還能通過這一策略來使品牌與顧客的交流渠道更為多樣化，借助社交媒體平臺，他們有機會以一種更為輕松的方式來與顧客進行互動。如果經營的是一家單體酒店或小型酒店集團，那他們就可以使用社交媒體來給顧客帶來一種更為友好且更具小企業風範的整體感覺。

二、促進酒店與客人的直接互動

社交媒體可以拉近酒店和客人之間的距離，查看客人上傳至頁面的照片、視頻、評論和帖子，並進行禮節性回應，有助於提升客人整體滿意度。同時，在社交媒體平臺上嵌入直接聯系方式和特別折扣產品，並附上付費服務產品列表與實時價格、庫存信息等，也是酒店降低廣告成本的一個有效途徑。

2016年，社交媒體營銷成為時代熱點，每個客人都是信息的載體和傳播者，當酒店提供的服務超越了顧客的預期，社交媒體會讓沈默的粉絲們轉化為酒店品牌的忠實傳播者。

三、增加酒店整體收益

社交媒體有助於提高酒店品牌在線聲譽，實現酒店收益最大化和，因為你的酒店在這個平臺上接觸到了更廣泛的受眾，有更多的人開始分享你的酒店資訊。

社交媒體對預訂行為、房價和入住率的影響，酒店早已察覺，然而至今尚未有針對社交媒體如何改變市場進行市場分析的研究。康奈爾服務研究中心的報告分析了社交媒體對消費者購買決策和酒店營業收入的影響，其中，報告利用comScore的在線消費者固定樣本面板數據分析了TripAdvisor對酒店在線預訂的影響。研究顯示，顧客在預訂酒店前通過TripAdvisor查看酒店評論的比例和他們閱讀的評論數量均穩步增加。

四、節省酒店廣告開支

酒店可以在社交媒體上展現和增加關於自身的細節描述，如酒店標識、地理位置等等。當顧客看到這家酒店，他們會開始關註自己的興趣點，查看酒店的服務和設備更新。這樣潛移默化的過程能增加酒店在客人潛意識裏的印象，絕對比投資大型橫幅廣告和廣告牌等來得經濟實惠。

在這個數字科技占據主導的大環境中，酒店必須在理論和實踐中都認識到，社交媒體是酒店市場營銷策略的一個主要組成部分。社交媒體是一個很好的平臺，一旦你掌握了它，就可以發展多樣化的營銷策略來吸引客人，使他們成為酒店的忠實顧客。

酒店管理的基本方法

本刊編輯部

管理方法是管理者履行管理職能和完成管理任務的方式、手段和措施的總稱。

1) 制度管理法

制度管理法是指酒店根據國家的各種法律、法令、規定等，將酒店管理中具有普遍性的和比較穩定的帶有規律性的管理事務，運用規章和制度的形式確定下來，以保證酒店經營活動正常進行的管理方法。

其特點為：

權威性。制度本身高度規範，任何人都必須遵守。

強制性。必須遵守、自省，違者必然受到製裁。

穩定性。制度一旦形成並頒佈實施，就不能因人、因地而異或朝令夕改。

防範性。制度是人們必須遵守的行為規範，制約任何人的行為，它可以起到預防作用。

2) 經濟管理法

經濟管理法是指根據酒店客觀經濟規律，運用價格、工資、利潤、利息、稅收、獎金和罰款等各種經濟手段對勞動者進行引導和約束的管理酒店的方法。

其特點為：

間接性。以經濟手段調節人們的利益關係，而非直接干預控制員工的行為。

有償性。按多勞多得的原則調節員工的行為。

平等性。有一個統一的獲利標準，如以規章制度來保證員工能平等獲利。

關聯性。各種經濟利益之間存在一定的關係，並且相互影響。

3) 行政管理法

行政管理法是指依靠酒店的各級行政組織及管理者權威，用指令性計劃手段的行政法規、命令、指示、規定、制度等強制性手段，按民主集中制的原則來管理酒店的方法。內容有：方針、政策、規章制度、行政命令、指示和計劃任務。

其特點有：

強制性。行政命令、指示等必須執行，不得拖延和違抗。

權威性。行政權力使下級對上級的指令必須遵守並執行。

垂直性。行政方法直接作用於被管理者，一級管一級垂直進行，處理問題及時而高效。

無償性。下級對上級的指令必須無條件服從和執行。

4) 教育管理法

教育管理法是指用思想政治工作，通過說服教育、引導啟發等形式，激發酒店員工工作積極性、創造性和工作熱情，從而達到管理目的的一種管理方法。內容有：思想、品行、道德和榜樣等。

其特點為：

靈活性。沒有統一的模式，應因人、因地、因時而異。

艱巨性。只有長期不懈的教育，才有可能改變人們的思想並影響其行為。

廣泛性。人的思想和行為的形成原因眾多，教育方法也應對症下藥，多方著手。

持久性。只有持久不斷的教育才能收到成效，而一旦有成效，其影響也深遠而持久。

5) 表、單管理法

表、單管理法就是通過表、單的設計製作和傳遞處理來控制酒店業務經營活動的一種方法。主要分為：上級部門向下級部門發佈各種業務指令；各部門之間傳遞業務的表單；下級向上級呈遞的各種報表。表、單的性質，既屬於業務指令，又是工作報表。表、單管理法具體規定了表、單的種類和數量，它既要全面反映酒店的業務經營活動，又要簡單明瞭、易於填報分析，明確規定了傳遞的程式和時間要求及表、單資料的處理方式。

6) 目標管理法

目標管理的目標是共同商定的，能使組織中的上下級一起努力去完成組織的共同目標。這些目標決定了部門和個人的責任及經營目標，同時作為考核的依據，也是評估、獎勵部門和個人的標準。重視人的因素，建立目標鏈與目標體系是目標管理的實質，多勞多得、貢獻大者受益多是目標管理的基礎。

7) 走動管理法

走動管理法又叫現場管理法，即根據現場問題的需要進行即時管理的一種管理方法。它要求管理者深入現場，加強巡視檢查。現場管理是調節酒店業務經營活動中各方面關係的重要方法，是一種隨機管理，其水平與質量由管理者的個人知識、經驗、心情和心理決定，與管理者的興趣、愛好、能力和影響力度有關。

8) 柔性管理法

它是以管理信息系統為基礎，以市場為導向，進行產品設計與開發以及提供服務的一種靈活管理方式。柔性管理的內容包括：特色產品、柔性生產、柔性組織和人性為本。柔性管理是以權變管理和系統管理為基礎的管理新模式，它強調信息溝通、網路化結構和快速反應。

9) 創新管理法

即對酒店創新活動和創新能力的管理。它包括：技術創新、知識創新、服務創新、管理創新和制度創新等。其在酒店中的應用包括：設立研發機構；設置創新基金；進行管理創新等。

養老有保障—解析美國儲蓄型人壽保險



by 廖彬淳

當人們手里有些余錢，總是首先會想到投資理財，讓錢生錢。無論是保守型的儲蓄方式，還是激進型的股市投資，亦或是購買理財產品，例如基金、保險等，風險總是伴隨著收益的存在而存在，即便是最保守的投資方式，其風險也不會降為零。

大家都知道，高收益總是伴隨著高風險，對於高風險的投資理財，不僅要投入很多精力，還需要有強大的心理素質作為後盾。那有沒有一種投資理財方式，不需要自己參與管理，又可以得到相對穩定的收益呢？本文將為大家介紹美國的儲蓄型人壽保險（Whole Life）和其升級版——自定終身保險（Custom Whole Life），看看它們有哪些特點以及如何為您的退休養老和家人提供保障。

險中求穩，盈利有保障——儲蓄型人壽保險

同樣是儲蓄，保險當中就有一款"儲蓄型人壽保險（Whole Life）"。作為保險種類當中出類拔萃的一種，儲蓄型人壽保險結合了儲蓄與壽險的精華於一身，它的作用在於，既可以讓您在有生之年享用保單當中的現金值，給自己的退休養老提供保障，也可以在百年之後為家人留下一筆身故理賠金。那終身壽險的優點是：

1. 保費固定

不同於投資型人壽保險（Variable Universal Life），儲蓄型人壽保險，在您簽訂保險合同的那一刻起，每年的保費都是固定值，不會改變。

投資型人壽保險的保費會因當年您投資的情形而定，倘若您賺了，而且盈利充裕，那麼當期的保費相對會減少甚至不用支付（取決於您盈利的部分是否可以直接支付保費）；但是，倘若當年經濟形勢很糟糕，市場低迷，您賬面上的虧損不但影響正常的保費支付，甚至有可能需要再補交更多的保費，以保證保險公司基本的成本及費用的扣除。

2. 保證現金值年年增長

保險公司每年收取客戶保費後，投保人並不參與投資，但是保險公司保證每年返還現金值到保單，而且還額外分發紅利給客戶，因此儲蓄型人壽險的獲利更有保證。

其它種類的人壽保險，例如優利型人壽保險（Universal Life）、指數型人壽保險（Indexed Universal Life）、以及投資型人壽保險（Variable Universal Life），都無法參與保險公司每年的分紅。

3. 保證隨時領錢

儲蓄型人壽保險的現金值是可以隨時領取的，而且領取方式也比較靈活。特別是當您在自己退休之後，您可以從自己保險的賬戶當中領取相應的現金作為自己的退休養老金（詳細請參考下文當中的案例二）。

除此之外，倘若您因為某種原因，例如買房買車、孩子教育支付等，急需用錢，您也可以動用您保險的現金值以解燃眉之急。這便是儲蓄型人壽保險的獨特魅力，您既不用擔心自己投入的資金被鎖死，又可以靈活調用，以備不時之需。

人壽保險豪華升級，私人訂制終生受益——自定終身保險

盡管儲蓄型人壽保險的好處多多，讓人心動，但其實它仍然有缺點，正如它名字的定義: Whole Life，顧名思義就是終身，若要終身理賠，就需要終身支付保費（除非保單累計的紅利足以支付您之後的保費，您才可能停止繳費）。鑒於這一缺點，保險公司推出了儲蓄型人壽保險的豪華升級版——自定終身保險（Custom Whole Life）。這款升級版不但集上述的儲蓄型人壽保險的優點於一身，還擁有以下的優點：

1. 繳費期自定義，且保證繳費期滿之後無需再繳

這款新型的儲蓄型人壽保險就在於它的自定義性和靈活性。保險公司會結合您的實際情況，為您私人訂制、量身打造屬於您的繳費期限，當您繳費期滿之後，便無需再支付保費。

這一特點不同於儲蓄型人壽保險支付期限的冗長與不定性，自定終身保險的繳費期清晰明確，比如十年期的繳費，當您交完第十年之後，便無需再繳費。

2. 保證終身理賠

當您繳付完您的保險之後，不但不用再繳費，而且可以享受到終身的理賠。

3. 現金值累計比儲蓄型人壽保險要快得多

因為是定期定額繳費，盡管比其他類型的保險保費要高，但是它相應的現金值累計增長值比其他同類型的人壽保險要快得多。現金值的利息是複利計算，本金越多，利潤越高，同一時期相比較，自定終身保險的現金值增長最為迅速，您的回報收益也相應會很高。案例分享

案例一（不從保險計劃中領取退休年金）

35歲的王先生考慮到自己及家人的未來，在選擇投資理財產品時，就選定了自定終身保險（Custom Whole Life）。他既不抽煙，也不喝酒，還經常保持鍛煉。但已為人夫為人父的他，深知自己是家中的頂梁柱，必須為自己和家人的未來做長遠打算。於是，他根據自身經濟狀況購買了一份投保$1,000,000的保險，每年繳保費$32,730，選擇保費支付期為11年，共繳$360,030。詳細見下面圖表（圖表可以點擊放大顯示）：

年	岁	每年保费	保证现金值	现金值总额*	[illegible]	身故赔偿总额*
1	36	$32,730	$9,240	$9,240	(71.77)	$1,000,000
2	37	$32,730	$34,280	$35,440	(34.55)	$1,000,000
3	38	$32,730	$60,290	$63,631	(20.17)	$1,005,136
4	39	$32,730	$87,290	$94,198	(12.74)	$1,014,289
5	40	$32,730	$115,310	$126,791	(12.74)	$1,028,535
6	41	$32,730	$144,400	$161,844	(8.39)	$1,045,819
7	42	$32,730	$174,590	$199,479	(3.46)	$1,067,262
8	43	$32,730	$205,900	$239,781	(1.96)	$1,092,739
9	44	$32,730	$238,370	$282,140	(0.86)	$1,122,025
10	45	$32,730	$272,030	$327,268	0.00	$1,152,406
11	46	$32,730	$306,930	$377,865	0.80	$1,186,018
20	55	$0	$409,980	$663,520	4.10	$1,575,979
25	60	$0	$475,560	$878,996	4.51	$1,800,202
30	**65**	$0	**$545,250**	**$1,151,851**	4.72	**$2,055,913**

年	岁	每年保费	保证现金值	现金值总额*	[illegible]	身故赔偿总额*
31	66	$0	$559,300	$1,213,615	4.74	$2,112,519
32	67	$0	$573,430	$1,278,146	4.76	$2,169,881
33	68	$0	$587,680	$1,345,601	4.78	$2,228,948
34	69	$0	$602,060	$1,416,114	4.80	$2,289,682
35	70	$0	$616,610	$1,489,760	4.81	$2,352,114
36	71	$0	$631,260	$1,566,614	4.82	$2,416,049
37	72	$0	$645,990	$1,646,772	4.83	$2,481,725
38	73	$0	$660,570	$1,730,225	4.84	$2, 549,222
39	74	$0	$675,060	$1,817,101	4.84	$2,619,291
40	75	$0	$689,480	$1,907,474	4.85	$2,691,762
41	76	$0	$703,810	$2,001,294	4.85	$2,766,540
44	79	$0	$745,920	$2,303,553	4.84	$3,004,036
49	84	$0	$808,670	$2,874,939	4.81	$3,455,517
50	85	$0	$819,940	$2,999,532	4.80	$3,555,145

註：以上所有表格中的數據均來自紐約人壽2012年版本，僅供参考。

根據上圖所示，在王先生購買並繳清所有保費之後的第30年，也就是他本人65歲的時候，他保險賬戶當中可以動用的現金值就已經達到了$1,151,851，遠遠超過其前期所投入的保險成本$360,030，投資回報率為4.72%。倘若王先生在他85歲的時候過世，他的下一代便可以領取到$3,555,145免稅的身故理賠金。

另外，從上面圖表中我們還可以看到，儲蓄型人壽保險是一項長期的投資，要拿到較好的投資回報率需要時間的積累，所以盡早對自己和家人的將來進行規劃也是非常必要的。顯示）：

案例二（從保險計劃中領取退休金）

假設，案例一中的王先生在他66歲時選擇退休，並且每年從自己購買的自定終身保險（Custom Whole Life）的現金賬戶中領取退休金，每年預估即可領取$65,944，連續領取20年，總共可以領取$1,318,880，那麼他的保單情況具體如下圖表（圖表可點擊放大顯示），括號中的每年保費為領取的現金值：

年	歲	每年保費	保證現金值	目前現金值*	回報率(IRR)%	死亡理賠金*
31	66	($65,944)	$490,059	$1,003,726	4.66	$1,751,120
32	67	($65,944)	$431,486	$985,818	4.68	$1,676,706
33	68	($65,944)	$369,397	$966,988	4.69	$1,604,160
34	69	($65,944)	$303,622	$947,166	4.70	$1,533,222
35	70	($65,944)	$234,009	$926,174	4.71	$1,507,265
36	71	($65,944)	$160,287	$903,794	4.72	$1,479,150
37	72	($65,944)	$82,228	$879,902	4.72	$1,448,701
38	73	($65,944)	$0	$854,438	4.73	$1,415,776
39	74	($65,944)	$0	$827,326	4.73	$1,380,893
40	75	($65,944)	$0	$798,498	4.73	$1,343,781
41	76	($65,944)	$0	$767,807	4.73	$1,304,283
44	79	($65,944)	$0	$662,906	4.73	$1,169,811
49	84	($65,944)	$0	$433,452	4.71	$889,167
50	85	($65,944)	$0	$377,673	4.70	$823,570

王先生領取20年的退休金後，他的保單依舊存在，直到他121高齡。

年	歲	每年保費	保證現金值	目前現金值*	回報率(IRR)%	死亡理賠金*
55	90	$0	$0	$414,761	4.64	$803,396
60	95	$0	$0	$414,905	4.57	$767,929
65	100	$0	$0	$344,102	4.46	$678,455
70	105	$0	$0	$376,015	4.43	$656,952
75	110	$0	$0	$394,058	4.40	$644,056
80	115	$0	$0	$381,040	4.36	$600,783
85	120	$0	$0	$279,119	4.30	$471,297
86	121	$0	$0	$383,048	4.33	$431,941

註：以上所有表格中的數據均來自紐約人壽2012年版本，僅供參考。

從投資理財的角度上來看，不同於股市投資的高風險與儲蓄的低收益，儲蓄型人壽保險（Whole Life)和其升級版自定終身保險（Custom Whole Life）本身是一種穩妥可靠、減少風險的投資工具，使您在投資的同時也為自己和家人買了一份安心與保障。

Owners optimistic as 'Marrwood' gets closer to reality

By Sean McCracken, Stephanie Ricca and Bryan Wroten



REPORT FROM THE U.S.—The near-unanimous approval from shareholders of both Marriott International and Starwood Hotels & Resorts Worldwide was a welcome sign for those who own and operate hotels under those two companies' brands.

Sources said Friday that the deal offers both challenges and opportunities, but the good seems to far outweigh the bad.

"Overall, I think the merger is positive. It has the potential to offer value creation with Marriott Rewards and (Starwood Preferred Guest), OTA negotiations, larger brand options, larger investment in technology and global footprint," said Mary Beth Cutshall, SVP of acquisitions and business development for Atlanta-based Hospitality Ventures Management Group.

Marriott and Starwood announced Friday morning that each company's shareholders approved the deal by a wide margin. For Marriott, 97% of present shareholders voted in favor of deal, which amounts to 0.8 shares of Marriott common stock plus $21 cash for each Starwood share of common stock, while 95% of present Starwood shareholders approved.

The deal isn't a sure thing until it officially closes, but the shareholder vote makes it seem much more likely than a few weeks ago when a consortium led by Beijing-based Anbang Insurance Group seemingly did everything in its power to grab Starwood away from Marriott at the 11th hour.

While the pending merger has plenty of pros, it still creates questions about the future.

"We'll need to see where Marriott takes the company on many levels," Cutshall said. "For example, which brands survive, merge with existing brands or stay as-is; how Marriott handles the situation of competing hotels in markets once they're on the same reservation system, national sales efforts and more."

She said that until the merger is official, it's still "business as usual" for the company, which has 10 Marriott-branded hotels in its portfolio and pipeline. The company owns four Marriott-branded hotels and third-party manages two. The company will third-party manage the four in its pipeline.

The pending deal has had an impact on how the company has looked at potential deals over the last few months as well, Cutshall said.

"We have a couple of deals we are currently in brand discussions on, and the merger has had a bearing on the direction we've taken those conversations," she said. "For example, we've had to look more specifically at the properties within each franchisor's (portfolio) to analyze location and potential impact with various service segments. In addition, we've had to weigh the timing of the merger with the timing of our projects to make sure there's no impact, especially not knowing which brands may survive or not."

Environmental impact is another place Cutshall sees some potentially positive economies of scale.

"I think Marriott has a huge opportunity to make a significant impact on the industry's carbon footprint when it becomes the largest hotel company in the world," she said. "It would be great to see them put an intentional stake in the ground on that front."

What's next

In a news release announcing the shareholder votes, Marriott and Starwood officials said the deal must still clear some regulatory hurdles.

The merger already has passed muster with United States and Canadian pre-merger antitrust reviews, and several other jurisdictions have given the deal the green light, the companies said. But similar approvals must be gained in the European Union and China.

Marriott President and CEO Arne Sorenson said as recently as a week ago that he expects European regulators will give the go ahead because Marriott has relatively few properties in that continent.

Starwood must also complete the spinoff of its timeshare business, which is expected to be completed by 30 April.

Spokespeople for each company did not further clarify the steps remaining between the shareholders vote and closing, which is anticipated for mid-year.

MarrWood promotions

Impressions from a Marriott owner

Hospitality Properties Trust President and COO John Murray said he buys the rationale for the merger as laid out by Sorenson.

Because HPT largely focuses on select-service properties and has roughly 125 Marriott hotels in its portfolio, Murray said the loyalty implications from the deal work out in his company's favor.

"SPG members haven't had access to the depth of select-service hotels they'll have now," he said. "That will be beneficial to HPT because we own a lot of Courtyards. We're definitely optimistic about that."

Murray said one of the more long-term concerns could be how certain brands interact with each other now that they're all under one umbrella. But he said that is a relatively small risk to his business.

"If there's a concern out there, it's (brand overlap)," Murray said. "I'm certainly hopeful Marriott isn't going to build Alofts right next to Courtyards and Elements right next to Residence Inns. But I certainly don't think that's going to happen."

He said Marriott still has a mountain to climb in making Starwood's brands, particularly Sheraton, more appealing to developers. But the power of Marriott's machine could make some of Starwood's brands better investments eventually.

"I think the W hotels have been successful," Murray said. "And if Aloft and Element become more economical to develop then they would be more attractive and easier for owners to make money."

He also believes the merger will make the new company much more competitive when it comes to technology issues and online-travel-agency negotiations.

"In this day and age, it's very challenging to develop the amount of resources you need to IT matters," Murray said. "I think the combination of Starwood and Marriott provides a scale that enables them to better negotiate with OTAs and to spread costs for technology opportunities."

Impressions from a Starwood owner

At this point, Pebblebrook Hotel Trust is taking a wait-and-see approach, said Raymond Martz, EVP and CFO at the real estate investment trust. It's tough to say where things will go for his company, which owns a number of Starwood-branded properties and one Marriott Autograph Collection hotel. But executives at the REIT believe the merger will have a positive effect on their business.

Martz said Pebblebrook has enjoyed a good relationship with Starwood. He said the company has been responsive, a great partner, and creative and flexible.

"I have nothing but good things to say about working with them," Martz said.

It's because of that good working relationship that Martz and his Pebblebrook colleagues hope the merger doesn't change operations much. But he is optimistic based on the positive things he has heard about Marriott and Sorenson.

"Sorenson has done a great job with the corporate culture in Marriott and making them a good group to work with," he said.

Pebblebrook owns some Westin- and W-branded properties, which he said are the REIT's immediate concerns. The W brand does seem more autonomous because Marriott doesn't have anything like it, Martz said.

Though his company doesn't own any Sheraton hotels, Martz believes Sheraton-branded properties could represent an opportunity for growth under Marriott. The Sheraton brand has been an underperformer, but he's not blaming Starwood for that. He said the brand has been a "red-headed stepchild" for about 20 years.

While Pebblebrook experienced a similar situation a little more than a year ago when InterContinental Hotel Group bought Kimpton Hotels & Restaurants, Martz said he doesn't expect this merger to have the same surprises or changes. The players in the two acquisitions are different, he said.

For the industry, the merger will allow for stronger negotiation leverage with all the OTAs as well as other business intermediaries, Martz said.

"You'll have two large operators who can negotiate with a strong hand with the OTAs, and that's today's OTAs and tomorrow's OTAs," he said. "Today's are Expedia and Booking.com. Tomorrow's are Google and Apple"



Hotel execs say new overtime rule could hurt employees

本刊編輯部

Hotel company executives worry the U.S. Department of Labor's new overtime rule will have the opposite of the federal government's intended

REPORT FROM THE U.S.—Some hotel executives believe new federal overtime rules from the U.S. Department of Labor designed to grow wages and increase employment will hurt bothemployers and employees.

The main thrust of the new overtime rule is the increase in the white-collar salary threshold required to deem employees exempt from overtime pay. That threshold jumps from $23,660 to $47,476 a year starting 1 December.

"We think it's a bad move," said Woody Montgomery, EVP of human resources at PM Hotel Group. "There are certainly good intentions on the part of the Department of Labor and the Obama administration, but from our perspective, it's a significant increase."

Unintended consequences

Montgomery believes the new rules will force hoteliers to rethink staffing levels. The ambitious employees who try demonstrate skills and a willingness to go above and beyond to get the job done have a new restriction on them, he said.

Higher costs could drive companies to possibly end some of the benefits offered to management staff, such as free life insurance and quicker and better vacation entitlement.

"We can come up with options and make decisions whether they give us 90 days or six months," Montgomery said. "We want something that really keeps our associates in mind. Any choice we make will have adverse effects on that group of people."

Marshall Hotels & Resorts might decide to increase an employee's salary above the threshold, according to President and CEO Mike Marshall, but he said that would mean the employee would take on a heavier workload while the company eliminated lower-level positions. Another option would be to hire two people to do the same job for $10 an hour, he said.



"That increases the workforce, but it's at $10 an hour," Marshall said. "They're not going to have any excess money."

The new overtime regulation will require hoteliers to determine the overall impact it has on their companies, said Michael Doyle, managing director and EVP at CHMWarnick. One of the first steps will be to determine whether managers will make less than they currently make now in order to avoid overtime, he said.

"Another approach would be to see if the management position is even necessary," Doyle said. "Can the work be done by other managers or the currently hourly supervisor positions?"

This process will require a property-by-property review, he said, and will require an in-depth look. "We do expect somewhat of an impact in our business and how we structure management teams," he said.

Finding another way

As the higher threshold is a significant change to impose on businesses, the new rule isn't good for the hospitality industry, Montgomery said. He hopes organized opposition could lead to something a little more reasonable.

"If they believe it is absolutely the right thing to do, the 100% increase of the threshold, I think anyone would categorize it as a radical change in six months to get ready for," he said.

While his company will follow the law, Montgomery said there needs to be a financial impact study conducted on the change. The Department of Labor did not do such a study.



Marshall said he would have preferred to see a tiered approach that takes the different cost-of-living expenses based on different geographic locations. Someone receiving $40,000 in Salisbury, Maryland, is making well above the median income, he said, while that same person would receive $60,000 in Manhattan.

"The biggest problem with this ruling is it does not take into effect the cost of living per market or part of the country," Marshall said.

While the government factored in an employee's pay when determining the new overtime rule, Doyle said, it ignored the other factors, such as strong benefit packages, provided uniforms, meals and other benefits. There's more to an employee's compensation than pay alone, he said.

"It's unfortunate they don't factor in the other parts of the total compensation package when they think of these types of regulations," he said. "I would like to see them consider those in the future."

What the rule means

Many of those salaried employees who work at the mid-management level and have long hours will become eligible for overtime, said Andria Ryan, partner at Fisher & Phillips. Employers now have to decide who they will pay more to pass the threshold and those who will remain eligible for overtime, she said.

The new rule did not make any changes to the duties test, which determines what type of employee is exempt from overtime based on job responsibilities, such as having a supervisory role over other employees.

Hotel employers will need to determine if they can modify their pay plans and working hours, Ryan said. A client recently spoke with her about flex time for certain groups of employees, like sales managers, she said, that would keep them eligible for overtime but allow them to work from noon to 8 p.m.—when they might have more job responsibilities—than the typical 8:30 a.m. to 5:30 p.m. shift.

There are a number of creative pay plans out there, Ryan said, but a number of them receive strict scrutiny from the Department of Labor. Others aren't accepted at all, she said, so it's important employers fully vet any pay plan they want to use.

"Wage and hour (court) cases are dangerous," Ryan said. "When you're doing it wrong, it's not just with one person. If you get it wrong with one, you're likely getting it wrong with many. That makes them ripe for the challenge."

Ryan also recommended developing a communication plan for employers to get out in front of the federal government's announcement. Employees will hear about this and could think they will get a raise starting 1 December, she said.

As employers ready themselves to roll out new pay plans, Ryan said there will be two groups of employees: those who have to clock in and out and keep time records and the supervisors who are now managing people who were previously exempt and didn't have to worry about overtime. Training is necessary for both groups.

"You have an assistant restaurant manager working 60 to 70 hours a week at peak times now overtime eligible," she said. "The manager has to pay more attention to an employee they never had to worry 2016"

I think this is long overdue and we should calm down to figure out the right thing to do. The news was just recently released and everyone is already "predicting" what will happen. We need to take the time, assess, and move forward.



恒豐銀行介紹









恒豐銀行創立于1998年,是美國華資銀行,為聯邦存款保險公司成員(FDIC)，總行位於德州休士頓市百利大道9999號，8號公路和百利大道交界的東南角, 休士頓最為繁華的中國城。

恒豐銀行總行設立在自地自建之12層恆豐大樓內。 總行使用該大樓1-3樓做為營業用,12樓為大會議室,社區服務中心,員工健身房及餐廳,另有5-6樓為將來業務拓展擴張時使用,恒豐大樓已成為休士頓華埠之新地標。

自1998年從成立至今,在過去十八年的辛勤耕耘下,恒豐銀行從最初開創時的1仟5佰萬資產,38名員工,已成長為總資產12億4千萬,擁有超過200名員工的專業團隊，除總行外,在休士頓地區有4家分行,在達拉斯地區有7家分行,另在內華達州有3家分行, 總行，分行共有15家。 2016年8月前將在加州開設阿罕布拉分行及工業市分行, 目前工業市的loan production office已在營業中, 並計劃在紐奧良開設新分行。

恆豐銀行擁有十四位經驗豐富，學養俱佳的董事會成員、他們對各行各業的了解及經驗有助於銀行管理階層釐訂各種有關銀行的決策及計劃。

董事會成員包括吳文龍先生(董事長)、高成淵先生(副董事長)、張瑞生先生（副董事長）、張永男先生(總裁)、曾水福先生、錢武安先生、孫定藩先生、陳文輝先生、鄭傳海先生、洪瓊惠女士、陳文全先生, 莊興華先生, Mr. Ali Lakhany, Mr. Ronnie Miller。 董事會肩負著整個銀行經營的責任，包括內部管理控制並遵守政府各項法規以及對所有投資者、顧客、社會大眾、及銀行行員謀求最大的利益為職志。

在過去18年的經營歷程中,恒豐銀行始終秉持「誠信為本,專精為責」的企業精神,堅持以心服務,服務致心的原則,服務于廣大客戶。 同時,恒豐銀行深耕于亞裔社區,積極支持亞裔社區所舉辦的一切有意義的活動, 盡心盡力的服務于亞裔族群, 為亞裔社區建設做出了突出的貢獻。

EMCA Energy Management Consultant Alliance



能源管理救地球

能源危機

自17世紀工業革命以來,人們為了讓蓬勃經濟發展和提升生活便利性,不斷消耗地球的資源,尤其是煤礦,石油與天然氣。 我們也一直不斷的擴建發電廠 以生產更多的電力供應公共建設與提升產值。 但從幾次能源危機發生之後, 人們開始發覺地球的資源是有限的。這幾十年來我們持續消耗石化能源, 導致供需不平衡。不只是油電價格飆漲影響民生生計, 長期排放大量溫室氣體(二氧化碳及其他有害物質)也嚴重影響地球大氣層。 導致地球氣候變遷與全球暖化。 這些長期發展工業與經濟的副作用已經成為荼毒地球的最主要原因。人類生命受到威脅, 在地球上所有的生物也因為我們的自私,漸漸走入絕種的危機。我們的地球已經生病了,溫室效應讓地球的發燒程度愈來愈嚴重。如何發展替代性綠色能源讓地球降溫 將是我們21世紀人類最大的課題。

綠色能源救地球

近幾年來各國為了減少溫室排放降低地球溫度, 已漸漸推廣綠色能源知識語採取實質行動。希望所有在地球上的人們加入救地球的活動。在政策上, 各工業國也紛紛簽定條款承諾降低二氧化碳(CO2)的排放量。 例如2005年生效的「京都議定書」(Kyoto Protocol),即要求工業國家於2008至2012年內,相對於1990年的水準,需平均減少5.2%的溫室氣體排放。「歐盟氣候與能源套案」(climate-energy legislative package)亦要求會員國於2020年時,其二氧化碳排放量需較1990年減少20%,再生能源需佔能源總需求量20%。美國則承諾2020年的碳排放量較2005年少17%,再生能源在2012年佔電力供應量10%。

大致上節能產業分為兩種: **“開源”** 與 **“節流”** 。「開源」指的是再生能源的推廣與建設。例如太陽能板發電, 風力發電、生質能、燃料電池、地熱、海洋能等...,目標是利用無汙染資源生產出足夠的電源供應產業與一般大眾的需求。「節流」指的是應用低耗能高效能的產品在不同產業上, 例如照明、交通運輸、綠建築、省電器具、冷凍空調等... 。 前者依賴政府與企業的推廣建設,後者則一般大眾可簡易取得及更換。

尤其是在**照明方面**,世界各國除致力發展相關技術、製造低耗能產品之外,同時也進行宣導,並實施禁用白熾燈,贊助或推動相關產業研發投資、補貼等措施,鼓勵社會大眾購買LED燈及節能家電以推廣節能意識。

以美國為例,統計數據顯示每年**照明消耗電能約佔所有電力消耗的40%** (Reference : Environmental Protection Agency)。 因此可以發現我們所使用的電力接近一半浪費在許多老舊的照明系統上, 例如: 白熾燈(Incandescent),鹵素燈(Halogen), 金鹵燈 (Metal Halide) , 螢光燈(Fluorescent)與其他傳統燈泡上。這些傳統燈泡不只單一消耗自身電力, 炙熱的表面溫度也迫使冷氣增加運轉功率,消耗更多的電力。

節能燈的應用

目前市面上節能燈產品大概分為兩種: 第一是大家都很熟悉的"LED"，第二則是 "Induction" (無極燈) 。這兩種產品各有優缺點 ，但一般大眾可能都只專注在LED上的應用而忽略Induction(無極燈)的存在。其實這兩項科技都可以為您的荷包省下大把的鈔票與提升您企業的照明品質，關鍵只在如何的去應用這兩項照明系統。

以下我們就將LED與Induction簡單做個比較:

	壽命	光效	瞳孔流明	光衰	啟動時間	閃爍	眩光	汞	體積
LED	50,000 小時	80-90流明	130-150流明	5%@2000小時	立即	無	有	無	小
Induction	100,000 小時	80-100流明	75-120流明	5%@2000小時	立即	無	無	固態汞可回收不影響環境	大

從上圖我們可以簡單得知, 這兩項照明科技都各具其優勢。無極燈的最大優勢則是在大功率(高瓦數)上的應用如廠房與路燈，因為照明角度廣於LED而且無任何眩光。 LED因光源屬於方向性，須考慮光學設計，許多市面上的產品有亮度卻缺少了照度，所以LED在應用上適合用於小功率的環境下例如住宅，辦公室等室內環境。

在節能方面LED與Induction 都可替您的荷包省下50%-70%電費。以下是節能燈與傳統燈泡的電費比較:

	瓦特數		每日運作小時		每年天數		每度平均電費		每年電費
原本金鹵燈	1000W	x	12	x	300	÷ 1000 X	$0.15	=	$540
無極燈	**500W**	**x**	**12**	**x**	**300**	**÷ 1000 X**	**$0.15**	=	**$270**

每年每盞燈省下: **$270**

	瓦特數		每日運作小時		每年天數		每度平均電費		每年電費
原本日光燈	40W	x	12	x	300	÷ 1000 X	$0.15	=	$21.6
LED T8	**18W**	**x**	**12**	**x**	**300**	**÷ 1000 X**	**$0.15**	=	**$9.72**

每年每支燈省下: **$11.88**　　假設共安裝1000支　　每年可省下:**$11,880**

EMCA (Energy Management Consultant Alliance) 秉持著追求完美的精神,我們的服務項目概括 Induction & LED產品供應,照明應用諮詢, 照明能源審查及計算, 當地電力公司照明退款諮詢。為您的企業提供最有效率的照明能源管理服務並達到節能減碳"零"汙染。

如果您有 Warehouse (倉儲), Commercial Building (商業辦公大樓),Parking Lot(停車場), Shopping Center (購物商場), Hotel/Motel (旅館),Gas Station (加油站) 與 Restaurant (餐廳)。

以下是我們的連絡資料，立即跟我們連絡可幫您的企業省下大把的經費,
並提供良好的照明環境：

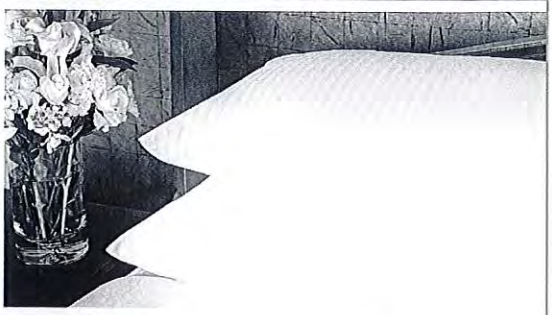
聯絡人: **Joway Chen**(中文/English) ; (925)-357-5571
Mike Cho (English) ; (310)-780-8858

Make Energy Usage more
Energy Management
Consultant Alliance

RED LION
HOTELS
CORPORATION

GROWING IN EVERY DIRECTION







At RLHC, we're bullish on growth. Giving travelers and developers more options is what we're all about and our strategy is paying off. With a growing portfolio of successful properties, new hotel concepts set to launch and powerful acquisitions, we're poised for sustained success across the nation.

Now is the time to get in on the movement.

To learn more, contact Lodging Development at 855.303.3353 or visit franchise.redlion.com

RED LION
HOTELS
CORPORATION

YVONNE CHAN INSURANCE AGENCY, INC.



精於

大小酒店，工商大樓，
房地產，餐館及超級市場。

BUSINESS SOLUTION:

企業繼承準備，
掌控商業風險，
企業債務清盤，
合夥人及主管保障險，
勞工保險及公司福利計劃。

84年 服務社會

汽車、房屋、商業
勞工、醫療、人壽
退休金及教育基金

Yvonne Chan
Lic.# 0D57735, 0D58793

經驗豐富・專業盡職・歡迎来電

FARMERS INSURANCE GROUP — Gets you back where you belong.
PacifiCare · Anthem · BRISTOL WEST INSURANCE GROUP
Aetna · FOREMOST INSURANCE GROUP
Blue Shield of California
ZURICH · 21st Century INSURANCE
MDRT "MILLION DOLLAR ROUND TABLE"
SURITY BOND · FIDELITY BOND

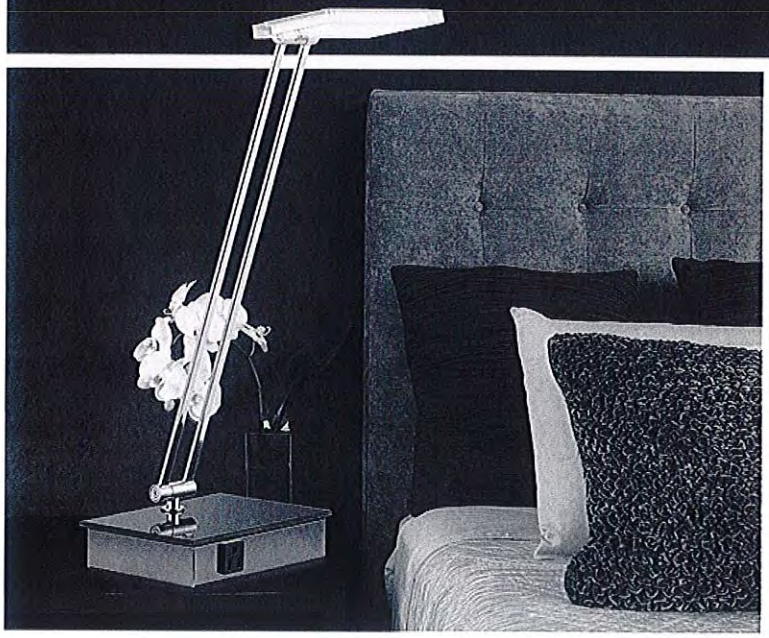
©COPY 2012

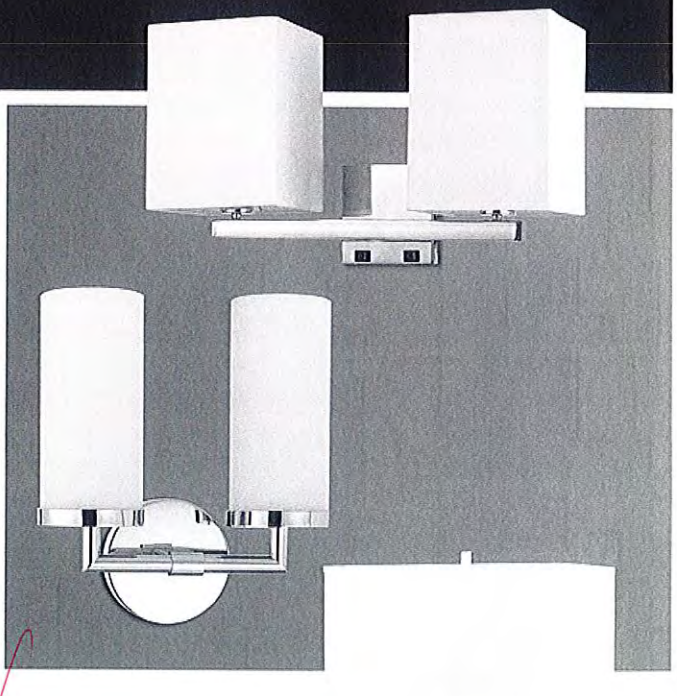
精通國、粵語 **714-575-0088** Fax: 714-575-0044

1200 N. Jefferson St. Suite P, Anaheim, CA 92807 (近 57, 91, 55, 22 & 5 FWY)

Lighting & Accessories

本公司專營商業、旅館等燈飾進口，並可專業為您量身訂做所需要的款式，種類繁多，歡迎蒞臨敝公司商品陳列室參觀指教.

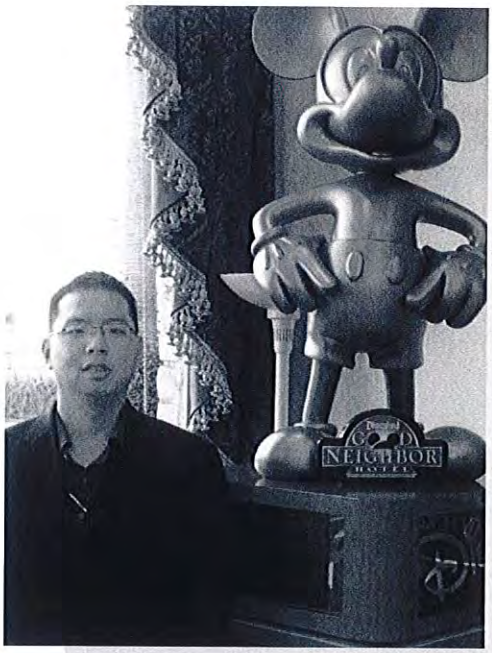






Address: 3625 E. Philadelphia St. Ontario, CA 91761 Tel: 800.321.6677 Fax: 800.814.4946
Website: www.calighting.com E-mail: charles@calighting.com Attn: Mike or Charles

SUPER 8 - Anaheim









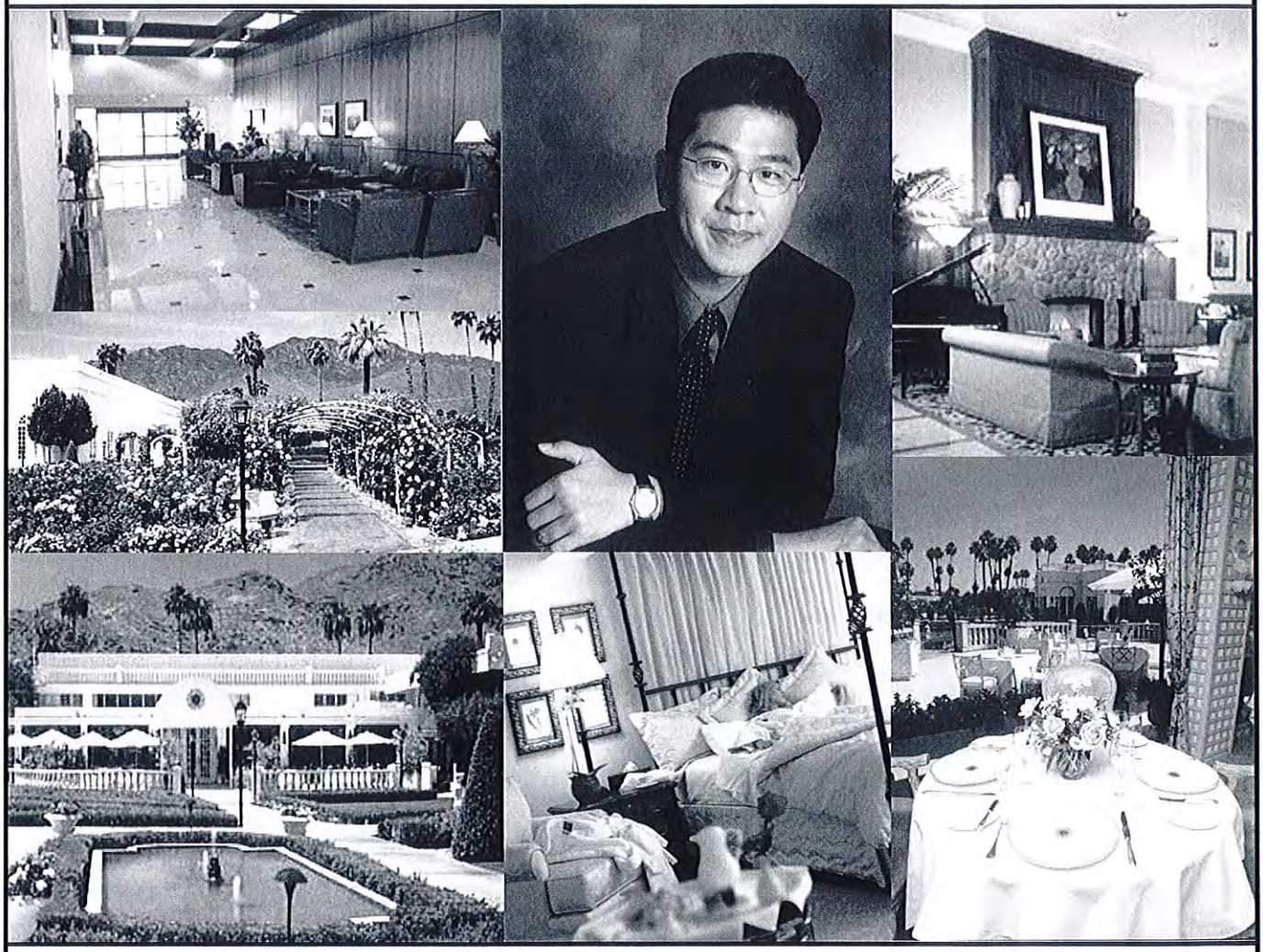
Super 8 Motel - Anaheim/Near Disneyland
915 S. Disneyland Dr. Anaheim, CA, 92801
Tel: 714-778-0350, Fax: 714-778-3878

ATLAS HOSPITALITY GROUP

The Market Leader in California Hotel Sales

加州專業旅館地產公司

領導加州市場交易　　開拓旅館投資商機



多年來我們以專業的知識與誠摯的服務，成為加州旅館銷售同業之最。

我們將秉持著一貫的作風，竭誠為加州華人業主服務。

詳情請洽華裔經理/南加州旅館業同業公會　Wilson Wang　汪蔚興

1901 Main Street, Suite 175 • Irvine, CA 92614

Telephone: 949.622.3400 Ext. 402 • Fax: 949.622.3410

Web: www.atlashospitality.com　　Email: wilson@atlashospitality.com

Atlas
HOSPITALITY GROUP



攜手大通 邁向成功

Your Path to Success

First General Bank
大 通 銀 行

Headquarter
1744 S. Nogales St.
Rowland Hts, CA 91748
Tel: 626-820-1099
Fax: 626-820-1399

Irvine
5404-C Walnut Ave.
Irvine, CA 92604
Tel: 949-769-8888
Fax: 949-769-8885

Administration Office
1725 S. Nogales St., Suite 100&101
Rowland Hts, CA 91748
Tel: 626-363-8878
Fax: 626-363-8885

Rowland Heights
1744 S. Nogales St.
Rowland Hts, CA 91748
Tel: 626-820-1234
Fax: 626-820-1299

Arcadia
1127 S. Baldwin Ave.
Arcadia, CA 91007
Tel: 626-461-0288
Fax: 626-461-0299

San Gabriel
801 E. Valley Blvd. #103
San Gabriel, CA 91776
Tel: 626-288-9288
Fax: 626-280-1300

WWW.FGBUSA.COM

EQUAL HOUSING LENDER Member FDIC

BRIGHTON MANAGEMENT



I would like to thank the Taiwanese Hotel and Motel Association of Southern California on fostering growth and collaboration among the Taiwanese hotel community for the past 40 years.

Congratulations on this milestone and best wishes for a bright future!

Joseph Fan
President
Brighton Management







BRIGHTON MANAGEMENT



ABOUT US

Brighton Management is a leading asset management company with a history of unmatched innovation, service and success for hotels, apartments and shopping centers throughout the United States. We continuingly set the standards for integrity, quality and consistency through a "hands-on" style of management. Brighton Management was founded with the purpose of creating properties that not only exceed budget performance goals, but also surpass the expectations of our clients. We focus on a wide-scope of management services ranging from property development to revenue optimization.

Brighton Management is a preferred hotel management company for major hotel chains, such as IHG, Marriott, Hilton, Wyndham, and Starwood. With over twenty years of experience in the hospitality industry, we are always committed to building a strong relationship with hotel owners, franchisors, employees and guests.

Since its inception in 1994, Brighton Management has become one of the most recognizable leaders in the hotel management industry, with a portfolio of over 40 hotels. Brighton Management works closely with our clients to provide an engaging and supportive working environment; we train and evaluate hotel managers, coordinate ownership transitions, and ultimately improve the financial status and bottom line of all our properties.

Marriott

HILTON WORLDWIDE

WYNDHAM HOTEL GROUP

IHG InterContinental Hotels Group

starwood Hotels and Resorts

OUR AWARDS

Brighton Management has held fast to a core set of values that have shaped how we've operated, grown and prospered. We believe in delivering excellence. The awards we received for our hotels are not only compliment for the past, but also motivation for the future.

- J. Willard Marriott Award of Excellence
- Nomination for Alice S. Marriott Award
- SPG Member Favorite Hotels & Resorts
- IHG Newcomer Award
- IHG Quality Excellence Award
- IHG Torchbearer Award







OUR SPONSORSHIP

Brighton Management believes very strongly about giving back to the community and helping people have a healthier and brighter future.

Charities we sponsor include: The McKinley Children's Center, Special Olympics Southern California, Give Kids the World Village, Children's Miracle Network Hospitals, Boys & Girls Club, St. Baldricks, Union Rescue Mission and the American Red Cross.

BOYS & GIRLS CLUBS OF AMERICA

Children's Miracle Network Hospitals

Give Kids the World Village

McKINLEY CHILDREN'S

American Red Cross

Special Olympics Southern California

St. Baldrick's

Union Rescue Mission

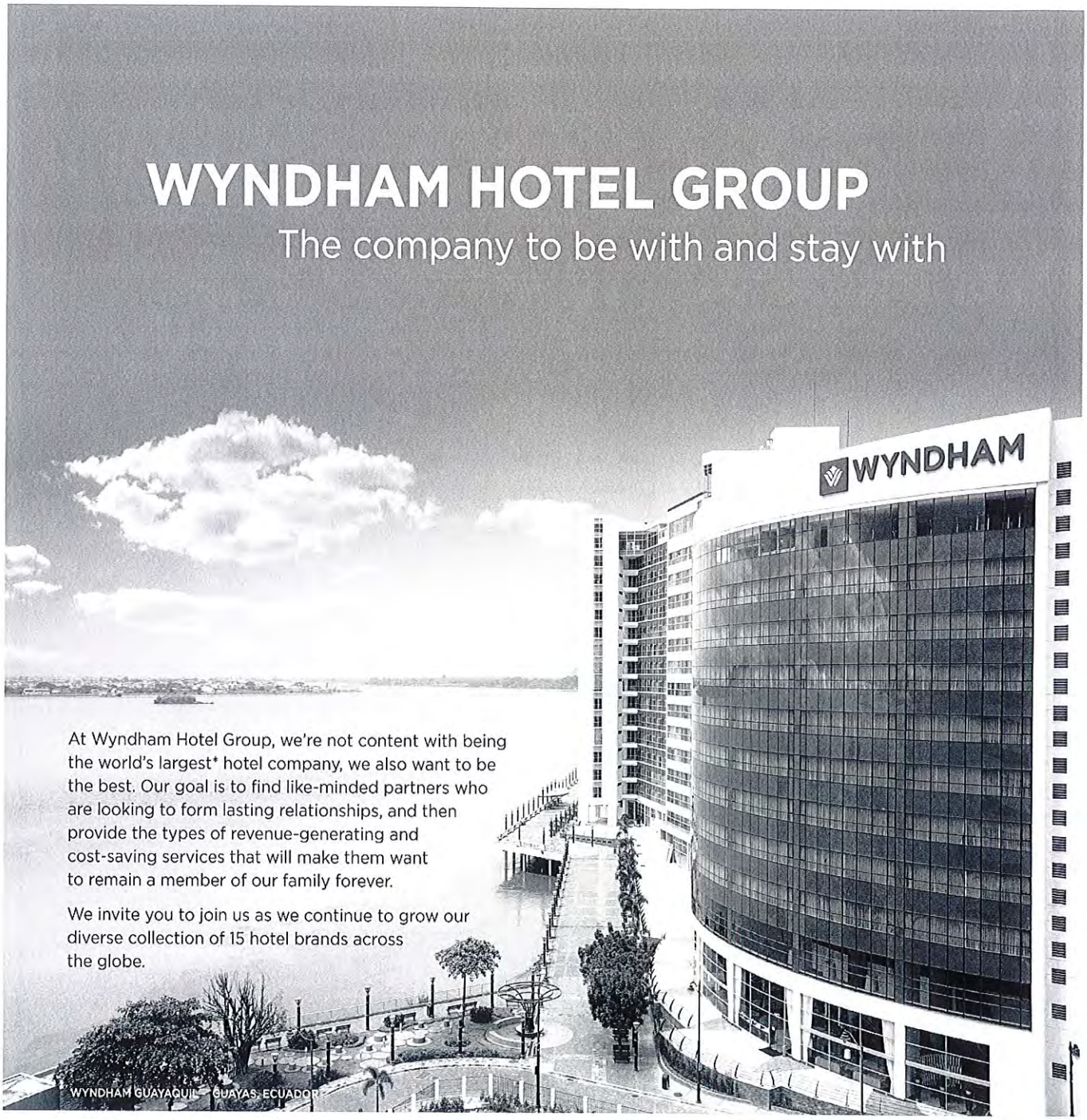





BRIGHTON MANAGEMENT

WYNDHAM HOTEL GROUP

The company to be with and stay with



WYNDHAM GUAYAQUIL – GUAYAS, ECUADOR

At Wyndham Hotel Group, we're not content with being the world's largest* hotel company, we also want to be the best. Our goal is to find like-minded partners who are looking to form lasting relationships, and then provide the types of revenue-generating and cost-saving services that will make them want to remain a member of our family forever.

We invite you to join us as we continue to grow our diverse collection of 15 hotel brands across the globe.

To learn more, call 800-758-8999 or visit www.whgdevelopment.com

WYNDHAM
HOTEL GROUP

WYNDHAM HOTELS AND RESORTS · WYNDHAM GRAND HOTELS AND RESORTS · WYNDHAM GARDEN HOTELS · TRYP BY WYNDHAM · WINGATE BY WYNDHAM · HAWTHORN SUITES BY WYNDHAM · MICROTEL BY WYNDHAM

DREAM HOTELS · planet hollywood · RAMADA WORLDWIDE · NIGHT · BAYMONT INN & SUITES · Days Inn · Super 8 · Howard Johnson · Travelodge · Knights Inn

*Based on number of hotels.

Offering by prospectus only. Wyndham Hotel Group, LLC., 22 Sylvan Way, Parsippany, NJ. 07054, 973-753-6600. ©2014 Wyndham Hotel Group, LLC. All rights reserved. All hotels are either franchised by the company, or owned and/or managed by Wyndham Hotel Management, Inc. or one of its affiliates.

廖彬淳保險理財中心

為什麼廖彬淳的顧客總會主動介紹朋友給他？

因為他不僅專業，而且很用心。

廖彬淳(Benson Liao)在保險、投資方面擁有多年的純熟經驗，並且連續榮獲多項大獎肯定。然而最令廖彬淳引以為傲的並不在於得獎的光芒，而是真心贏得每一位客戶的信賴與友誼。這樣的熱忱與用心，讓顧客肯定的口碑成了他最好的宣傳。如果您對保險、投資方面有任何需求，歡迎來電跟廖彬淳聊聊。

我們代理各大保險公司

Proud to Offer NEW YORK LIFE · MetLife · MassMutual · Prudential · GUARDIAN · AXA EQUITABLE · TRANSAMERICA · VOYA · Nationwide On Your Side · John Hancock · Lincoln Financial Group · AGLA



廖彬淳

Benson Liao, MBA

Agent of New York Life Insurance Company
Registered Representative of NYLIFE Securities LLC
Member of FINRA & SIPC, A Licenced Insurance Agency



CA Insurance Lic.#0B11311

* 加州大學商學碩士
* 百萬圓桌終身會員獎
* 2015 百萬圓桌頂尖會員獎
* 2015 NAIFA全國品質獎
* 2015 紐約人壽最高銷售業績獎

服務項目	人壽保險	健康保險
固定及浮動#緩稅年金	長期護理保險	共同基金#
退休金計劃(IRA、SEP、401k)	529教育基金計劃#	遺產規劃

Offered through NYLIFE Securities LLC (member FINRA/SIPC, a licensed insurance agency).

The Million Dollar Round Table, The Premiere Association of Financial Professionals, is Recognized globally as the standard of excellence for life insurance sales performance in the insurance and financial services industry. Benson Liao Insurance and Financial Center is not owned or operated by NYLIFE Securities LLC or its affiliates. All the offering documents (policies, contracts, etc) will be provided in English only. In the event of a dispute, the provision in the policies and contracts will prevail. 所有保單，合約等文件僅提供英文版本。如有爭議，一律以保單和合同中的條款為准。



626-912-0688

17506 Colima Rd.,#200, Rowland Heights, CA 91748

www.bensonliao.com



949-999-8989

980 Roosevelt, #200, Irvine, CA 92620

www.bensonliao.com

©COPYRIGHT 2016

EVA AIR | A STAR ALLIANCE MEMBER

全球網站 (繁體中文) | 音樂 開啟

我的最愛 | 網站導覽 | 行動方案 | 與我聯絡

搜尋...

超值優惠 | 時刻表與航線 | 購票與行程管理 | 報到、行李與機場服務 | 飛行體驗 | 無限萬哩遊



長榮航空網路購票

上網立即購票，輕鬆連結全球

網路選位

網路報到

網路選餐

免稅品預購

Available on the App Store

Google play

www.evaair.com

還有手機服務喔

DOWNTOWN AND DOWNTIME

Whether you desire world-class cultural attractions, top-notch dining or a blissful night of sleep in our Heavenly® Bed, you'll find it all here at The Westin Bonaventure Hotel and Suites.

FOR MORE INFORMATION OR TO MAKE A RESERVATION, VISIT THEBONAVENTURE.COM OR CALL 213-624-1000



THE WESTIN
BONAVENTURE
HOTEL & SUITES
LOS ANGELES

spg® Starwood Preferred Guest

©2011-2014 Starwood Hotels & Resorts Worldwide, Inc. All Rights Reserved. Preferred Guest, SPG, Westin and their logos are the trademarks of Starwood Hotels & Resorts Worldwide, Inc., or its affiliates. For full terms & conditions visit thebonaventure.com



The newest China Airlines 777-300ER fleet is reflective of traditional design infused with modern Asian artistry for exceptional comfort and relaxation on a memorable journey.

- **Premium Business Class:** 180° full-flat bed, access to Sky Lounge and 18" personal entertainment panel.
- **Premium Economy Class:** Personal space, enhanced privacy and industry leading 12.1" entertainment panel.
- **Family Couch:** Transforms 3 economy seats into the comfort of a flat bed.
- : A social chat function for sharing movies, music and messaging with other passengers.
- : Wi-Fi onboard service is available for smart phones, tablets and laptops.
  *Price may vary depending on the duration of Wi-Fi selected.

For more details

Reservations: 1-800-227-5118 | www.china-airlines.com

CHINA AIRLINES

Marriott®

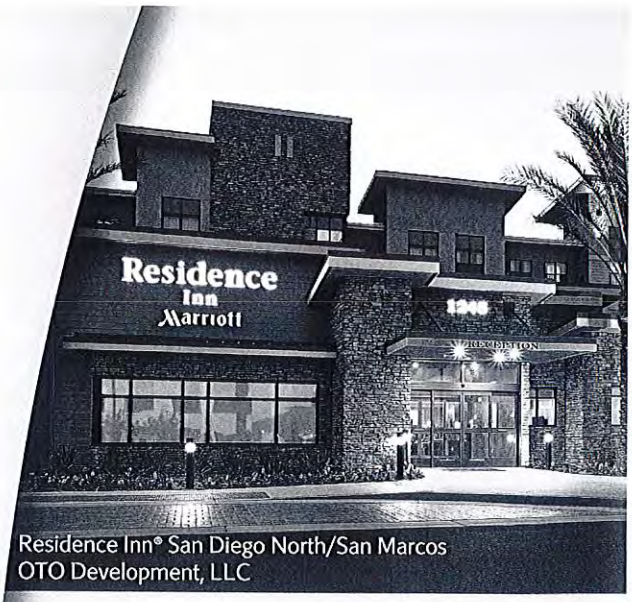
A World of Opportunity
世界的機會

With the most powerful brand portfolio in the world, Marriott sets the bar for the hospitality industry. Our relentless focus on innovation and action fuels the way we do business. Intuitive, innovative designs and thoughtful service touches deliver exceptional customer experiences, while world class reservations channels and rewards programs provide strong investment opportunities for our owners.

With more than 3,800 properties worldwide and the broadest portfolio in lodging, Marriott is the right choice for travelers and the right choice for your next project.

To learn more, visit MarriottDevelopment.com or call 301-380-6066.

BVLGARI HOTELS & RESORTS
THE RITZ-CARLTON®
JW MARRIOTT.
EDITION
AUTOGRAPH COLLECTION® HOTELS
RENAISSANCE® HOTELS
AC HOTELS MARRIOTT
Marriott. HOTELS & RESORTS
COURTYARD® Marriott.
SPRINGHILL SUITES® Marriott.
FAIRFIELD INN & SUITES® Marriott.
Residence Inn® Marriott.
TownePlace SUITES® Marriott.
GAYLORD HOTELS®



Residence Inn® San Diego North/San Marcos
OTO Development, LLC


Courtyard® San Diego Oceanside
Apple Hospitality


Fairfield Inn & Suites® Los Angeles West Covina
Brighton Management, LLC



關鍵時刻 錢進旅館

30年旅館投資經驗 掌握最新市場先機
專業完整交易服務 親切效率誠信為本







VIC 金龍旅館實業公司
INN-TERNATIONAL



Phone 323-268-8886 Fax 323-268-6188
www.vicinn7.com gwang@vicinn7.com
1455 Monterey Pass Rd., Suite 201
Monterey Park, CA 91754
華人最專業 汪俊宇

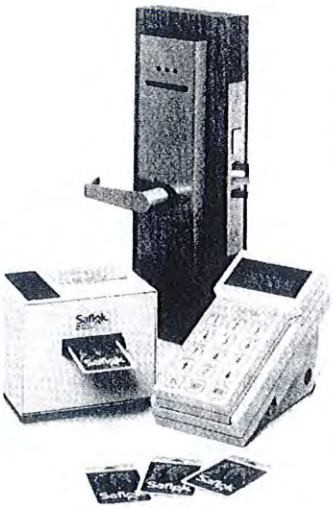
華美電子鎖公司

Royal Electronic Lock & Supply, Inc

1538 E. Lincoln Ave. Anaheim, CA 92805

Locksmith Lincese No.: LC 04215



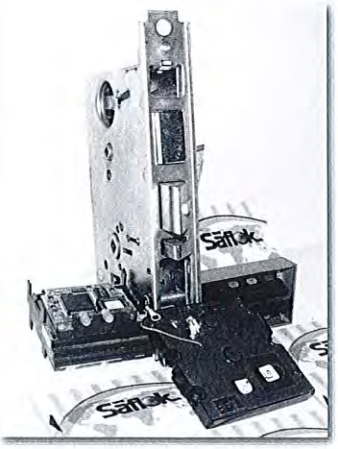


本公司獨家代理
SAFLOK LOCK電腦鎖
SAFLOK LOCK是所有
聯鎖旅館指定廠牌。

SAFLOK LOCK
任何相關零件
皆有銷售







進口電子鎖
磁卡
IC卡
感應卡 (RFID)
密碼鎖

$95 up + Tax + Labor

旅館客房專用保險櫃、機械鎖

提供安裝、維修、售後服務及鎖、零件供應！

國 語 電話：714.883.8000 Peter Cheng

English Tel： 714.706.2615 David Cheng

CHTGlocal G4

4G 「雲SIM」 WIFI 分享器

從此同SIM卡講 ByeBye!



- 免 SIM 卡
- 100+國家通用
- 真正 4G 體驗
- 15 小時續航
- 收費靈活

企業專屬優惠方案

企業管理平台

企業數據分享

CHTG Mobility

@CHTGMobility

mobility@chtglobal.com | +1-888-998-1898 | www.chtglobalmobility.com

CHTGLOBAL MOBILITY

Get comfortable.®





STAYBRIDGE SUITES

Our Features

- Daily Complimentary Breakfast
- Complimentary High-Speed Internet Throughout the Hotel
- Full In-room Kitchens
- Health/Fitness Center
- Full Service Business Center With Complimentary Copying / Printing
- 24 Hour Convenience Store
- Complimentary Self-Serve Laundry
- Outdoor Swimming Pool
- Sports Court
- Barbecue Grill

Come and Stay at The Staybridge Suites Irvine East/Lake Forest we are conveniently located near the Irvine Spectrum, Foothill Ranch/Lake Forest, Mission Viejo and Rancho Santa Margarita business communities. The hotel is easily accessible by Highways 5 & 405, the 241 toll road, and we are just 14 miles from Santa Ana/Orange County-John Wayne Airport (SNA).

Keep us in mind for your upcoming Special Event
Our Weekend Rates Starting at: $99!!!

Call to reserve your group block

If you book 10 rooms or more, we will offer you a complimentary meeting room for you and your guest to have an exclusive breakfast together!



*These rates are subject to availability and can be changed at any time prior to booking.

For reservations please contact Gloria Wu at 949-302-7708
2 Orchard, Lake Forest, CA 92630 TEL: 949-462-9500

American First National Bank
恆豐銀行

以心服務・服務至心

分行遍佈

休士頓地區
總行
休士頓分行
糖城分行
好運分行
春枝分行
凱蒂分行

達拉斯地區
理察遜分行
賀立漢分行
布蘭諾分行-1
卡羅頓分行
布蘭諾分行-2
阿靈頓分行
嘉倫分行

內華達地區
拉斯維加斯分行
阿瑪戈沙谷分行
百藍坡分行

加利福尼亞地區
阿罕布拉分行
工業市分行

路易斯安納地區
紐奧良分行
In The Future





Main Office
9999 Bellaire Blvd., Houston, TX 77036
立體停車場
三線道汽車存款
歡迎來電查詢 **713-596-2888**

www.afnb.com

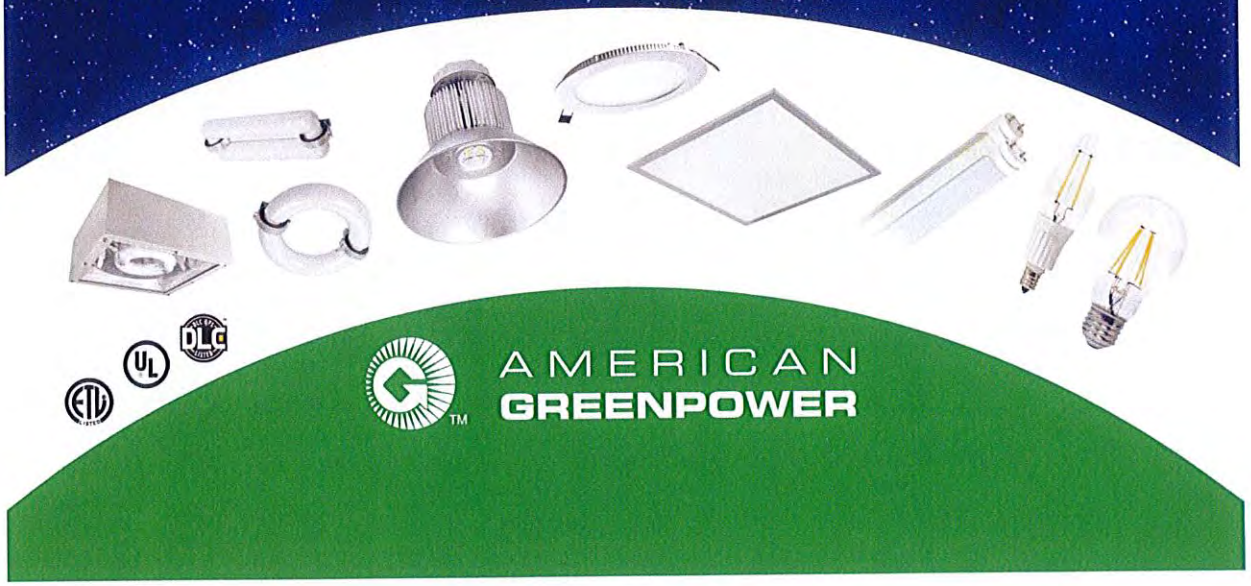
Member FDIC. Equal Housing Lender.

恆豐銀行 氣象萬千 恆豐銀行 深得我心

like us on facebook

ADVANCED LED & INDUCTION

LIGHTING SOLUTIONS



AMERICAN GREENPOWER™

PIONEERING INNOVATIVE LIGHTING SOLUTIONS

ABOUT US

American Greenpower USA is an international importer, manufacturer, supplier and wholesale distributor of energy efficient lighting systems. We deliver alternative solutions to traditional indoor and outdoor lighting designed for commercial and industrial use. We accomplish this by providing Induction and LED systems that help prevent the harmful effect of mercury on the environment and reduce over 50% of CO2 required for traditional lighting.

INTERNATIONAL MANUFACTURER

American Green power USA has staff in China and Taiwan which enable "hands-on" management and logistical coordination of orders from inception to fulfillment. Our Corporate office is strategically located near the Ontario airport in Southern California for seamless domestic and international distribution.

RESEARCH AND DEVELOPMENT

At American Greenpower, USA we are passionate about our quest to improve, discover and create new energy-efficient lighting designs. Our commitment to new product development is evidenced by holding over 60 US patents for lighting and components including the CFL fluorescent and "D" style induction tube.

AMERICAN GREENPOWER USA

Corporate Office: 285 Dupont Ave., Suite 102
Ontario, CA. 91761-1597
www.americangreenpowerusa.com
909 937-2361
info@agp-usa.com

- We provide energy saving lighting technology and systems for all your building and design projects
- Join us and become one of our distributors

GSA *Certified Vendor*

Go Green, Go AGP

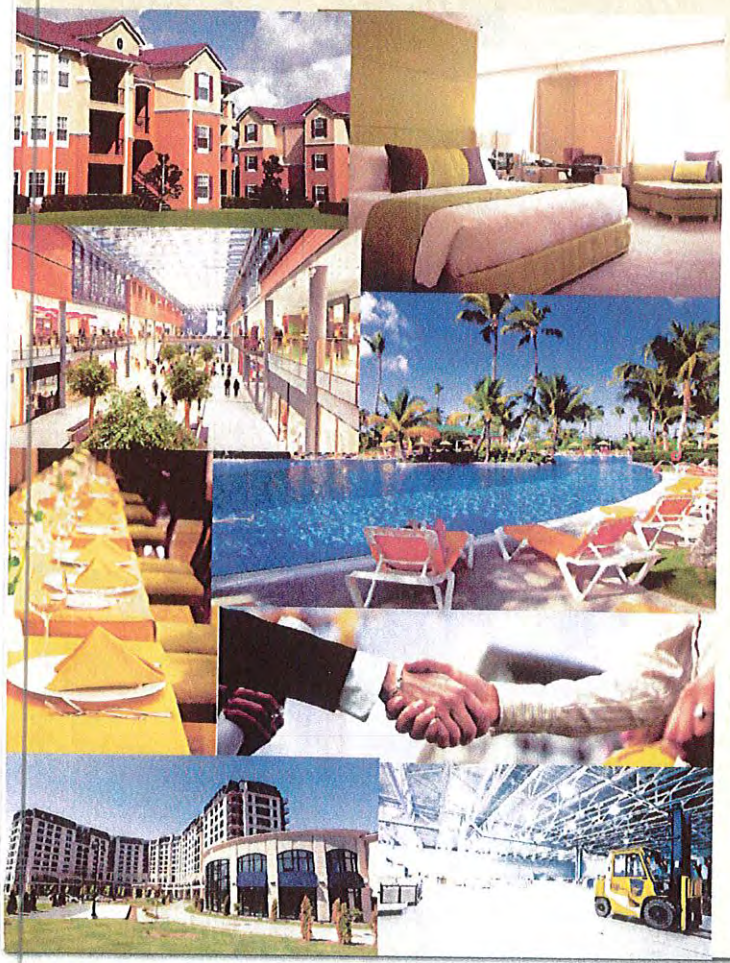
"Always try our best to let you see the difference and continue our dedication for examplary service for you and your business."

Chris Chang Dumortier – **Vice President**

The Art of Commercial Insurance

Our Service Team and Risk Management Group strongly believe that the knowledge of specialists is the best insurance. We will not only be your insurance brokers but also your entrusted partners in understanding your specific and unique insurance needs and risks.

Team with expertise, dependability, fast response, and comprehensive resources for Commercial Insurance.



誠品商業保險
GROSSLIGHT
INSURANCE, INC.

1333 Westwood Blvd.
Los Angeles, CA 90024

Phone: 310.866.6009
909.267.8810
Fax: 310.235.0443

Email: chris_chang@grosslight.com
sean_chang@grosslight.com

C F Kent Custom Series
肯特家具客制系列

www.cfkent.com
info@cfkent.com

C F KENT
美國肯特酒店家具專業製造廠

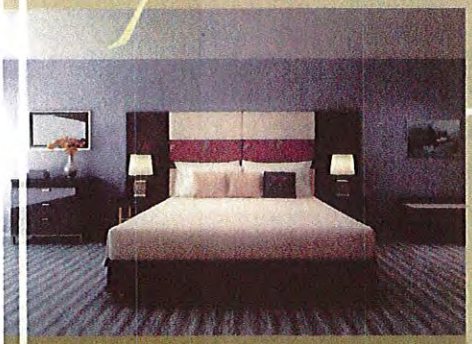
5822 Smithway Street | City of Commerce | CA 90040
TEL: (323) 346-2500 | FAX: (323) 346-2700



GEO

Simple, Customizable, Reliable

1. Select Series
2. Choose Finish
3. Customize
4. Sit Back and Relax



MIDDLETON

Where Quality meets Reliability

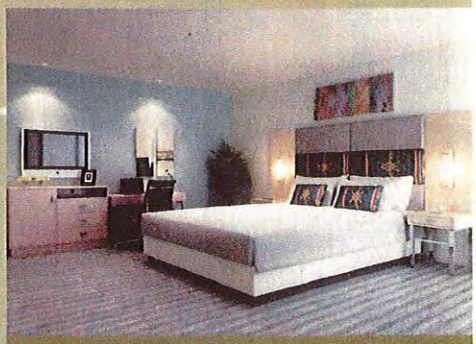
C F Kent 公司是美國希爾頓集(Hilton), 萬豪(Marriott), 喜來登(Starwood Sheraton)等五星級酒店的合約供應商(Approved Vendor), 過去五年已完成希爾頓260家, 萬豪以及喜來登等135家的家具工程。

我們也完成了Holiday Inn Express, Best Western, 以及Ramada等130多家集團酒店的家具工程。

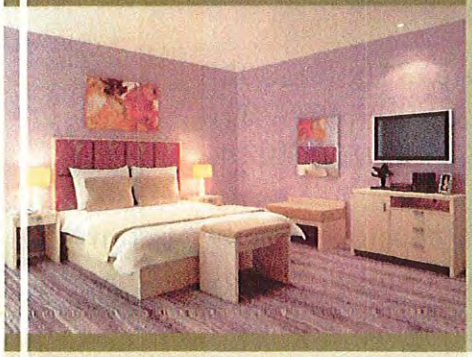
我們是南加州台灣旅館同業公司會的特約供應商。

我們接受室內設計師任何指定規格要求產品。

歡迎至City of Commerce的工廠及Show Room參觀洽談。



CHICAGO



LITTLE PARIS



ASHTON