



EVENTFUL
40 YEARS
SALUTE NEW ERA

峥嵘40载

致敬新时代

金马荣耀 记录不凡

时节如流，弹指芳华。起承转合之间，时光的年岁迈入了2019。四十年前，党的十一届三中全会在北京召开。这场具有特殊历史意义的会议，改变了中国的发展进程，实现了具有深远意义的伟大转折。改革开放带来的效应促使各行业多元化发展，不仅深刻影响了中国文旅及酒店业的升级，也为其发展转型提供了一片沃土。

中国饭店金马奖，作为忠实的记录者，见证了多年来中国文旅及酒店产业激荡，更铭记着每一段辉煌与荣光。

继往开来，不忘初心。而今，我们十分欣喜的看到中国文旅及酒店业呈一派向荣之发展态势。此时此刻，我们跟随着金马的步伐，溯回往昔，追忆峥嵘岁月；再谋新征程，展望新时代。



The Honor of Golden Horse Award the Record of the Extraordinary

The 40-year of the reform and opening-up has led to the diversified development of various industries so as to profoundly affect the industrial upgrading and also to promote the development and transformation of China cultural tourism and hotel industry.

The China Hotel Golden Horse Award, as a loyal record, witnesses the glories of the Chinese cultural tourism and hotel industry over the years. At this moment, we follow the steps of the Award, tracing back to the past and seeking new journeys for saluting new era.



钱建农

复星国际全球合伙人
复星旅游文化集团董事长兼首席执行官

Jim Qian

Global Partner of Fosun International

Chairman & CEO of Fosun Tourism Group

“旅游业的变革时代已经到来，旅游的变革并不来自旅游本身而是来自消费者需求的变化。随着供给侧改革大幕的拉开，规范、整合、变革、创新成为旅游行业发展的关键。虽然目前的国际经济和政治环境不能称之为乐观，但全球化仍然是长期趋势，旅游业仍然具备不小的增长空间。尤其是休闲度假产业，在中国还处在很初期的发展阶段，受益于消费升级，未来潜力巨大。‘Everyday is Foliday’，即‘快乐每一天’的理念，复星旅游文化集团将继续致力于打造 FOLIDAY 的全新生活方式，让全球家庭更快乐。”



The era of tourism evolution has arrived, and the change in tourism derives from various demands of consumers. With the appearance of the supply-side reform, regulation, integration, transformation and innovation have become keys to the development of the tourism industry. Although the current international economic and political environment seems not so optimistic, globalization is still a long-term trend and there is a lot of room for the growth of tourism industry. Fosun Tourism Group will continue to build a new lifestyle of FOLIDAY, which means that Everyday is Fosun Tourism Group, to make global family be happier.

FOLIDAY 复星旅文

成就步伐

- 2009 复星国际集团成立商业事业部（即复星旅游文化集团的前身），专注于旅游和商业领域。
- 2010 复星国际集团对 Club Med 进行小规模投资。Club Med 在中国亚布力开设首个度假村。
- 2014 海南亚特兰蒂斯开始兴建三亚·亚特兰蒂斯。
- 2015 以复星国际集团为首的财团收购 Club Med 的控制权，并将其私有化。复星国际集团向 Thomas Cook（世界上历史最久的领先旅游集团之一）作出少数股权投资，并宣称与其成为战略伙伴。复星旅文与 Thomas Cook 成立合资企业酷怡。
- 2016 复星国际集团在开曼群岛注册成立为获豁免有限公司。爱必依正式成立。
- 2017 泛秀正式成立，以「泛秀」品牌发展及推广文化及娱乐活动。
- 2018 复星旅游文化集团荣获第十八届中国饭店金马奖“中国最具发展潜力旅游文化集团”
 三亚·亚特兰蒂斯正式营业。以快速发展的中国市场为目标推出 Club Med Joyview。推出 FOLIDAY 平台和移动应用程序。与美泰 (Mattel) 联合成立上海美托，以 Miniversity（迷你营）品牌为儿童提供玩学俱乐部，首间 Miniversity（迷你营）俱乐部在三亚·亚特兰蒂斯开幕。
 复星旅游文化集团在香港联交所主板上市。





集团经典项目简介

地中海俱乐部

源自法国的 Club Med 成立于 1950 年，是全球知名的休闲度假村集团。Club Med 以其一价全包的度假村服务，包括住宿、各种体育及休闲活动、贴心周到的 gentils organisateur (G.O) 服务、开放式酒吧和晚间娱乐活动、儿童看护以及各类美食等。中国已成为 Club Med 继法国后的第二大客户贡献的来源市场。Club Med 已在中国开设了 6 家度假村。复星旅游文化集团于 2018 年为中国市场推出了 Club Med Joyview，以满足中国游客日益增长的休闲度假需求。目前已有两家 Club Med Joyview 度假村开业。

Founded in France in 1950, Club Med is a world-famous resort group specializing in all-inclusive leisure holidays with absolutely no hidden costs, which include accommodation, sport, leisure activities and careful gentils organisateur (G.O) service, pub and entertainment at night, children nursery and food. China is the second large customer market ranking after France, and opening 6 resorts currently. Fosun Tourism Group has invested Club Med to satisfy growing demands for China tourists and families.

三亚·亚特兰蒂斯

三亚·亚特兰蒂斯是高端一站式海洋主题的娱乐休闲及综合旅游度假目的地。落户在海南三亚海棠湾的三亚·亚特兰蒂斯是三亚同业者中提供一站式优质旅游和休闲度假解决方案的首家。三亚·亚特兰蒂斯是中国首个亚特兰蒂斯品牌度假区，是一个优质的海洋主题家庭目的地，将客房（包括套房）、水族馆、水世界、会议会展设施、优质餐饮、娱乐、购物汇聚一体。

Sanya Atlantis is a high-end one-stop maritime-themed entertainment and leisure travel destination. Sanya Atlantis, located in Haitang Bay, Sanya, Hainan, is the first of its kind to provide one-stop solutions of good-quality travel and leisure resort among Sanya peers. Sanya Atlantis, which is also the first resort of Atlantis brand in China, is a superior marine-themed family destination, integrating rooms (including suites), aquarium, water world, conference and exhibition facilities, fine dining, entertainment and shopping.

集团年度期待项目简介

大型原创驻场秀《C秀》

由复星旅游文化集团旗下泛秀演艺倾力打造的大型原创驻场秀《C秀》将于2019年2月5日在三亚·亚特兰蒂斯海豚湾剧场上演。这是泛秀推出的第一部大型原创驻场秀，也是复星旅文又一原创IP的亮相，进一步夯实FOLIDAY旅游生态圈三大业务之一“基于度假场景的服务与解决方案”。大秀由国际与中国班底联袂打造，共有来自11个国家的艺术家参与演出。《C秀》也是海南首个采用海陆空3D立体水舞台剧场的剧目。超过300平米的巨型LED可移动视频墙，实现百变场景，打造海洋世界的逼真体验。整场演出共有一百余件制作精良的服装及配饰，演出方还特邀为音乐剧《狮子王》设计并制作道具的人偶大师Michael Curry，精心打造十余种大型人偶及数十个道具。

C is a large-scale original on-site show created by the Fosun Tourism Group and will put on the stage in February 5, 2019. This is the appearance of IP shaping of Fosun Tourism Group who presents vacation-based services and solutions, which is one of sectors in FOLIDAY tourism ecosystem. C is also the first repertoire played in the first 3D water-stage theater in Hainan. More than 300 square meters of giant LED movable video wall will be equipped to achieve a variety of scenes and create a realistic experience of the sea world.

太仓项目

FOLIDAY 阿尔卑斯度假小镇项目紧邻太仓南站，周边覆盖将近1.8亿高消费人群。项目总占地面积724亩，规划建设大型的综合型室内冰雪世界、室内外结合可全年运营的水乐园、体验原汁原味欧洲风情的商业街区、国际知名家庭度假品牌五星级酒店集群、高端室内体育场馆，以及社区医疗、国际教育、SOHO办公、康养、邻里中心等多项核心功能及特色配套。项目2019年开始正式动工建设，在2022年北京张家口冬奥会来临之前，FOLIDAY 阿尔卑斯度假小镇主业态将全面开放试营业。

Taicang Project covers a total area of 724 mu, and is planned to build a large-scale integrated indoor ice and snow world, a combination of indoor and outdoor water parks that can be operated throughout the year, a commercial district that tastes the original European style, and a five-star hotel group of internationally renowned brands for family vacation, high-end indoor sports venues, as well as community medical, international education, SOHO office, health resort, neighborhood center and many other functional facilities. The project will start construction in 2019.

丽江项目

丽江项目是复星旅文在西南的重点首落项目。项目位于云南省丽江市玉龙县白沙镇，北联玉龙雪山，南接白沙古镇，并经此绵延至束河古镇。项目包括了酒店度假村、亲子主题活动、国际高端客栈群、Club Med全球雪域旗舰店、户外运动等。鉴于丽江得天独厚的自然资源和人文历史，复星旅文将结合自身全球超一线旅游品牌资源，如Club Med、Thomas Cook、Miniversity、泛秀、爱必依等，打造首个西南区域的全球家庭度假目的地。项目于2018年年末开工建设，预计约四到五年时间竣工。

Located in Baisha Town, Yulong County, Lijiang, Yunnan, Lijiang Project is a collection of various forms of cultural tourism including hotel resorts, parent-child theme activities, international high-end B&B group, global snow flagship store of Club Med, outdoor sports. Combining with unique natural resources and human history of Lijiang, Fosun Tourism Group will utilize its global tourism resources of super-first-line brand, such as Club Med, Thomas Cook, Miniversity, to establish the first global family vacation in the Southwest. This project started construction at the end of 2018.



作为第十八届中国饭店金马奖全球文旅及酒店业影响力人物的钱建农，在全球消费升级和科技变革的当下，引领着复星旅游文化集团创新求变，跨界融合，在时代巨浪下迎难而上，卓越前行。复星旅游文化集团曾获中国饭店金马奖“中国最具发展潜力旅游文化集团”，而由其打造的三亚·亚特兰蒂斯酒店则获亚洲“最佳会展及奖励旅游目的地”、“最佳旅游度假目的地”、“中国酒店业最佳雇主”三项荣誉。



张建明

全国政协委员、四川省工商联副主席、
明宇集团董事长、四川省对外投资企业商会会长

Zhang Jianming

Member of the National Committee of CPPCC

Vice President of Sichuan Chamber of All-China Federation of Industry and Commerce

Board Chairman of Mingyoun Group

President of Sichuan Outward Investment Enterprise Chamber





“感谢改革开放带来的历史机遇，让我们这一代人有幸参与并见证了伟大的时代。明宇集团在酒店文旅行业耕耘 20 多年，能够入选“中国饭店集团 60 强”，并成为中国西部规模最大、效益领先的民营酒店管理集团，应该感谢改革开放四十年带来的经济增长和社会繁荣，为中国民族酒店品牌的崛起和发展提供了丰厚的土壤。打造中国民族酒店品牌，让中国品牌成为世界品牌，是明宇的梦想，我对中国民族酒店品牌的未来充满信心。改革开放四十年，不忘初心再出发！让我们共同为中国酒店产业的发展做出贡献，以更好的业绩，致敬新时代！”

Thanks to the historical opportunities brought about by the reform and opening up, it is honorable for our generation to participate in and witness this great era. Minyoun hopes to build a Chinese national hotel brand that will become a worldly brand and is full of confidence in the future of China hotel brands. Forty years of reform and opening up is a great period when we have opportunities to make a contribution to the development of China hotel industry, paying tribute to a new era with better performance.



明宇集团
MINYOUN GROUP

成就步伐

- 1999 南充首家三星级酒店、明宇首家酒店——明宇大酒店开业
- 2003 明宇自建自营的第一家五星级酒店南充东方花园酒店开业。
- 2004 南充宇豪酒店开业，四星级酒店品牌“宇豪”创立。
- 2008-2009 明宇集团先后拍获成都东大街两个地块分别打造明宇金融广场和明宇西部国际金融中心，明宇迈入“酒店+写字楼”商务不动产发展之路。
- 2011 明宇在蓉首家五星级酒店——成都明宇尚雅饭店开业。
- 2012 成都明宇丽雅饭店开业。
- 2013 2013.5 成都明宇金融广场落成暨成都东大明宇豪雅饭店开业，豪华五星级酒店品牌“豪雅”落地。
2013.10 北京明宇丽雅饭店开业
- 2014 明宇商旅首次入选“中国饭店集团 60 强”，位次逐年攀升，2017 年位列第 34 位。
- 2018 2018.2 明宇商旅与美国凯悦酒店集团达成战略合作，成为中国首家获得凯悦授权许可的特许经营酒店第三方管理公司。
2018.3 明宇商旅股份有限公司荣获第十八届中国饭店金马奖“最受消费者欢迎中国民族品牌酒店集团”。
2018.12 张建明董事长当选“改革开放 40 年四川百名杰出民营企业家”，明宇集团上榜“2018 四川民营企业 100 强”名列 19 位。明宇商旅业务拓展实现跨越式发展。



集团经典项目简介

成都明宇金融广场

位于被称为“西部华尔街”的成都市东大街，地处成都市春熙路和盐市口核心商业区域内，是集豪华五星级酒店（成都东大明宇豪雅饭店）、超甲级写字楼、国际俱乐部、国际会议中心、白领餐厅于一体的精品城市综合体，是最早建成投入运行的成都第一高楼。美国花旗银行、中国银行、日本三井住友银行旗下的邦民财务、韩国三星、美国国家仪器、ANSYS 安世辅伦特等世界 500 强企业入驻，是成都著名的金融大厦。

Chengdu Minyuan Financial Plaza is located in the core commercial district of Chunxi Rd. and Yanshikou. It is a boutique city complex integrating luxury five-star hotel (Minyuan Chengdu Dongda Hotel), super-grade office building, international club, international conference center and white-collar restaurant. And this center is the first tallest building in Chengdu to be put into operation.

成都东大明宇豪雅饭店

位于 33-48 层，由 333 间（套）格调高雅的豪华客房、酒店行政楼层、总统套房构成，更有会议中心、豪华宴会厅、SPA 会馆、会员制健身中心，满足全方位商务休闲需求。东大明宇豪雅饭店是财富全球论坛、西博会、华商大会等西部重要的国际国内大型会议的指定举办酒店和接待酒店之一。2016 年、2017 年、2018 年营收均突破亿元大关，是业绩卓越的豪华五星级酒店。

There are 333 (sets) elegant rooms in Minyuan Chengdu Dongda Hotel, including deluxe rooms, hotel executive floors and presidential suites with conference centers, grand ballrooms, spa clubs, and membership-based fitness centers to meet the needs of all-round business and leisure. Minyuan Chengdu Dongda Hotel is one of the designated reception hotels of the important international and domestic conferences, such as the Fortune Global Forum, Western China International Fair, and World Chinese Entrepreneurs Convention.

成都明宇大厦

位于天府新区最核心区域，毗邻成都世纪城会展中心和市政府办公区，依锦江畔，是集甲级写字楼、五星级酒店及高端商务配套三大商务板块的精品城市综合体。

Located in the core of Tianfu New Area, Chengdu Minyuan Mansion is a boutique city complex with three business buildings, including super-grade office buildings, five-star hotels and high-end business facilities.

成都科华明宇豪雅饭店

位于明宇大厦 22-36 层，280 间优雅而舒适的客房与套房均拥有明亮的全落地窗，可全景完美展现锦江江畔美景或蓉城城市夜景，室内装饰融现代简欧与中式奢华风格为一体，豪华舒适、高贵典雅，更具特色的豪雅“梦幻之床”，将为宾客缔造优质的睡眠享受，也是成都市区内唯一可以举办户外花园婚礼的滨江酒店。2017 年、2018 年成都科华豪雅饭店营业收入突破亿元大关，进入成都亿元收入酒店行列。

280 elegant and comfortable rooms and suites of Minyuan Chengdu Kehua Hotel feature bright, floor-to-ceiling windows that offer the panoramic view of the Jinjiang River and the skyline of Chengdu. The interior decoration is a blend of modern fashion and luxury elegance, while the hotel devotes to create a good sleep experience for guests by offering high-quality and comfortable bed mattress.



集团年度期待项目简介

西金明宇尊雅饭店

饭店地处成都东大街锦江河畔，毗邻合江亭，坐拥春熙、盐市口商圈，簇拥众多五星级酒店及国际高端商业，尊享成都顶级商务商业配套。西金明宇尊雅饭店是明宇新一代的奢华酒店品牌，位于超高层建筑 240 米西部国际金融中心内，共有客房约 290 间，以及西餐、中餐、宴会、游泳池、康体娱乐等丰富的功能设计，酒店大堂位于 38 层，可俯瞰老成都全景。尊雅设计风格时尚又不失稳重，将是未来领先的智能化高端奢华酒店。

Minyoun Pavillion Chengdu, which is a new generation of luxury hotel brand of Minyoun, is located in the 38th floor of 240-meter western international financial center with about 290 rooms, as well as rich functional places, such as western restaurant, Chinese restaurant, banquet, swimming pool, recreation, and guests can overlook the panoramic view of old city town. Design style is a combination of stylish and stable to lead intelligent high-end luxury hotel in the future.

青城山凯悦嘉轩及明宇豪雅温泉度假饭店

酒店地处“三遗”城市、国际生态旅游名城都江堰，位于文旅度假项目明宇豪雅青城内。明宇商旅采用双品牌策略，将凯悦嘉轩及明宇豪雅酒店及度假村品牌引入项目。凯悦嘉轩及明宇豪雅温泉度假饭店占地面积 147 亩，其中包括国际会议中心、高端行政会所、超大宴会厅以及 2.1 万平方米的道家温泉俱乐部。

Located in Dujiangyan Dam, Hyatt Place Qingchengshan and Minyoun Qingchengshan Resort&Spa is a result of dual brand strategy and covers an area of 147 mu, including the international conference center, high-end executive club, super-grand ballroom and 21,000 square meters of Taoist hot spring club.



在酒店漫漫征途中，明宇商旅始终保持务实的态度持续创新，以稳健的步伐迈入新时代，勤劳耕耘，向市场证明其卓越的品牌影响力。在张建明董事长引领下的明宇商旅，深度剖析市场变化，找准发展角度，聚力开拓市场，以亮丽的经营业绩和投资回报率展现一个优秀民族酒店品牌的非凡实力，因此在第十八届中国饭店金马奖评选中，他当选为“全球文旅及酒店业影响力人物”。明宇商旅股份有限公司也荣获“最受消费者欢迎中国民族品牌酒店集团”。

唐鸣

世茂集团助理总裁
上海世茂酒店管理有限公司总裁
世茂喜达酒店集团总裁

Tyrone Tang

Assistant President of Shimao Group

CEO of Shanghai Shimao Hotel Management Company

CEO of Shimao Star Hotels Group





成就步伐

- 2014
第一家世茂自主品牌酒店：世茂泰州茂御酒店开业
第一家世茂睿选酒店：上海松江世茂睿选酒店开业
- 2015
大连世茂御龙海湾温泉酒店开业
第一家睿选尚品酒店 - 上海虹桥世茂睿选尚品酒店开业
- 2016
绥芬河世茂假日酒店正式更名为世茂绥芬河茂御酒店，加入世茂自主品牌阵营
厦门湖滨首府世茂睿选酒店开业
- 2017
世茂喜达成功签约首个海外豪华酒店输出管理项目：巴厘岛茂御和茂御居酒店
- 2018
首个国内豪华酒店输出管理项目：南京茂御酒店签约
首个国内高端酒店输出管理项目：高碑店世御酒店签约
- 2018
世茂喜达荣获中国饭店金马奖——“中国最具发展潜力酒店集团”
- 2018
世茂喜达成立周年庆典暨睿选品牌升级发布会
世茂喜达牵手厦门大学管理学院展开战略合作
- 2018
世茂喜达在西南地区的第一家自主品牌豪华五星酒店：世茂成都茂御酒店开业
- 2018
世茂喜达屡次受邀国际高端论坛，HICAP、CHIF、CHAT 上大放异彩
- 2018
世茂喜达亮相第六届中国（上海）国际酒店投资加盟与特许经营展览会
- 2018
截止到目前，世茂喜达开业运营酒店已达到 9 家，筹开 52 家



“酒店行业不仅是经济发展的产物，也是文化交流的平台。改革开放四十载，酒店行业作为对外开放的窗口之一，见证了中国经济的发展、社会的变迁、文化的交融和生活方式翻天覆地的变化。中国的无限的市场潜力和众多的发展商机令国际管理公司纷纷投资进驻，极大地推动了中国酒店行业的发展。世茂集团凭借着这股东风，引进众多国际知名酒店品牌，为国内出行消费者提供了前所未有的精彩下榻选择。酒店市场发展形势大好之时，世茂集团积极响应国家一带一路的倡导，多角度扩张市场，深耕酒店业务，以对行业的赤诚之心回馈时代和社会，彰显中国酒店的国际竞争力。”

The hotel industry is not only a product of economic development, but also a platform for cultural interaction. Since the reform and opening up four decades, the hotel industry, as one of the windows of opening up to the outside world, witnessed the development of China's economy, social changes, cultural blending and lifestyle changes. Shimao Group has taken advantage of the positive momentum of the development and introduced many internationally hotel brands, providing unprecedented stay choices for domestic travel consumers, giving back to the times and society, highlighting the international competitiveness of Chinese hotels.



石狮世茂睿选酒店

集团经典项目简介

上海虹桥世茂睿选尚品酒店

作为世茂喜达旗下的高端概念型酒店，睿选尚品酒店秉承着在有限的空间中发挥无限灵感的设计与运营方式，让崇尚品质又向往灵感的你，感受到引领潮流的独特体验，灵感酒店的全新理念渗透在酒店的每个细节里，简约即是富足，从设计精巧的酒店外形、公共空间到房间内的装饰、器具，无处不闪耀着灵感的光芒，让每一位旅客在放松身体的同时，也能为精神世界带来一场灵感盛宴。

As an upper-midscale inspiration hotel brand of Shimao Star Hotels Group, MiniMax Premier Hotel inherits the design and operation which bring out unlimited inspirations from limited space. In MiniMax Premier Hotel, those who are admirers of quality and inspiration will have a unique experience. As the new hotel concept, inspiration is everywhere to be found in MiniMax Premier. Less is more. The delicate design of the hotel exterior, public space and interior decorations, enable every guest to relax and enjoy an inspirational feast to the spiritual world.

世茂成都茂御酒店

皇家之物称为御，故茂御酒店欲赋皇家至臻之感，且以圆置御，如温润玉佩，仁洁至美，大气而不张扬。融合现代与传统、奢华与典雅，形成中西合璧的新古典之风，大大契合了商务人士繁忙差旅中对于下榻酒店的宁静需求。茂御酒店利用智能设计、创新理念、热情周到的尊享服务以及对全球社区的承诺为高端商务人士打造了彰显品味的商务之旅，使其可在繁忙的工作中获得宁静安逸的时光，将事业与生活达到完美平衡，打造具有内涵与深度的商旅体验，享受轻松又有格调的尊享服务。

The Chinese character Yù is defined as the possessions of the imperial family. In Yuluxe Hotels, Yù is placed in a circle like a jade pendant, recalling the reverence exclusive to the imperial place and the nature of jade—benevolence, exquisiteness and modesty. This neo-classical design is a combination of Chinese and Western imagery, modern and traditional techniques, and luxurious and classical styles. Yuluxe hotels create a trip with great taste for high-end business travelers. With smart design, innovative concept, VIP services and commitment to the global community, Yuluxe hotels offer business travelers a peaceful getaway and the perfect balance between work and life. Guests will enjoy an insightful experience in this elegant upper-upscale hotel.



上海虹桥世茂睿选尚品酒店



世茂成都茂御酒店



巴厘岛茂御度假酒店

集团年度期待项目简介

巴厘岛茂御度假酒店

预计于明年开业的巴厘岛茂御度假酒店将成为落地巴厘岛的首个高端中国酒店品牌，其坐落于位于世界顶级的冲浪目的地——库塔海滩。茂御中国与国际视野的服务团队将巴厘岛美景和中国服务精髓合而为一，届时，巴厘岛将由茂御注入属于自己的中华文化元素。

The Yuluxe Bali (Opening 2019), located in Kuta beach—one of the world's best surfing destinations, will be the very first Chinese upper-upscale branded hotel in Bali. Combining Bali's stunning view and the essence of Chinese hospitality, Yuluxe's professional team will fully leverage its broad vision on international & Chinese hotel industry to make Yuluxe an outstanding & unique property that features the best of both Chinese & Balinese culture.



金马的传奇之路中，世茂喜达集团画下过浓墨重彩的一笔——曾获第十八届中国饭店金马奖“中国最具发展潜力酒店集团”荣誉。作为唯一的中外合资打造的民族酒店品牌，在文旅融合、开放包容的大时代背景下，世茂喜达集团总裁唐鸣及其所带领的团队将继续不忘初心，牢记使命，跟上时代步伐，以全球视野致力打造国际一流的酒店品牌。



世茂泉州紫帽山御榕莊酒店

世茂泉州紫帽山御榕莊酒店

世茂泉州紫帽山御榕庄坐落于福建泉州秀美并富有历史底蕴的紫帽山风景区内。酒店建筑灵感取自于福建民居古厝建筑精髓，46幢具有经典地域特色的新中式度假别墅依山而立，与自然景观完美融合。绝美的建筑空间和自然人文环境，结合御榕庄“探索”，“享受”，“活力”，“疗愈”的东方精致奢华服务风范，紫帽山御榕庄定将带给宾客最尊贵休闲的度假和领英生活方式体验。

The Zimao Mountain in Fujian's most glorious ancient city-Quanzhou, is a hidden gem where the exceptional nature scenery blends harmoniously with Southeastern China's rich culture and history. The Yu resort Quanzhou Zimao Mountain, an ultimate luxury resort which features 46 charming villas with authentic Quanzhou inspired architecture and surrounded by the fascinating landscape of Zimao Mountain, offers an absolute sense of serenity and closeness to nature that we all cherish to experience in our busy lives. The one-of-a-kind architecture and scenery, combined with Yu resort's exquisite oriental luxury service style to provide an "exploring", "indulging", "energizing" & "healing" vacation experience, Yu resort is truly a sanctuary of senses to our elite travelers.

厦门茗芳大厦酒店项目

在充满活力的厦门市思明区，茗芳大厦酒店项目将作为第一家世茂喜达专为中国千禧一代打造的新生活方式品牌酒店精彩登场。在这里，千禧一代们可以充分践行自己的旅行方式，从酒店的设计创意，氛围，个性化的社交互动活动以及服务中感受最厦门的至IN生活：于在地感，新鲜感和自由感并存的共享办公区域，餐饮空间和客房工作，欢谈和休憩。从空间设计到服务，每一个细节都表现着千禧一代对中国传统文化与现代生活的独特理解和创意，为追求自我的中国年轻人打造最具创造力及独特体验感的全新旅居和社交空间。

Ideally placed in Xiamen downtown's vibrant Siming District, the first hotel (Xiamen Mingfang Project) of Shimao Star's new lifestyle brand for Chinese Millennial will open its door in fall 2019 to welcome all explorers and business travelers to the city. The hotel features a highly dynamic public space with boundless co-working area for innovative minds, a 24/7 bistro offers Xiamen's most special food & signature drinks to tickle your taste buds, and comfy rooms for a complete relax. From service to design, every detail of our hotel reflects Chinese millennial's original insights on both traditional culture and modern life. The hotel will be a creative & brand-new hub for the millennial travelers to chill, to make friends, to feel like home and to enjoy the most authentic Xiamen lifestyle in their own unique ways.



厦门茗芳大厦酒店项目