



## THE PARK LANE HONG KONG

# Market Applause for Hospitality Icon's 40th Birthday!

One of Hong Kong's most sought after upscale hotels reaches a milestone celebrating its notable contribution to our vibrant city's life and style.

**F**amed for its overall quality of product, The Park Lane Hong Kong commands respect from trade and market alike for the overall offering that it offers to the customer.

Competitively priced, it offers best-in-class, one-stop-shop services to the local and international M.I.C.E market, over 800 spacious and elegant guest rooms and suites overlooking the famed Victoria Harbour and Park.

The hotel has a roof-top Garden on 28th Floor which is one of the best venues for outdoor weddings and private parties.

It boasts fully-equipped and spacious venues (15,000 ft<sup>2</sup> venue space) to cater to a variety of events, from training seminars, conferences, meetings to private cocktails, celebrations and wedding receptions.

### Success Secret

Celebrating 40 years of uninterrupted service for any brand is no mean feat but for general manager Luc Bollen, the hotel's success is a matter of humble pride.

"Our customers are to be credited for this milestone achievement and of course, our loyal staff who have stayed true to the spirit of hospitality," says Bollen.

"In this competitive arena, there is no room for complacency. You have to constantly improve your product and remember that hospitality is not merely just hardware and software but it is the overall guest experience that matters.

People ask, what sets The Park Lane Hotel apart. I think it is the way we make you feel from check-in to check-out!"

To what does The Park Lane owe its



**"We've always been about improving the quality of service while innovating to ensure we remain price competitive," – Luc Bollen, General Manager.**

success over 40 years to?

"We've built our customer loyalty on referral business," says Bollen. "Today's guest is well travelled and can more accurately judge the quality of the overall hospitality package. They can tell when a hotel is wired to create that 'wow' factor. They have tools like TripAdvisor to help them make educated choices and all these combined help to make The Park Lane a hotel of choice and one worth referring. It is this consistency of quality that translates to customer loyalty."

### Adding Value

With 40 years of experience, the hotel's management is no stranger to helping organize the most challenging events. Its famed food and beverage service easily satisfies the most discerning customers and its beautifully appointed rooms make for an all round value-proposition for any customer.

"Every guest is an opportunity to

prove how good we are as a service provider. We actively seek guests' feedback and have systems that benchmark the quality of our services against the highest standards. The whole idea is to make the guest appreciate the added value they are getting for their tourist/business dollar. So in a sense we are not only a home-away-from-home for our guests but we are their strategic business partners too, giving them more value for a competitive price," concludes Bollen.

The Publisher and Editorial Board of Mediazone Group of Publications wishes to congratulate The Park Lane Hotel on the occasion of its 40th anniversary and for making it to this year's prestigious list of Hong Kong's Most Valuable Companies. ■

For additional information please visit [www.parklane.com.hk](http://www.parklane.com.hk)