



PUDONG SHANGRI-LA EAST SHANGHAI

Your 'Shangri-La'

Business and lifestyle tourists find an oasis in the Shangri-La, Pudong. General Manager PETER CLARKE explains why.

Nothing quite captures the best of China like the great city of Shanghai, in terms of aesthetics, its place in history and its invaluable economic contributions. On the eastern banks of the Huangpu River stands the impressive Pudong Shangri-La, East Shanghai, its two towers proudly part of the city's iconic skyline façade, the financial district has come to be known for. And as the municipality continues to grow and develop so do the hotel's prospects for new and returning business. Hotelier General Manager Peter Clarke recognizes that to capitalize and garner market share, it will take more than visibility on a Shanghai postcard.

No Mere Hotel

Nonetheless, the veteran hotelier is hardly shy about the city's largest luxury accommodations, especially since among its more interesting features is that it is actually more than one hotel. "Comprising of two distinctive towers – Grand Tower and River Wing – the hotel showcases spacious, well-appointed rooms and suites with amazing views of the historical Bund, the mighty Huangpu River, as well as the futuristic Pudong financial district cityscape."

Indeed, being a unique twofold establishment does present more impressively, but Clarke holds that another more encompassing factor is responsible for its success. "Our key competitive advantage lies in our service. Business travelers are paying more attention to detail. Hotel facilities play a part when choosing a hotel, but service levels and creating memorable experiences are more important to them."

Only the most proactive and dynamic



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are rewarded in the hospitality industry, and as Clarke says, every little detail counts. “Personalized amenities and tailor-made service make guests feel distinguished and connected to our brand. Yet, every customer is different and we place a large emphasis on customizing to cater to our client’s individual needs. This ranges from decoration, eco-friendliness, cuisine, in-room turn-down gifts, etc.”

Prepping for Tomorrow

The city is still on the brink of new developments that are guaranteed to draw in multitudes of new visitors. “As Shanghai grows there is much more to offer guests in off-site events. Tours, attractions and the city infrastructure just keep improving, making movement throughout the city effortless and convenient regardless of time of day. Shanghai Disney Resort will open at the end of 2015 in Pudong. We can probably expect a significant increase in terms of inbound tourists to the city due to the opening. Moreover, the world’s largest Disney Store which covers a massive 5,000 square meters will also open early in 2015 at the Lujiazui site, which will surely bring more potential business to the area.”

While the influx of travelers to Shanghai shows promise, Clarke points out that it is by no means a security blanket. Differentiation and staying competitive remains of utmost concern. “Guests are always looking for something new, be it a venue or a different theme, and if you cannot offer an alternative they will go elsewhere. We are fortunate that Pudong Shangri-La has twenty-two function rooms, offering natural light, views over the Bund, ballroom options and rooms that can cater from ten to seventeen hundred persons - this variety satisfies different requests.”

Clarke of course refers to the Meetings, Incentives, Conventions and

Exhibitions (M.I.C.E.) market, an area of particular interest to major hospitality brands as a chief source of revenue and a delicate and demanding ordeal. The capacity to house sizeable delegations is only part of the challenge. The true task is the collective satisfaction of the party - as dictated by each guest’s positive feedback.

“It is important to understand the client’s needs. Our Shangri-La Signature Events offers a variety of options that clients can choose from to suit their individual requirements, and this includes complimentary upgrades, and other very useful benefits that will help clients take care of their top VIPs attending the event. Flexibility of space is also vital, to allow us to create and tailor-make events to the perfect size, resulting in delighted guests each and every time.”

In Position and Ready to Serve

Clarke maintains that the Pudong Shangri-La delivers the most comprehensive facilities in Shanghai, making it an ideal, if not the definitive one-stop solution for any M.I.C.E. event. Its facilities boast over 7,600 square meters of prime meeting space, including its pillar-free Grand Ballroom that can seat 1,500 people and the massive China Hall that holds up to 1,700.

“We cater to high-end and intimate events with a beautifully appointed eighteen-seater Summit Room and the Victorian style Chairman’s and President’s rooms. From big conferences and seminars to small exclusive board meetings, our hotel can cater to all events of any scale. In addition, the hotel has a dedicated group check-in area to provide exclusive service for participants of large-scale events.”

However, having adequate lodgings and convention halls is, as Clarke reiterates, just the tip of the iceberg. The

advantage lies within the hotel’s personnel, a seasoned unit well versed in hosting scores of patrons. “We have an experienced, flexible and professional events team that has successfully executed thousands of in-house and outside catering events all varying in scale and profile. This ensures that each event is nothing less than perfection.”

Shangri-La’s Meeting Promise provides a hassle-free experience for event organizers, allowing them, as Clarke says, to focus on the important business at hand. In order to provide clients total assurance, the hotel dedicates the event management team to handle all arrangements, a special event concierge to assist with all on-site requirements including ad hoc recreation activities, and M.I.C.E. specialists in key departments to provide seamless service across the board. Business and communication facilities are at the disposal of guests 24/7.

Where the Sun Rises

To create comfort, wonder, and delight for corporate and leisure travelers, the top tier in the hospitality trade spares no expense. Pudong Shangri-La East Shanghai has remained true to this standard, as the city beckons more to its shores. The competition may step up the pace, but Peter Clarke is confident in the faculties of the hotel, from stem to stern of both River Wing and Grand Tower, and the passionate crew that make everything possible.

“Over the years, Pudong Shangri-La has been consistently identified as the leading luxury hotel brand in Shanghai. The brand has built a loyal customer base through service excellence, and will continue to do so.” ■

For additional information please visit www.shangri-la.com/shanghai/pudongshangrila