

**LOOKING AT THE MAJOR, 5-STAR HOTELS OF HONGKONG :
IN WHICH ONE DO YOU EAT AND DRINK ?**

The September 11, 2001 attacks on New York and Washington D.C. by Muslim madmen continue to be felt in Asia as hotels and restaurants note the continued contraction of sales of food and beverages in 5-star restaurants, and the falling levels of occupancy rates at major hotels.

TARGET, recently, surveyed, what this medium considers, the 11 major, 5-star hotels of the Hongkong Special Administrative Region (HKSAR) of the People's Republic of China (PRC).

That is not to suggest that these inns are the best hotels in the HKSAR, although to some people, they may, well, be considered as such, but these hotels are, generally, perceived to be the leaders in their field, rightly or wrongly.

Our survey was centred, only, on food and beverage sales, during the month of January 2002, and those statistics were compared with the statistics, which are stored in TOLFIN's database* for the like period of January 2001, that January, being prior to the attacks on the US.

The hotels surveyed, in alphabetical order and not in any order of merit, are:

Conrad International Hongkong
Grand Hyatt Hongkong
Hotel Inter-Continental Hongkong
Hyatt Regency Hongkong
Island Shangri-La Hotel
Kowloon Shangri-La Hotel
JW Marriott Hotel Hongkong
Mandarin Oriental Hotel
The Peninsula Hotel
The Ritz Carlton Hongkong
Sheraton Hongkong Hotel and Towers

Conrad International Hongkong

Food sales for the month of January 2002 were about \$HK16 million, an increase of about 34 percent, compared with the like period in 2001.

However, the hotel cut its food costs by about 4.50 percent, Year-on-Year, during the month of January 2002, so that the increase in food sales was consummated on either (a) a cheaper source of raw produce (b) a lower grade of raw produce and/or (c) tighter internal controls, such as the control of wastage, etc.

For sales of beverages, they amounted to about \$HK3.71 million in January 2002, which compared favourably with beverage sales in January 2001, when they were about \$HK3.20 million.

The 16-percent increase in beverage sales, Year-on-Year, was, once again, brought about by a reduction in beverage costs, which fell by about 3.40 percent, from about 18 percent in January 2001 to about 15 percent in January 2002.

The Gross Profit of Conrad International shot up by nearly 38 percent in the January 2002 month, compared with January 2001.

It was the highest Gross Profit of all HKSAR hotels, surveyed by TARGET.

Grand Hyatt Hongkong

Food sales during the month of January 2002 fell by about 7.50 percent, Year-on-Year, from about \$HK18.34 million to about \$HK17 million.

Once again, TARGET noted that food costs fell ... [CLICK TO ORDER FULL ARTICLE](#)

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