

WHAT ARE THE REAL PROBLEMS WITH HOLIDAY INN, GOLDEN MILE'S FOOD OUTLETS ?

With the closure of Hyatt Regency Hotel in Tsimshatsui, Kowloon, formerly a reasonably well-patronised, 5-star hotel, one would have thought that the remaining premier hotels in the immediate vicinity would have profited, very materially.

It does not appear to have been the case, however.

Of course, first, one has to determine what is the accepted definition of a 5-star hotel and what is the public perception of a hotel, which claims to have the highest rating of 5 stars.

The 3 hotels in the immediate vicinity of the former, Hyatt Regency Hotel are Holiday Inn, Golden Mile, Sheraton Hongkong Hotel and Towers and The Peninsula Hongkong.

They all have very similar facilities, but one hotel, in particular, is, clearly, not making the grade as far as sales of its food and beverages at its outlets are concerned.

The question is, of course: What is the reason for dwindling sales of food and beverages at this hotel, which is beneficially owned by the Harilela Family, the decade-long, leader of the Indian community of the Hongkong Special Administrative Region (HKSAR) of the People's Republic of China (PRC)?

There can be no question that The Peninsula Hongkong is a 5-star hotel, but what about Sheraton Hongkong Hotel and Towers and Holiday Inn, Golden Mile?

The Holiday Inn, Golden Mile is, definitely, a 4-star hotel, at best, and, by the blink of an eye, that fact is only too apparent by a cursory glance of the entrance to the hotel and its foyer: First impressions are lasting ones.

Looking, first, at Sheraton Hongkong Hotel and Towers, in the month of November 2006, the total food and beverage sales amounted to about \$HK22.75 million.

Year-On-Year, that was an increase of about 1.70 percent.

Cash sales at this hotel's coffee shop only – which is, usually, a cash cow for any well-managed hotel – were about \$HK3.39 million in November 2006, representing an increase of about 5.10 percent, compared with the like month in 2005.

Not particularly inspiring statistics, are they?

The General Manager of this hotel is Mr Ananda Arawwawela, a native of Sri Lanka.

Turning back to Holiday Inn, Golden Mile, the total food and beverage sales for the month of November 2006 was about \$HK10.22 million.

That was about half of the volume of activity in sales of food and beverages at Holiday Inn, Golden Mile's main rival.

Year-On-Year, sales at Holiday Inn, Golden Mile's food outlets for the month of November 2006 represented a fall of about 4.90 percent!

Last November's sales at Holiday Inn's coffee shop, alone, were about \$HK2.43 million, representing a decrease of about 3.50 percent, compared with the like month of 2005.

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