



第18屆海外台商磐石獎

The 18th Outstanding Overseas Taiwanese SMEs Award

WIN TIME HOTELS

WIN TIME LLC

負責人 Owner : 林宣昭 Hsuan Jau (Herman) Lin

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推薦單位 Recommended by :

土地銀行洛杉磯分行

Land Bank of Taiwan Los Angeles Branch

營業項目 Business Items :

旅館建造及經營管理

Hotel Development and Management

產品名稱 Main Products :

Marriott Courtyard, San Jose/Silicon Valley

Staybridge Suites, Milpitas/ Silicon Valley

Staybridge Suites Hotel, Lake Forest

Quality Inn, Lake Forest

Holiday Inn Miramar, San Diego

Holiday Inn Express Rancho Bernardo, San Diego

Holiday Inn Express, Sea World San Diego



董事長 林宣昭先生
Chairman: Mr. Hsuan Jau
(Herman) Lin



Holiday Inn Express SeaWorld

COURTYARD
Marriott



Courtyard by Marriott San Jose / Silicon Valley



Quality Inn Irvine



CALIFORNIA



WIN TIME林宣昭董事長於1976年前往美國即開始從事投資旅館管理事業，經營旅館已逾36年。WIN TIME自成立以來，持續開發成長至今於全美已擁有7家連鎖旅館，經營成果斐然。

創業維艱 步步為營

創業過程中，先後曾歷經石油危機與金融風暴等重大經濟事件洗禮；在2009年全球金融風暴重創全美旅館業之際，林董事長不吝提供自身管理經驗及應變措施，協助同業度過經營困境，更以人脈結合同業力量，向主流銀行及社區銀行爭取貸款融資，幫助旅館業者渡過難關，足見林董事長面對市場驟變之卓越危機應變能力與穩健經營管理能力。

「賓至如歸」理念 打造連鎖商旅王國

Win Time以商務旅館為營運訴求，因體認商務客長年在外之商旅生活，每到一個地方都渴望住進一家能修補奔波勞頓、乾淨、清心，具賓至如歸之休憩住所。Win Time為呈現「賓至如歸」之理念，以購地自建，精準掌握旅館定位與成本，並在連鎖加盟品牌之設計規範下，



Staybridge Suites Milpitas

形塑合乎「賓至如歸」之旅館風格，其內部材質運用自然紋理之石材與原木，配色以充分體現大自然愉悅、有朝氣之明亮色調為主，並運用紡織飾品、玻璃器皿、藝術油畫、照明，塑造出沉穩、內斂、靜逸氛圍，鼓勵旅客放慢腳步，深層放鬆心情，感受無慮之休憩空間。

以人為本 以人服務於人

Win Time始終堅持「以人為本、以人服務於人」之經營信念，主要意涵在於公平對待每位員工，重視員工感受，員工間相互尊重、關懷，讓員工感受「如同家人對待」，必定能為客人提供周到、貼心服務；因此Win Time力行「群策群力、互相尊重、真誠待客、體貼關懷」指導原則，使來訪顧客倍感親切。由於Win Time所營造之優質住房空間及本於人性關懷之客戶對待，促使客群黏貼度高，客源中以回頭客與中、長期商務客居多，亦創造出高住房率與每日高營收之佳績。

熱心公益 回饋社會

由於林董事長經管旅館經驗豐富、熱心公益，長期投入台商活動與台灣旅館同業，並深切體認旅館經營，須與時俱進，因此，經常性舉辦旅館經管、法規遵循等座談會與訓練課





程，增進經營管理能力；並針對台商切身需求與市場趨勢，邀請專家學者提供最新知識、資訊，以提升經營視野，並適時解決台商疑惑。

林董事長雖長期旅居海外，但對於台灣仍

是相當關心，在過去，台灣地震、SARS等災變中，號召洛杉磯地區台灣鄉親捐贈物資、捐款，以援助台灣受災民眾，發揮高度同胞愛，義行不落人後，貢獻良多。■

Chairman Hsuang-Chao, Lin of Win Time Hotels began investing in the hotel management industry when he moved to the U.S. in 1976. Today, he has been in the hotel business for more than 36 years. Win Time has continued to grow over time and is now a successful company with 7 chain hotels throughout the U.S.

One Step at a Time

The company weathered a number of economic upheavals over the years including the oil crisis and the financial crisis. When the American hotel industry was hard hit by the global financial crisis in 2009, Chairman Lin stepped forward to offer his own management experience and responses to help other hoteliers get through those tough times. He also used his contacts and worked with the industry to secure badly needed financing from leading and community banks for other hotels. These initiatives demonstrated Chairman Lin's exceptional crisis response and business management skills in the face of sudden market change.

Building a Business Hotel Chain that is "A Place Like Home"

WIN TIME HOTELS is targeted at business travelers and recognized that business travelers who spend much of their time on the road need a clean, relaxing and welcoming place to recover from their travels no matter where they go. To realize its philosophy of "A Place like Home", WIN TIME HOTELS bought its own land and built its own hotels to ensure complete control over hotel's positioning and costs. It also created a hotel style that conforms to the ideal of "a place like home" through the



Holiday Inn Express Rancho Bernardo

design specifications of its franchise chain. Natural stone and raw timber are used in the interior, while the color palettes consist primarily of bright colors that convey energy and the joy of nature. Textiles, glassware, oil paintings, and lighting are used to create a calm, reserved and tranquil atmosphere that encourages travelers to slow down, relax and absorb the ambiance.

People-centric service

WIN TIME HOTELS embraces a business philosophy of "people-centric service." This includes treating every employee equally, caring about employees' feelings, as well as mutual respect and support between employees. Employees who feel like "a part of the family" can then provide attentive and caring service to guests. This is how the guiding principles of "teamwork, mutual respect, sincerity and caring" at WIN TIME make guests feel at home. The quality accommodation and people-centric guest services of WIN TIME has led a high level



Holiday Inn Miramar



of customer loyalty. The high proportion of repeat customers as well as medium/long-term business guests has produced high daily occupancy rates and revenues.

Giving Back to Society through Charity

Chairman Lin, an enthusiastic supporter of charitable causes, has extensive experience in hotel management. He has long been involved in the overseas Taiwanese business community and Taiwanese hotel industry. He is keenly aware of the need for hotel management to evolve with the times so he often organizes seminars and training courses on hotel management and compliance to boost management skills. He also invites experts and academics to provide Taiwanese enterprises with the latest know-how and information on their requirements and market trends. This broadens their business horizons and answers their questions.

Though Chairman Lin has long resided overseas, he still cares greatly about Taiwan. During Taiwan's past disasters such as earthquakes and

SARS, he mobilized Taiwanese compatriots living in the Los Angeles region to donate money and goods to victims in Taiwan. His demonstration of brotherly love and commitment to charity has made a great contribution. ■



綜合評語 Commentary

本於人性的關懷，形塑旅客賓至如歸之旅館風，逐步拓展，迄今已有7家連鎖旅館事業，蔚然有成。注重並落實環保措施，打造符合生態及節能之綠建築，並鎖定商務客源創造利基市場，並獲國際品牌同業認可。

The welcoming hotel ambiance created through a human-centric approach has seen the hotel chain gradually grow to a respectable 7 hotels. Environmental friendliness is emphasized with measures implemented to build eco-friendly and energy-saving green buildings. A niche market was created by targeting business travelers and secured the recognition from other international chain brands.