

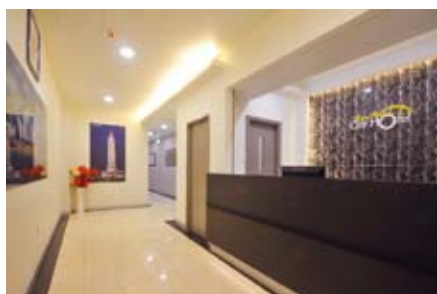


雪梨城市商務旅館有限公司

City Hotel Enterprise Pty Ltd.



負責人 葉義深先生
Owner : Mr. Michael Yeh



雪梨城市商務旅館 CityHotelSydney Lobby



雪梨城市商務旅館休息室
Lounge in CityHotelSydney



<http://www.cityhotelsydney.com.au/>

負責人 Owner : 葉義深 Michael Yeh

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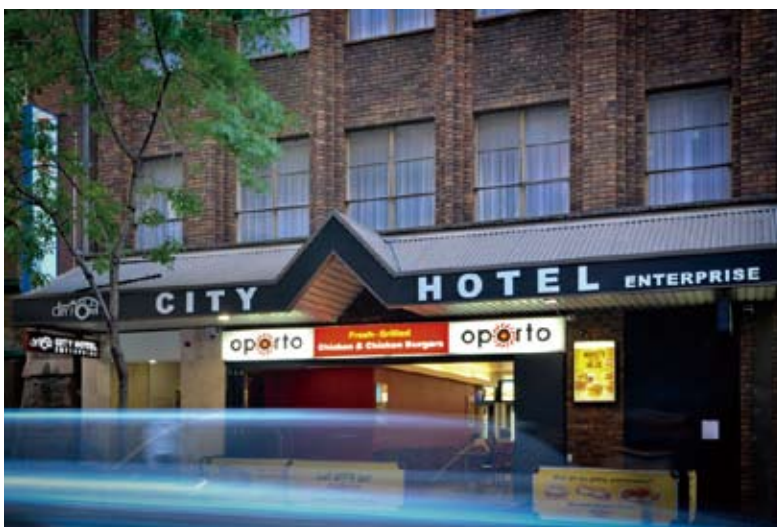
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Taipei Economic and Cultural Office in New Zealand

營業項目 Business Items :

商務旅行之住宿

Accommodation for traveling or business



雪梨城市商務旅館外貌 Entrance of CityHotel



初生之犢，不怕吃苦

1987年移民澳洲後，負責人葉義深安頓好家人在澳洲的生活後，便在雪梨展開新的創業之旅。從水果生鮮超市至《中國時報周刊》、《雪梨週報》中文媒體，再轉戰電信領域，與友人開辦E-tel電信產業後，葉義深發現另一項充滿市場契機的領域-商務旅館。性格大刀闊斧、敢衝敢拚的葉義深這幾年開始全心全意地投入商務旅館事業。

充分授權，員工即是老闆

員工即老闆，葉董事長相信充分授權可以培養一名員工提供完善的服務以滿足客人多樣性的需求。以此為人力管理方針，於2004年8月，Yeh's Family團隊首次在雪梨成立第一家旅館-Kirribilli。Yeh's Family經營商務旅館事業的經驗愈來愈豐富，整個團隊也成長擴張，勇於挑戰，更是嘗試把辦公大樓改建成商務旅館，這不僅考驗技術，也挑戰澳洲嚴格的消防控管法律，但是葉義深董事長所帶領的團隊堅信：只要肯努力，再難的問題都一定有辦法解決。終於在2012年1月成功的開幕City Hotel Sydney雪梨城市商務旅館。Yeh's Family團隊希望能提供給客人更多、更好的服務，於是挑戰更艱難的任務-Sydney Hotel CBD綜合型商務旅館，此專案房間數量為城市商務旅館的兩倍，並附設餐廳、商店的旅館，預計年營業額高達伍佰萬澳幣。

提供和家一樣舒適自在的服務

葉董事長不斷給員工一個觀念，當在為顧客服務時，其實是一個紳士淑女，淑女在為另一個紳士淑女服務，教導員工甚麼是「服務於

無形」，要求員工提供一種完善而無壓迫感的服務於顧客，凡事要想在顧客之前，讓在外奔波的遊客有回到家的感覺。品牌文化的形成要從每一位員工做起，用每位員工的高素質為客人送去溫暖與親情。例如城市商務旅館記錄每一位客人的喜好，與特疏要求，以提供客戶最無微不至的服務。

善用網路資源，精益求精

現今社會網際網絡的發達，善用網際網絡及消費者口耳相傳的方法就是最好的行銷策略。Yeh's Family Holding Pty Ltd.與多家網路訂房企業合作，例如 Booking.com、Agoda、Expedia和Wotif，定期的與各家廠商開會檢討過失及提升成長率。除此之外，合作廠商每年會進行澳洲商務旅館評比，Yeh's Family Pty Ltd.所屬的商務旅館被全球最大訂房網站 Booking.com評為2013最佳瀏覽率及訂房率之商務旅館。

回饋社會大眾

「讓客人有回到家的感覺」一向是城市商務旅館的企業宗旨，對於在外打拼的僑胞更是提供無微不至的照顧，葉董事長毫不猶豫的提供城市商務旅館作為2012年世界年會人員休憩的地方；葉董事長也積極的在澳洲推行台灣文化，擔任民國99年與100年中華民國雙十國慶活動執行長。2013葉董事長邀請專業人員飾演布袋戲，在雪梨達令港宣導布袋戲文化，此次活動創下當天觀光人潮六萬人的佳績。

不斷努力，勇往直前

葉義深董事長在商務旅館事業體（CityHotel Enterprise）的經歷約十年，他認為自己就像一



顆咸豐草的種子，無論丟在哪個地方的土地上，最後總能茁壯、生長、開花。對於仍在新建中的綜合型商務旅館，Yeh's Family一關一關把擺在眼前擋路的石頭搬開，這棟正在蛻變得商務型綜合旅館以國際化的標準，為顧客營造全新的感受，落實管理工作，加強和促進員工提供個性化和人性化的服務，為所有遊子遊客創造滿意和驚喜。■



雪梨城市商務旅館職員 CityHotelSydney Staffs

The new born cattle fears none

Michael Yeh immigrated to Australia in 1987. He has experienced many fields whilst in Australia. From being a fruit supplier to a Chinese broadcaster. During the time Mr. Yeh was operating the company: E-tel, he uncovered a great opportunity in tourist marketing.

Mr. Yeh began to focus on operating hotels in 2004, establishing his very first hotel; “the Kirribilli” in Sydney. From the beginning, he encountered many challenges because he lacked experience in hotel operation. Despite this challenge, Mr. Yeh believed in never giving up once he made a decision as the way to achieve his goals. He believed that there was always a way to solve every problem. The staffs of the city hotel enterprise share this belief. They do their utmost to meet and exceed all of their guests' expectation. Moving on from the accomplishment of their first hotel, Mr. Yeh and his team opened their second hotel: City Lounge, and their third hotel: City hotel Enterprise to great success. However, Michael Yeh is an ambitious businessman who isn't satisfied resting on his past achievements. Instead, he looks for more opportunities to succeed in Sydney.

Seek for greater perfection

Today, more people consider hotel as not only a place to sleep, but also as a place of entertainment. Therefore, Mr. Yeh and his team began to establish another hotel which also provides restaurant and

entertainment facilities in 2013. However, the City Hotel team's construction project faced serious complexities, in working to abide by the Fire Services Act of Australia. Fortunately, they resolved this problem and now look forward to opening the new hotel at the end of 2014.

Upside-Down pyramid management

The main reason City Hotel succeeds is that Mr. Yeh manages employees by a strategy called the Upside-Down Pyramid. The group at the front line is the customers, and achieving all guests' requests is the priority for the employees of the City Hotel Enterprise. The second layer is the employees and at the bottom of this upside-down pyramid is the staff's manager. Mr. Yeh empowers his staffs to make their own decisions, so that they can deliver impeccable customer service without delay, and so that they can improve their customer-facing skills by learning from the situations they encounter.

The second strategy the City Hotel Enterprise employs is teaching employees to provide service to their guests as they would their own families, so staffs show warmth, friendliness and compassion to all guests.

Strategy of City Hotel Pty Ltd.

The last strategy for success is utilizing the internet to promote the hotel and gain its guests' feedback. The City Hotel Enterprise has partnership with many agencies, such as extremely popular

accommodation booking websites: booking.com, Expedia, Agoda and Wotif. The City Hotel Enterprise can improve their service to guests by learning from the reviews left by guests on these websites. And by the annual report they feedback to each advertising partner. In 2013, City Hotel Enterprise was selected as the most popular hotel at booking.com.



雪梨城市商務旅館VIP房浴室一景
CityHotelSydney's Shower Room Appearance



雪梨城市商務旅館雙人房
CityHotelSydney's Room Appearance

Back coupling society

Mr. Yeh is grateful to the friends and associates who helped him during the establishment of his new business. In turn, he always strives to support fellow Taiwanese without any hesitation. For example, for the World Business Conference in 2012, when the City Hotel was offered as a conference and guest room provide for all of its participants. Mr. Yeh also promoted the Taiwanese culture with glove puppetry in Australia when he was a chairman for the National day of Taiwan in 2010 and 2011. On these days, there were over sixty thousand to tourists present in Darling Harbor.

Review the past and look forward to the future

As an experienced hotelier of ten years, Mr. Yeh and his team are looking forward to rising to all challenges in opening the newest hotel of the City Hotel Enterprise at the end of 2014, and to providing exemplary customer service, to both satisfy and delight their future guests.



雪梨城市商務旅館藍山員工旅遊
Employee's Welfare in CityHotelSydney

綜合評語 Commentary

- 從購地到改建，進而到歷史文化古蹟轉型的城市旅館，多點、連鎖而不複製，經營策略極有特色。充分授權培育員工，以國際化酒店標準，全面落實安全管理、部門分工、員工全面參與。
- 負責人活躍澳洲雪梨僑界，對於台灣經濟與傳統文化的推廣更是積極參與，堪為海外台商企業楷模。此外，提供旅澳台灣青年度假打工機會，致力提升台灣服務形象及品牌。
- Starting from land purchase and reconstruction, the company transforms historic, cultural sites into city hotels. The management strategy is unique in that it manages multiple sites as a chain but does not replicate. It gives the staff solid authority and training. Using the internationalized hotel standards to comprehensively implement safety management, departmental division of labor along with full participation from the staff.
- The company representative is active in the overseas community in Sydney, Australia, and he is also actively participating in the promotion of Taiwanese economy and traditional culture and is considered an exemplary overseas Taiwanese businessperson. Moreover, he/she provides Taiwanese youth with working holiday opportunities, while striving to advance Taiwan's service image and brand.