

BARONY HOTELS & RESORTS WORLDWIDE

COMPANY PROFILE

君廷酒店及度假村

集团简介

Nothing Is Impossible



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Nothing Is Impossible



VIBRANT, CREATIVE, SUSTAINABLE
A LEADING HOTEL BRAND GROUP

我们致力于成为：
具有生命力、创造力、可持续发展力的领先酒店品牌集团

B A R O N Y H O T E L S & R E S O R T S W O R L D W I D E

GENTLEMANLY LEGACY

绅士传承

- Brand Culture from The Barony Castle
- Essence of English Hospitality in Our DNA
- Gentlemanly Grace, Heartfelt Service
- Exquisite Wines & Cuisine
- Nurturing Life's Sublime Delights
- Honoring Travelers as Cherished Guests



君廷品牌孕育于英伦文化, 关注于生活品质的非凡追求, 将英式待客之道的精髓编织入品牌基因。宾至如归的热情问候, 谦逊有礼的从心相待, 抚慰宾客心灵的是家的温暖。上佳的美酒佳肴之饌, 则是对美食赏味之道的最高敬意。君廷酝酿着对美好生活的执著向往, 用心呵护着每一位尊贵的旅伴。

THINK GLOBALLY, ACT LOCALLY

全球思维 区域运作

Strategy for the New Era

Global Footprint in Target Markets

- Most attractive and promising markets
- Build ideal brands of corresponding scale

Focus on Large-Scale Markets

- More efficient cooperation and operations
- Higher returns / Lower costs

Two Driving Forces for Steady Development

Global Hotel Industry Market

- Supply and demand patterns
- Innovative changes

Regionalized Operations

- Flexible and reasonable cooperation models
- In-depth collaboration with owners

Growth in Greater China Market

2003 Entered Greater China region

Strategic Benefits:

- Maximize growth opportunities
- Strengthen cooperation with owners
- Achieve common growth

在新纪元，我们的战略是在全球范围内最具吸引力、潜力的市场构建相应规模的理想品牌。在最大规模的市场内聚焦于成长，这意味着君廷集团与业主们能够更加高效的合作运营并且从更高的收益及更低的成本中获利。

君廷稳健的发展不仅依赖于关注全球酒店业市场供需规律与创新变革，还着眼于不同区域间的运作差异，与业主之间追求灵活的，合理的合作模式。自2003年进入大中华地区后，我们寻求着成长的最大机遇。我们的战略在增强了与业主的合作关系的同时也促进了双方的共同成长

GLOBAL COOPERATION

全球合作

2013, Northland Properties cooperated with Barony Hotels & Resorts

作为加拿大酒店业与餐饮服务业的先驱，北美最大的酒店物业持有商万国资产集团于2013年与君廷酒店及度假村合作

Integrated Resources & Market Expertise

Facilitating Long-Term Growth in Asia-Pacific

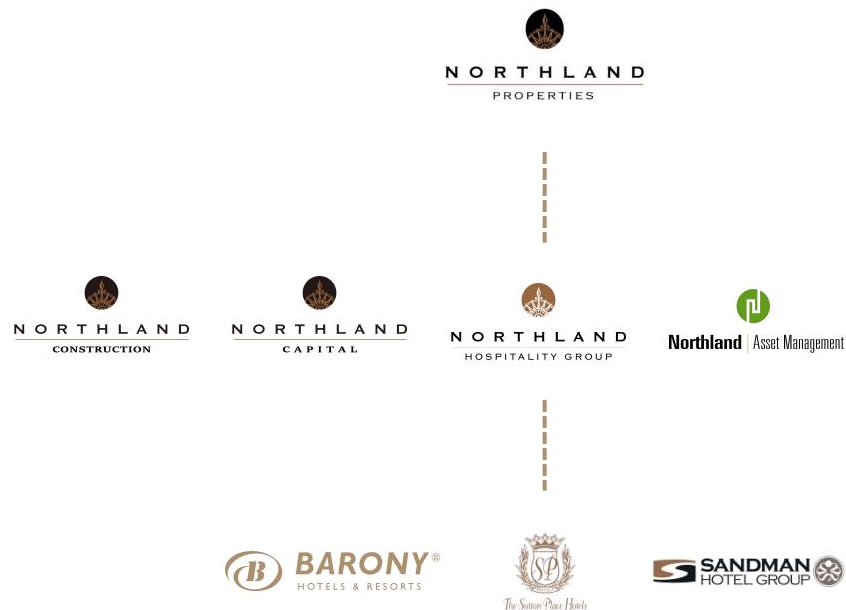
整合双方的资源优势与市场经验，从而促成双方在亚太地区的长远发展

The Sutton Place, Le Grand Residences, Sandman Signature, Sandman

Hotels & Suites joined Barony Brand Family

Injecting New Vitality into Greater China Expansion

其酒店品牌加入到君廷在大中华区的发展



NORTHLAND PROPERTIES

万国资产集团



Canada's Trusted Hospitality Brand

Force Behind Sandman, Sutton Place, Barony Hotels & More

加拿大值得信赖的资产及酒店管理品牌, 众多酒店品牌背后的力量

Founded 1963 by Bob Gagliardi

Diversified into Hotels industry in 1966

1963年由Bob Gagliardi创立, 1966年拓展进军酒店业

Integrated Real Estate, Construction, Asset Management

Driving Brand Development Across Hospitality & Sports

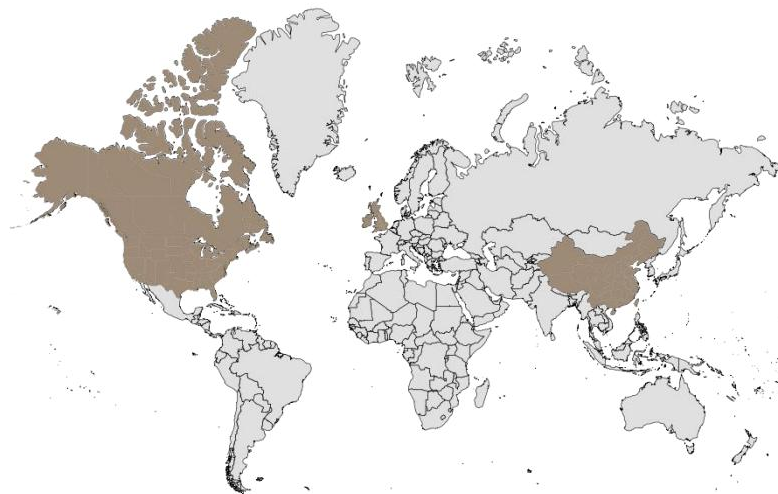
整合房地产、建筑、资产管理, 驱动酒店、体育等行业品牌发展

HOTEL BRANDS OF NORTHLAND

万国旗下酒店品牌集团



N O R T H L A N D
HOSPITALITY GROUP



F&B BRANDS OF NORTHLAND

万国集团旗下餐饮品牌



Denny's 餐厅
51分店



Chop 牛排馆
7分店, 1特许店



Rockford 酒吧/烧烤
2分店



Shark 俱乐部
8分店, 1特许店



Bar One 餐厅
13分店



Moxie's 烧烤吧
19分店, 44特许店



BOULEVARD 餐厅
1分店

RECREATION MANAGEMENT OF NORTHLAND

万国集团康乐管理



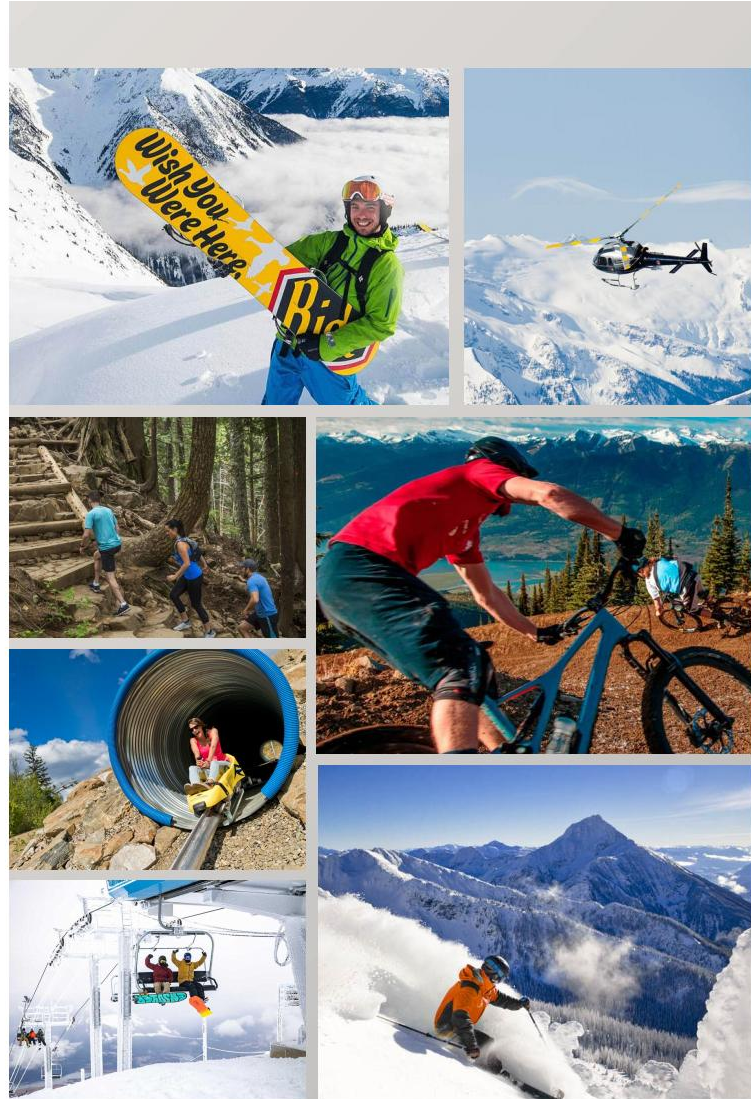
雷夫尔斯托克度假山庄



塞尔扣克丹吉尔 直升机跳伞俱乐部



格劳斯山度假村



ASSETS MANAGEMENT OF NORTHLAND

万国集团资产管理



Northland | Asset Management

万国资产管理公司

Commercial Properties
商业地产

Residential Properties
住宅地产

Additional Assets
综合性资产



SPORTS MANAGEMENT OF NORTHLAND

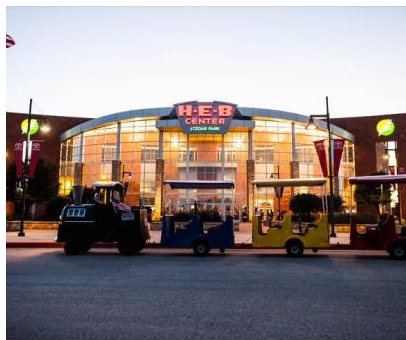
万国集团体育管理



甘露市开拓者曲冰队
联合业主（西部冰球联盟）



达拉斯星冰球队
业主（国家冰球联盟），
美航中心，达拉斯星
及达拉斯小牛队 NBA 的联合业主



Nothing Is Impossible

A dark, elegant interior room with wood paneling, a sofa, and a framed portrait. The room is dimly lit, with light coming from a lamp on the left and a shelf on the right. The text "BRANDS DEVELOPMENT" is overlaid in the center.

BRANDS DEVELOPMENT

品牌发展

BARONY HOTELS & RESORTS WORLDWIDE



BRAND DEVELOPMENT

品牌发展

Providing Fresh, Vibrant Brands is Crucial
Each Innovating to Meet Emerging Guest Needs
From Marketing to Hotel Experience

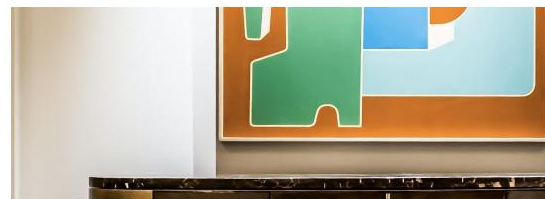
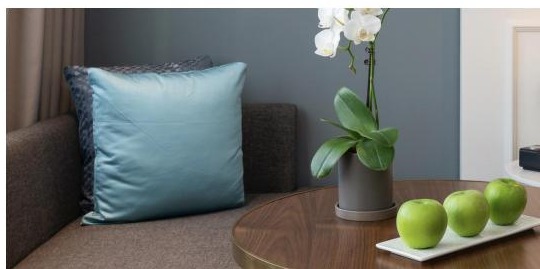
在君廷酒店及度假村集团，我们知道提供清新、充满朝气的品牌至关重要
从市场到酒店的创新，我们每个品牌都配备精良来满足新兴客人的需求

HOTEL BRANDS

酒店品牌

We recognise the importance of delivering fresh, vibrant brands. In response to the diverse needs of the Asia-Pacific market, Barony Hotels & Resorts Worldwide has extended its brand portfolio to cover the luxury full-service to mid-scale limited-service market with nine of its own brands: Royal Barony; Barony Boutique; Grand Barony; Barony Residence; The Barony; Barony Boutique; Grand Barony; Barony Residence; The Barony; Fossilwood; Barony Park; Barony Signature; and Barony Etap, as well as four partner brands: Sandman Signature; Sandman; and Le Grand Residence.

面对亚太市场多元的需求，君廷集团通过品牌延伸覆盖豪华全服务至中端有限服务的酒店市场，包括拥有：君域、珺邸、君廷、君廷行政公寓、君瑞、富喜坞、邦臣、邦臣嘉仕、邦臣嘉选等9个自有酒店品牌，以及圣曼、达漫、Le Grand行政公寓-等4个合作酒店品牌



BRANDS POSITIONING

品牌定位

LUXURY 5 STARS
奢华五星

DELUXE 5 STARS
豪华五星

STANDARD 5 STARS
标准五星

SERVICE RESIDENCE
服务公寓

UPSCALE TO
UPPER MID-SCALE
高端至中高端

MID-SCALE
中端有限服务



圣顿



君廷



君瑞



君廷行政公寓



邦臣嘉仕



邦臣嘉选



君域



格兰德公寓



邦臣



达缦



珞邸



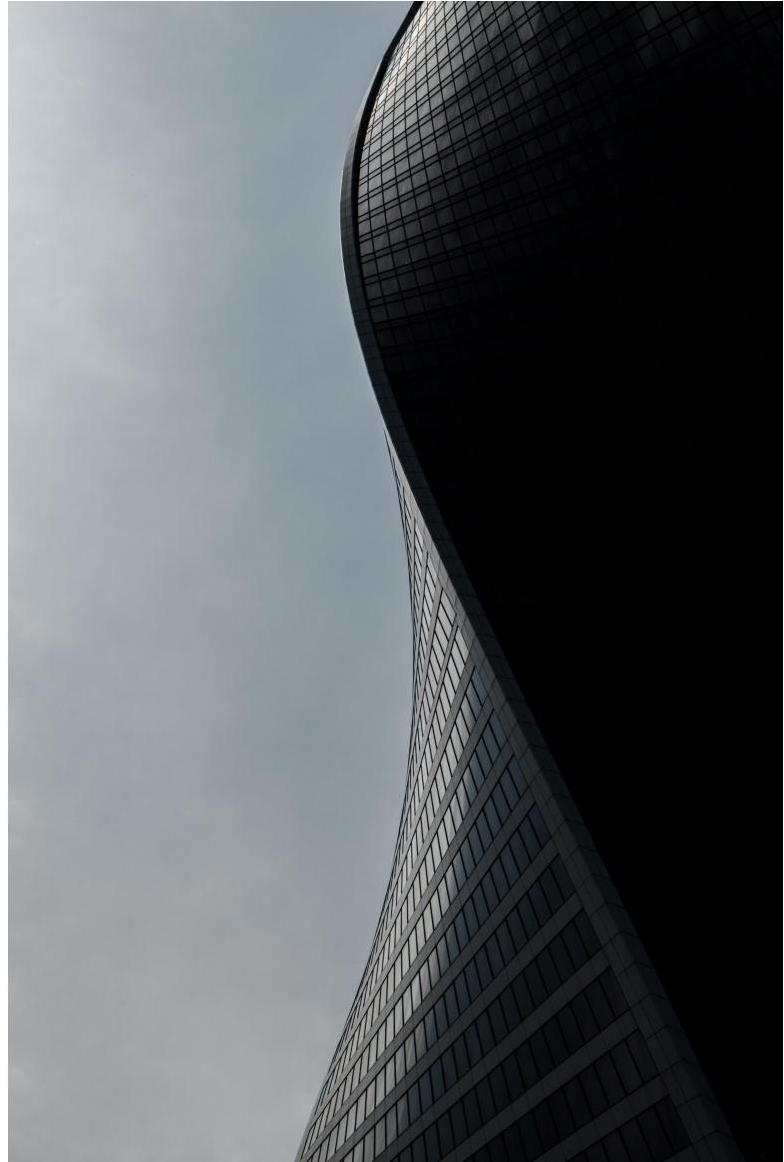
富喜坞



圣曼

MODERN CLASSIC

现代经典系列

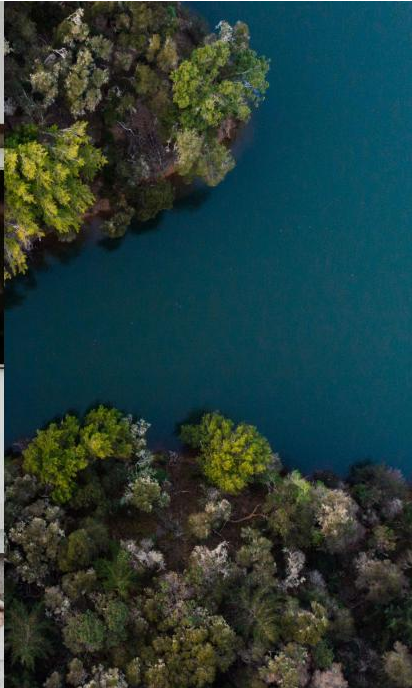




REVISITING CLASSICS
EXPERIENCING LUXURY

The uniqueness of **Royal Barony** lies in its distinction from the moment you step through its doors. Each Royal Barony hotel accurately reflects an international social environment as well as unique local culture, taking into full consideration the diversity of its guests and unique regional characteristics. Tailored to the Royal Barony style for each guest's "personal customization," exquisite details open up all of your sensory experiences, allowing you to linger over its understated luxury and originality. Every staff member will do their utmost to provide you with personalized service with great passion, allowing you to experience luxury that is exclusive to you at all times.

君域 的与众不同，从您踏入它大门的那刻起便已经注定不同凡响。每一家君域酒店都准确体现国际化社交环境以及独有的地域文化，并充分考虑到客户的多元性和独特的地域色彩。结合君域特色为客人“私人定制”，以精致的细节打开您所有的感官体验，让您留恋它的低调奢华与原创品质。每位君域的员工都竭尽所能为您提供个性化服务，极具热忱，使您无时无刻体验到那份专属于自我的奢华。



GENTLEMANLY HERITAGE

风度传承

PURSUIT OF AESTHETIC

艺术追求

CUSTOMIZATION

私人定制



BARONY BOUTIQUE®
COLLECTION

EXPLORING ART
DISCOVERING SELF

Barony Boutique is Barony Hotels and Resorts' luxury collection brand, with a global vision to select and assemble the world's top ultra-high-end and luxury destination hotels/restaurants, pursuing the unique expression of art and cultural themes. Barony Boutique skillfully incorporates the essence of classic architecture by flexibly applying fashionable design concepts, blending the modern cultural core to create a quiet, luxurious yet stylishly leisurely unique space concept. Facing today's diverse values and attitudes towards life, Barony Boutique excels in details and connotations, purely interpreting the local etiquette of hospitality for every guest, allowing guests to have an unforgettable travel experience in their lifetime - a service tenet that Barony Boutique has always adhered to.

珞邸精选 典藏是君廷酒店及度假村旗下定位奢华精选集合品牌，以全球视角甄选和集合全球顶尖超高端及奢华目的地酒店/餐厅为出发愿景，追求独特的表达艺术与文化的主题。珞邸追寻时尚设计理念的灵活运用巧妙地将经典建筑的精粹融入其中，荟萃现代的文化内核，打造静谧奢华而又时尚悠闲的独特空间概念。面对当今多元的价值观与生活态度，珞邸精于细节，卓于内涵，纯粹地为每位客人诠释当地的礼仪待客之道，使宾客在一生之中留驻难以忘却的旅享体验经历，是珞邸一贯信奉的服务准条。



ONE STORY

一故事

ONE STUNNING VIEW

一绝景

ONE MASTER PIECE

一佳作



EXPLORE NOVELTY
SENSE CUSTOMS

Grand Barony integrates diverse civilizations, pursuing the perfect combination of modern and classic. It is renowned for attentive service, efficient meeting services, grand and unique banquet venues, elegant and comfortable guest rooms, and exquisite dining. Grand Barony strives for a deeper sense of quality in the luxury hotel brand. Located in prime commercial districts and resort areas of major cities, it is gradually becoming a new landmark for socializing and entertainment. Combining exquisite cuisine, an elegant environment, and sincere service, it leaves guests pleasantly surprised. The quality lifestyle presented by Grand Barony hotels also reflects the discerning taste of guests who choose to stay there.

作为集团的旗舰品牌，**君廷** 融合多元文明，追求现代与经典的完美结合，以贴心的服务、高效的会议服务、华丽独特的宴会场地、典雅舒适的客房与精致的餐饮而闻名。君廷追求豪华酒店品牌更具深度的质感。坐落于各大城市的繁华商业地带和度假区，并逐渐成为当下社交与娱乐的新地标。集精致的菜肴，雅致的环境，诚挚的服务于一体，让宾客备感惊喜。君廷酒店呈现的质感生活，也映衬了选择下榻的客人独具慧眼的品味。



CULTURAL DIVERSITY

融合多元文化

MODERN CLASSIC

追求现代经典

EXPLORE TREND

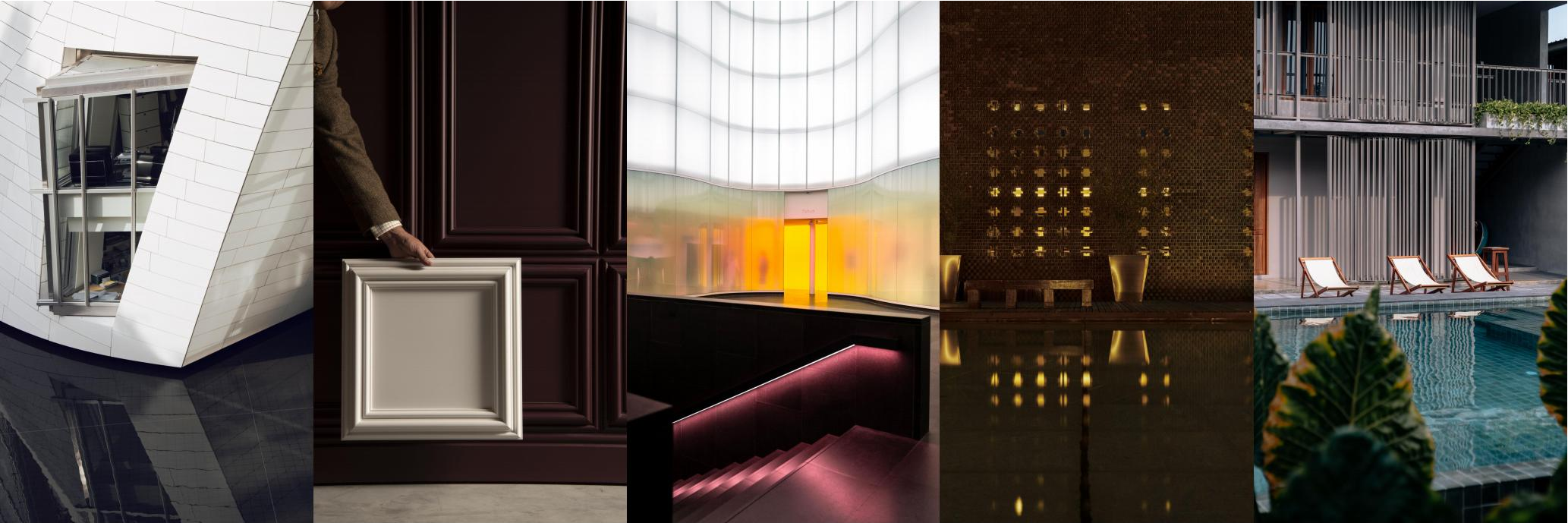
探寻新奇风尚



EXCEPTIONAL EXCELLENCE
PREMIER FOR BUSINESS TRAVEL

With its exceptional spatial design, authentic cuisine and fine wines, impeccable service, and first-class modern meeting facilities, **The Barony** seems more inclined to calmly showcase its strengths and welcome every guest that arrives. Stemming from an accurate positioning of local cuisine, The Barony brings together regional flavors from all over, leading guests to explore unique local tastes. Equipped with advanced modern facilities and a diverse array of meeting venues, The Barony is an excellent choice for business travelers. Whether reuniting with long-lost friends to chat here, or making new friends for a gathering, The Barony can spark your unlimited imagination.

君瑞 卓尔不凡的空间设计，地道的美食佳酿，尽善尽美的服务及一流的现代化会议设施，君瑞似乎更倾向于从容地展现自身的优势，迎接每一位到来的宾客。源于对当地准确的美食定位，君瑞将各地特色风味云集一堂，引领客人探索特色风情。先进的现代化设备搭配种类多样的会议场地，君瑞是商旅住宿的绝佳选择。无论是与多年不见的老友相约在此畅谈，还是结交新朋在此聚会，君瑞都能激发您无限想象空间。



DECONSTRUCTION

解构商旅

BLEISURE = BUSINESS + LEISURE

商旅休闲化

VITALITY & PASSION

活力与激情



EXCLUSIVE SPACES
BOUNDLESS POSSIBILITIES

At **Barony Residences**, the modern executive apartments provide elegant luxury, with all services and amenities reflecting an impeccable quality of living. Meticulous and highly personalized arrangements are thoughtfully curated to fulfill guests' diverse lifestyle needs. The lavish and exquisite serviced suites create exclusive living spaces through versatile room combinations with a high degree of flexibility, as well as interior designs that assure privacy for travelers and their families residing away from home. The residences' recreational facilities, imbued with vibrant local flavors, offer delightful opportunities to experience the charming neighborhood culture during business trips or leisure stays.

现代化的行政公寓提供优雅的奢华，所有的服务、设施尽显高纯度的生活品质。细致且极富个性化的安排皆是为了满足宾客多样的生活需求而精心订制。豪华精致的服务式公寓通过多样性、高灵活度的客房设施组合以及私密性装潢布置为旅居异地的宾客及其家人打造专属的生活空间。公寓配套的地域特色鲜明的娱乐场所为客人在差旅、休闲期间提供了体验精彩邻里文化好去处。



QUALITY LIFE

品质生活

CUSTOMISATION & PRIVACY

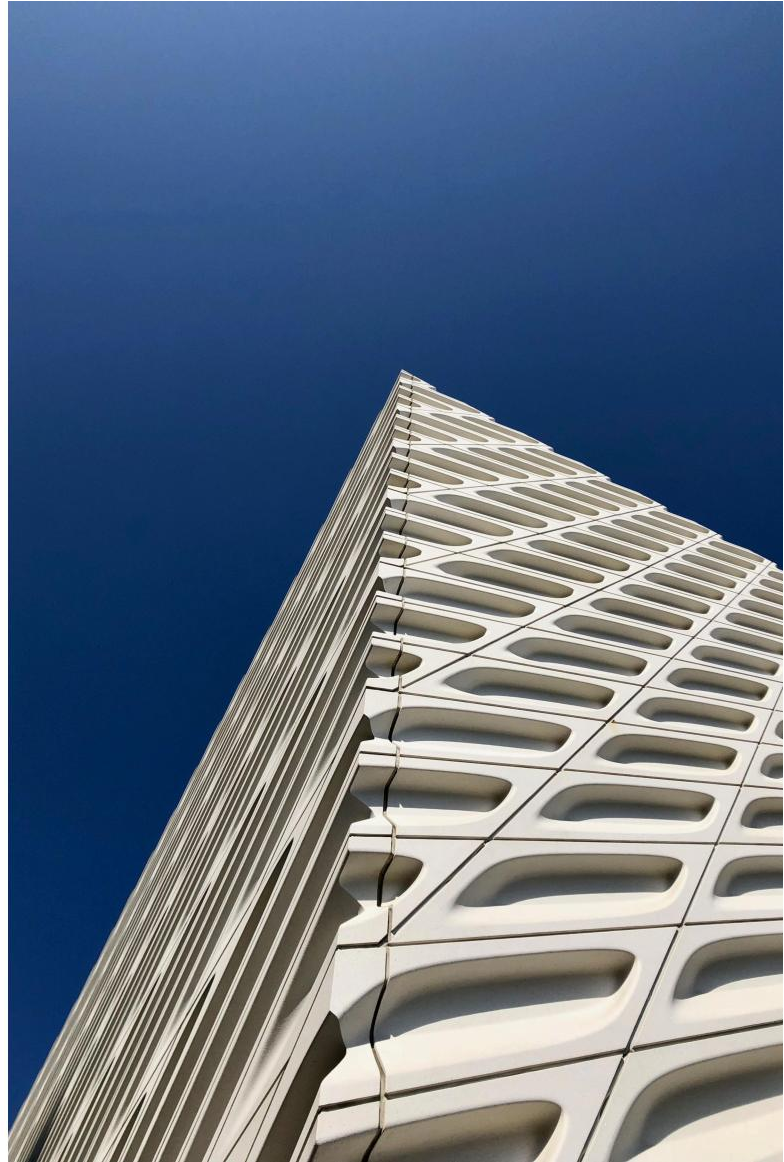
个性私密

NEIGHBOURHOOD CULTURE

邻里文化

LIMITLESS INSPIRATION

灵感无际系列

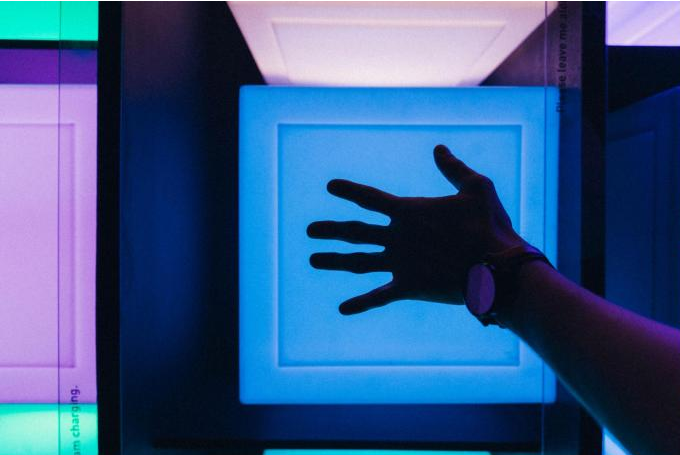




STYLISH SIMPLICITY
VIBRANT LIVING

The vibrant **Barony Signature** combines avant-garde color tones with classic retro elements in its design, creating a uniquely stylish space. Its flexible locations, convenient facilities, diverse regional features, and high value-for-money stay experience all express the passion and enthusiasm of Barony Signature. Comfortable mattresses, fresh organic breakfasts, thoughtful arrangements, and attentive services make Barony Signature the premier choice for relaxation and leisure.

活力四射的**邦臣嘉仕**，设计上兼具前卫的色彩格调与复古的经典元素，打造别具特色的时尚空间。灵活的地理位置，快捷便利的设施，多变的地域性特色以及高性价比的入住体验，都在表达着邦臣嘉仕的激情与热忱。舒适的床垫，新鲜的有机早餐，人性化的安排与细致周到的服务，邦臣嘉仕是放松与休闲的不二选择。



STYLISH
轻松时尚



VERSATILE
灵动百变



RECREATION & SOCIAL
休闲社交



DELIGHTFUL BUSINESS TRAVELS
JOYFUL FAMILY MOMENTS

At **Barony Park**, explore a new city and embark on a new encounter. Comprehensive business facilities, excellent wellness amenities, cozy family suites - all this can be realized at Barony Park hotels. Smooth and unobstructed refers not only to your journey, but also to the entire stay experience and communication process. Barony Park places great emphasis on the sleep quality of every guest. The bedding and linen at Barony Park have been meticulously selected, aiming to provide guests with a high-quality and comfortable sleep. A memorable breakfast and a pleasant stay experience - wherever there is a Barony Park, it will become your prime choice for accommodation.

在**邦臣**探索一个新的城市，开始一段新的邂逅。完备的商务设施，优良的康健设施，温馨的亲子套房，这一切皆能够在邦臣酒店得以实现。畅行畅通的不仅包括您的旅程，还有整个入住过程与沟通交流。邦臣注重每位客人的睡眠质量，邦臣的床具、床上用品都经过了严格的挑选，希望客人的就寝时间都是优质且惬意的。令人回味的早餐，愉悦欢欣的住宿体验，有邦臣的地方，都将成为您下榻的不二之选。



FAVORITE CHOICE OF BUSINESS TRAVEL
商务旅行的心仪之选

FUN TRAVEL, JOYFUL FAMILY
趣味旅行，欢享家庭



PLEASURABLE JOURNEYS
QUALITY LODGING

Barony Etap's limited service concept is entirely tailored for the new generation of experienced customers, allowing the hotel to become a place that integrates work, life and entertainment, seamlessly connecting personal life with professional activities, enabling guests to effortlessly transition their lifestyles. The stylish decor and distinct architectural style create a relaxed and indulgent atmosphere for guests. Featuring comfortable guest rooms, convenient self-service business facilities, as well as a new concept bar and restaurant, Barony Etap has it all.

邦臣嘉选的有限服务理念完全是针对新一代经验丰富的客户群体，让酒店成为一个寓工作于生活和娱乐中的场所，把个人生活与职业活动进行无缝连接，让客人实现生活方式的轻松改变。时尚的装潢，与众不同的建筑风格，为客人营造一种悠闲自得的氛围。舒适的客房，便捷的自助型商务服务，以及新概念酒吧餐厅一应俱全。



COMFORT & CONVENIENCE

舒心 便捷

INSTANT SELF-SERVICE, NO QUEUES

极速自助, 零等待



LOVE THIS MOMENT

Fossilwood Residence promises to provide a "home away from home" experience and the comfortable enjoyment of immersive services across different regions for everyone who chooses it. Comprehensive business and leisure services allow you and your family and friends to rejuvenate here, bask in the sunshine, feel the vitality of this city, and freely choose anytime, anywhere, according to your plans, schedule and preferences. With convenient home appliances, family-friendly facilities, and vibrant party venues, Fossilwood Residence fills every corner of life with love.

富喜坞 承诺为每位选择它的人士提供“家外之家”的自在体验以及在不同地区的直入式服务的舒适享受。全方位的商务与休闲服务，让您与您的家人好友，在此得以焕然一新，尽情享受阳光，感受这座城市的生机与活力，随时随地的自由选择，一切皆根据您的计划、时间以及喜好而定。便利的居家设备，配套的亲子设施，动感的派对场所，富喜坞让爱意布满生活的各个角落。



LOVE THE COMFORT

爱在舒适生活

JOY AT REUNIONS

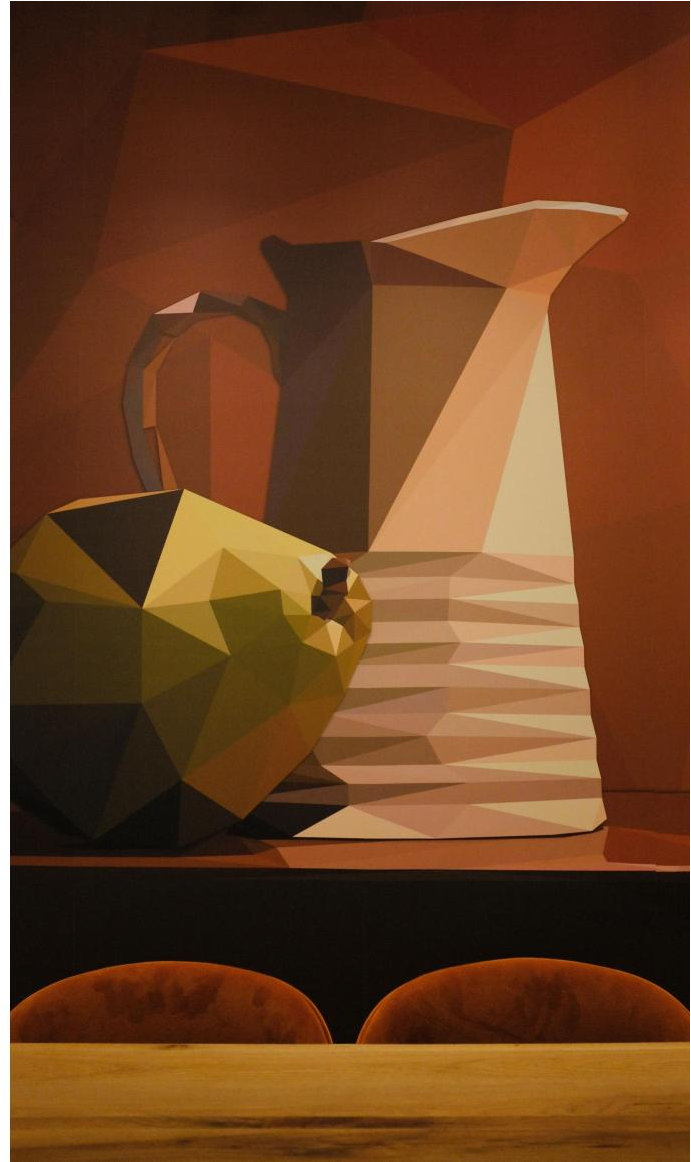
爱在欢聚时光

F&B BRANDS IN HOTEL

餐饮品牌“店中店”模式

7 F&B brands including Baron's Kitchen & Bar, Le Céladon Restaurant, Marco & Defu's Restaurant, Boulder Coffee, and Chopin Bar, Glacier Gelato and Barleyism Beer complement the hotel brands as derivative business projects, creating a multidimensional "shop-in-shop" model.

御粟軒、塞纳宫、漫朵、博戴咖啡、肖邦吧、冰川熊冰激凌以及大麦主义啤酒等7个餐饮与零售品牌作为衍生的商业企划与酒店品牌组合发展。



F&B BRANDS

餐饮品牌

RESTAURANT
餐厅



御栗轩



塞纳宫



漫垛

BAR
酒吧



肖邦酒吧

CAFÉ
咖啡



博戴咖啡

OUTLET
零售



大麦主义啤酒



冰川熊冰激凌

BARON'S SINO KITCHEN & BAR

GALLERY



BARON'S SINO KITCHEN & BAR

GALLERY



BARON'S SINO KITCHEN & BAR

GALLERY



BOULDER COFFEE

GALLERY



BOULDER COFFEE

GALLERY



LE CELADON RESTAURANT

GALLERY



LE CELADON RESTAURANT

GALLERY



Nothing Is Impossible



PROJECTS SHOW

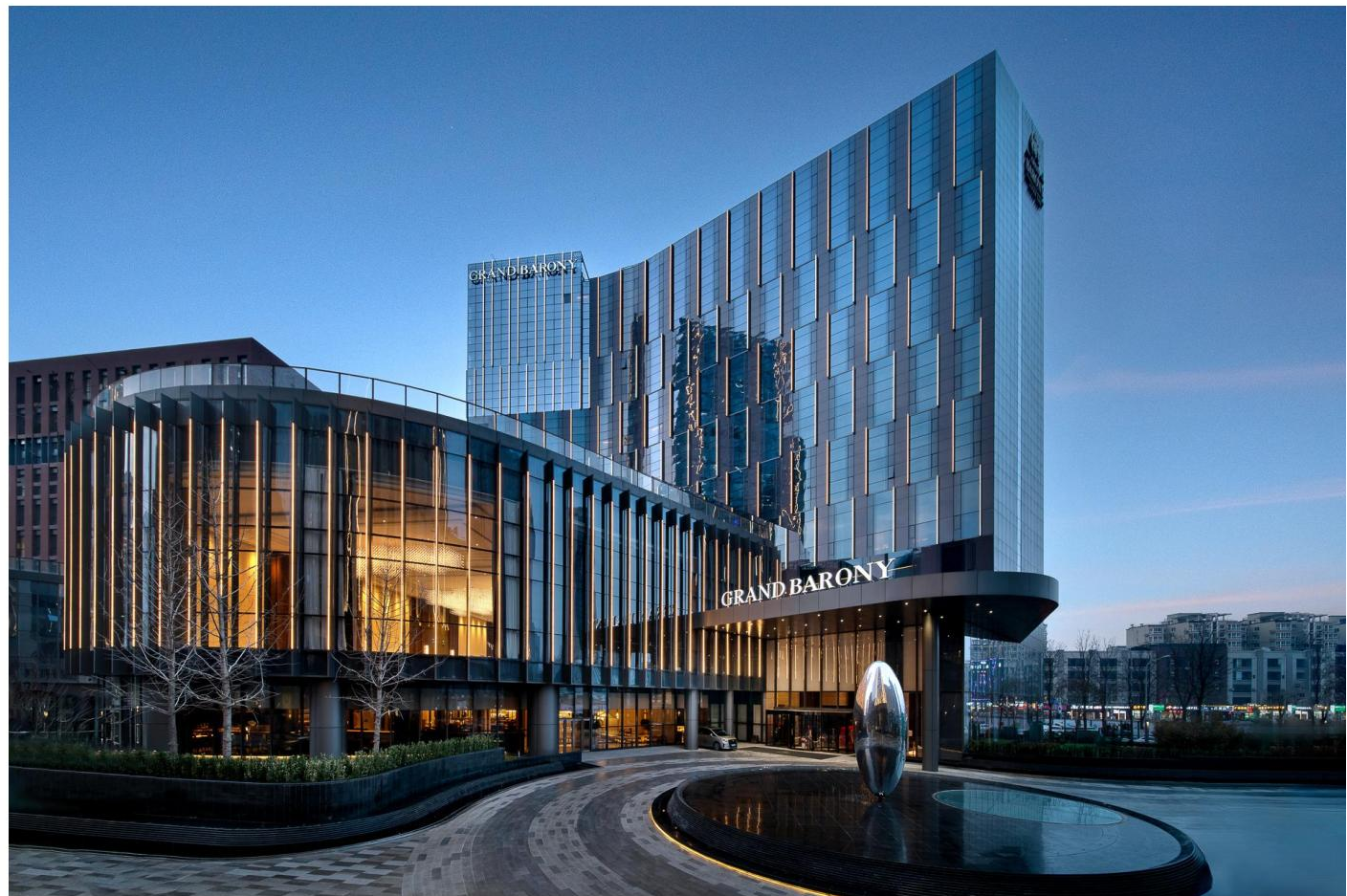
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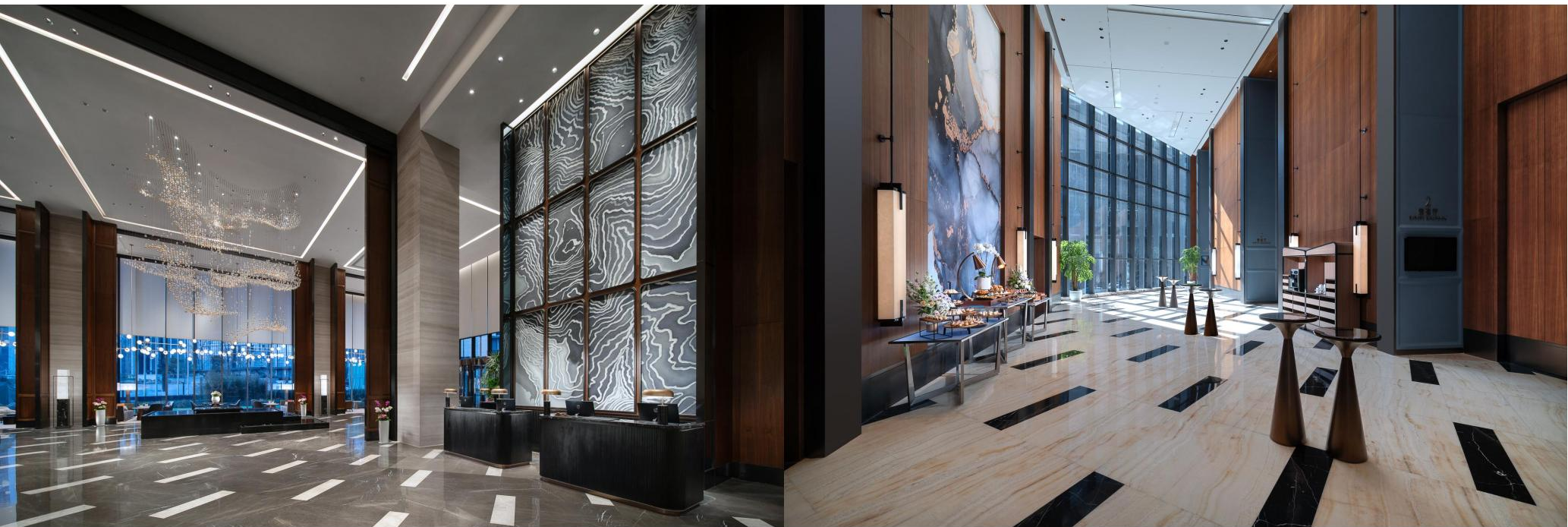
GRAND BARONY
PROJECTS

GRAND BARONY HOTEL
JINAN. CHN

济南君廷酒店 (2024.03)



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PROJECTS



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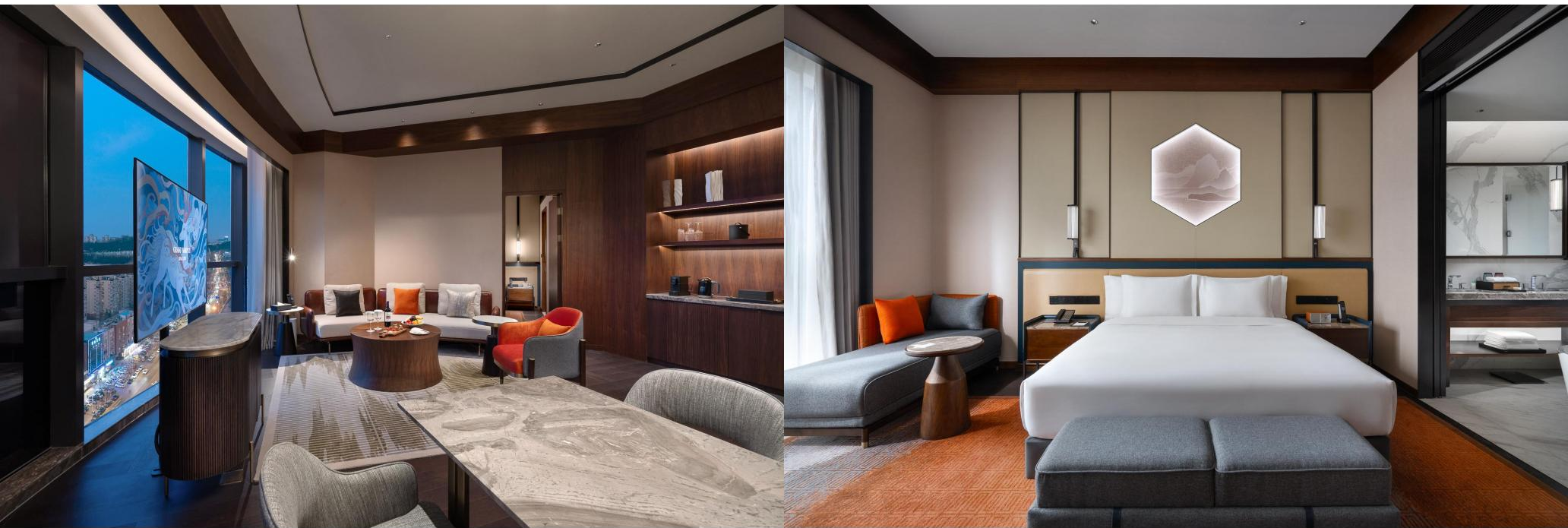


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BARONY HOTELS & RESORTS WORLDWIDE

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B A R O N Y H O T E L S & R E S O R T S W O R L D W I D E

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GRAND BARONY
PROJECTS

GRAND BARONY HOTEL
QINGDAO. CHN

BARONY PARK HOTEL
QINGDAO. CHN

青岛国际机场君廷酒店
青岛国际机场邦臣酒店



GRAND BARONY
PROJECTS



BARONY HOTELS & RESORTS WORLDWIDE

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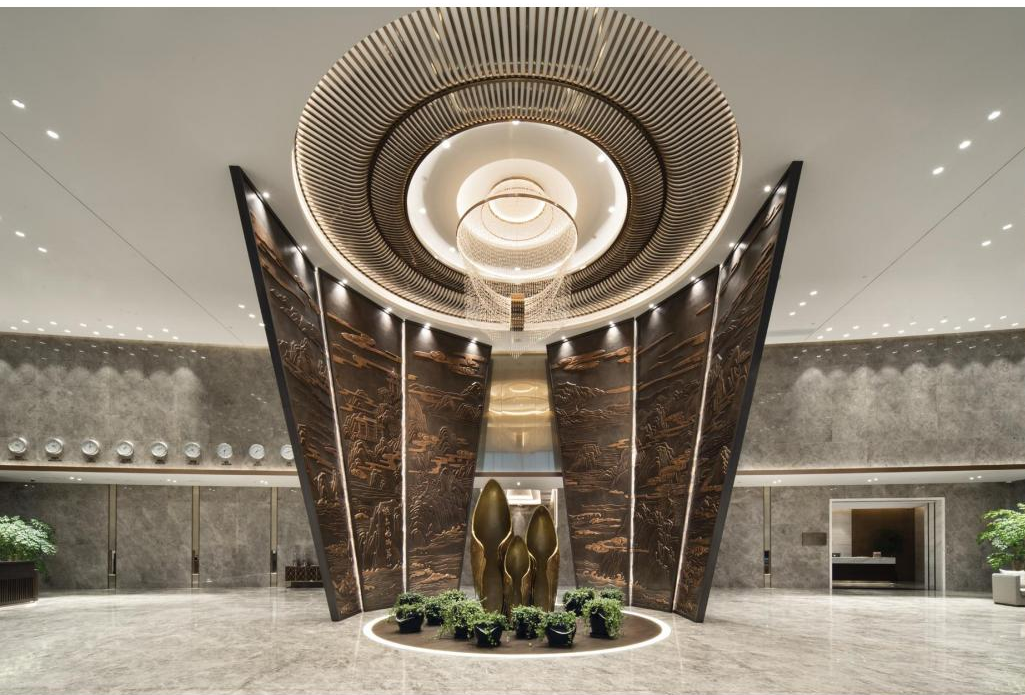


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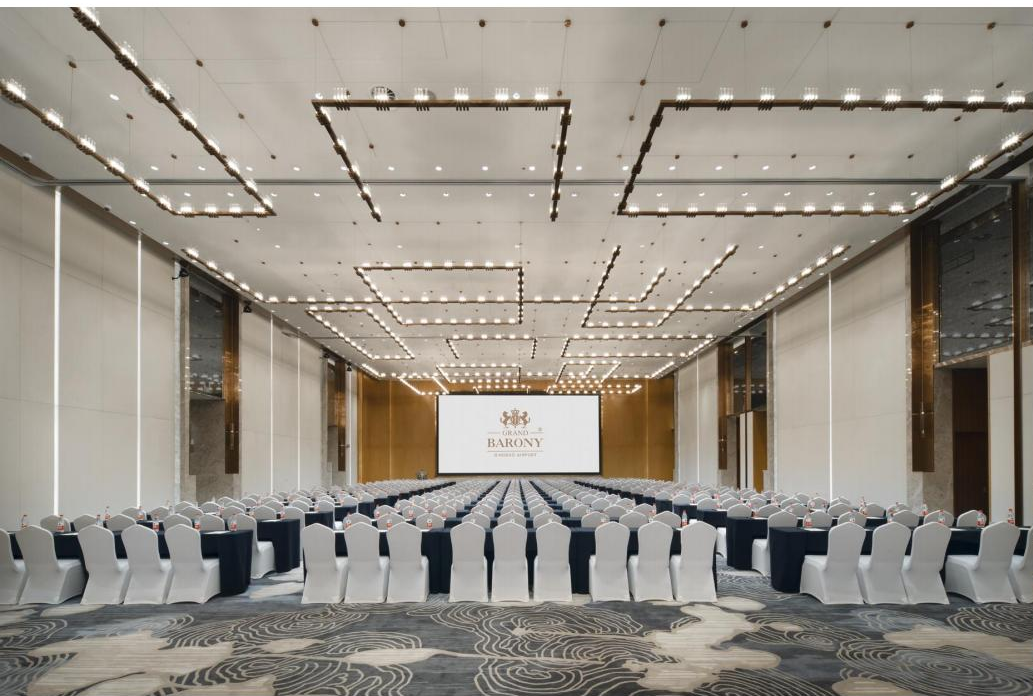


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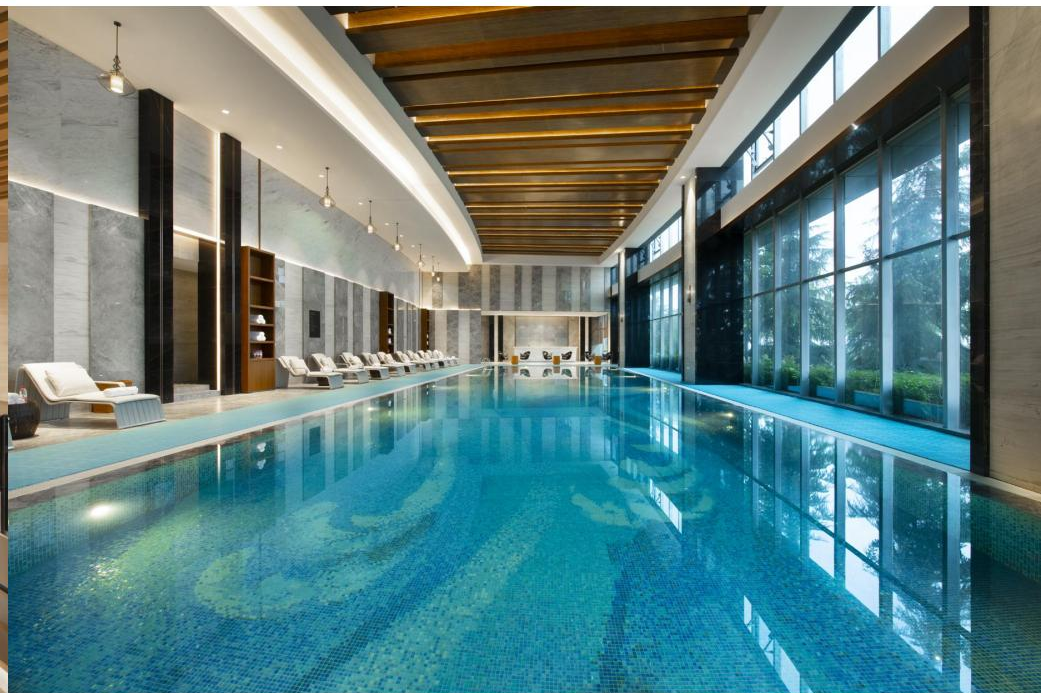
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PROJECTS



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PROJECTS



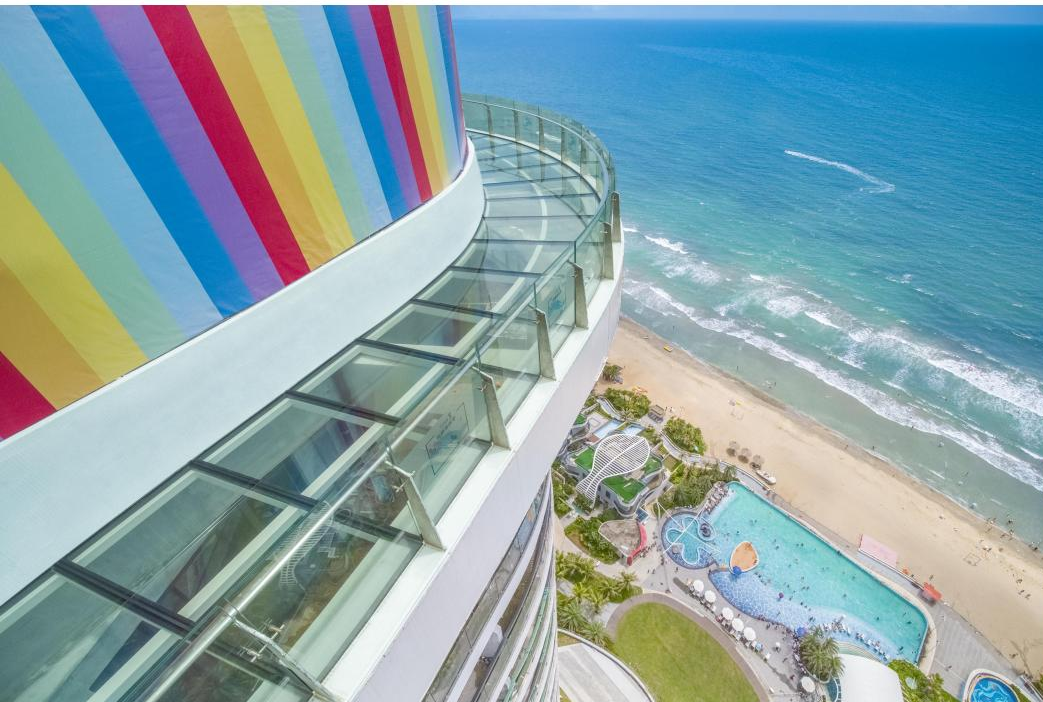
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PROJECTS

GRAND BARONY HOTEL
HUIZHOU. CHN

惠州双月湾君廷度假酒店



GRAND BARONY
PROJECTS

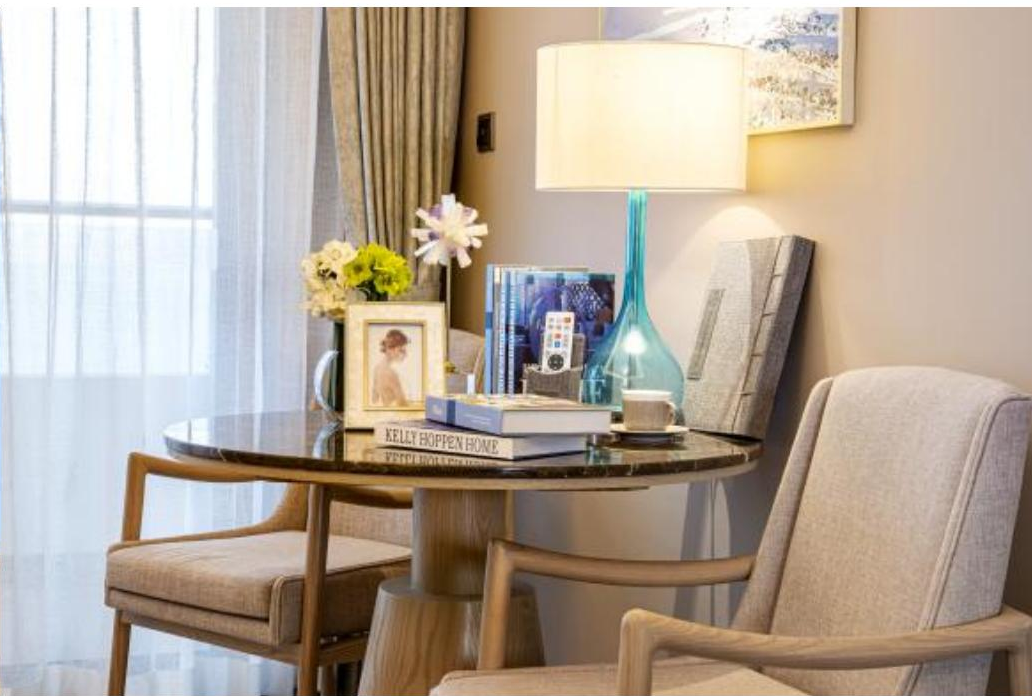


B A R O N Y H O T E L S & R E S O R T S W O R L D W I D E

GRAND BARONY
PROJECTS



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GRAND BARONY
PROJECTS

GRAND BARONY HOTEL
WENZHOU. CHN

温州君廷酒店



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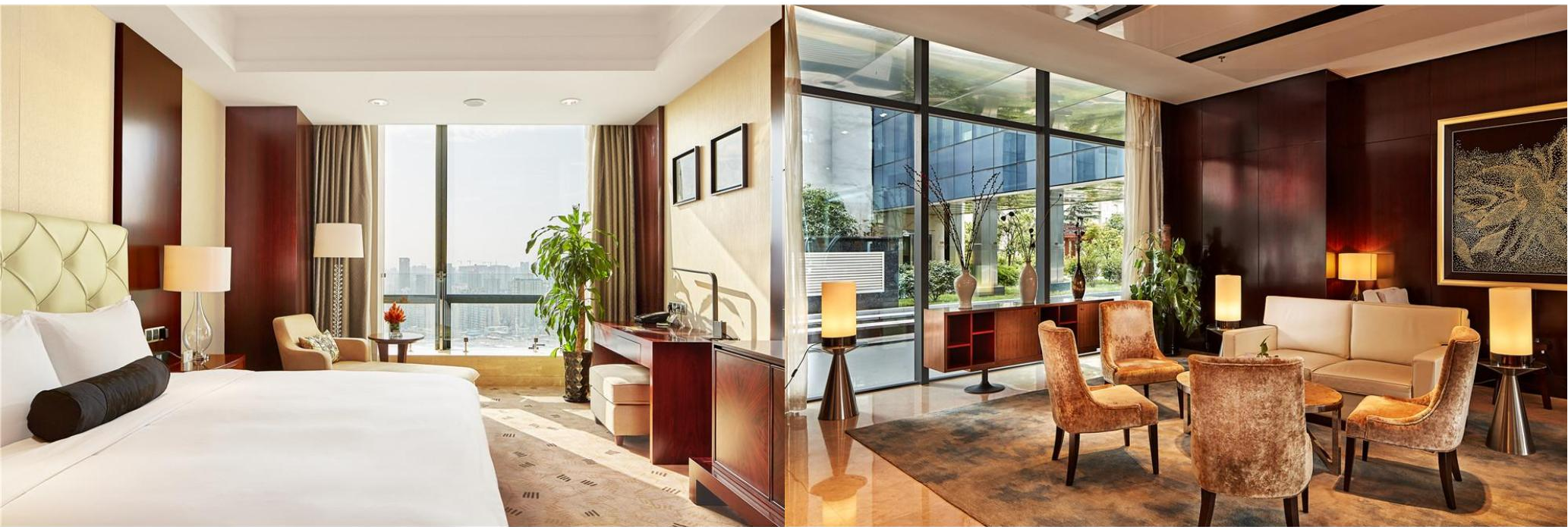
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GRAND BARONY HOTEL
XI'AN. CHN

西安天骊君廷酒店



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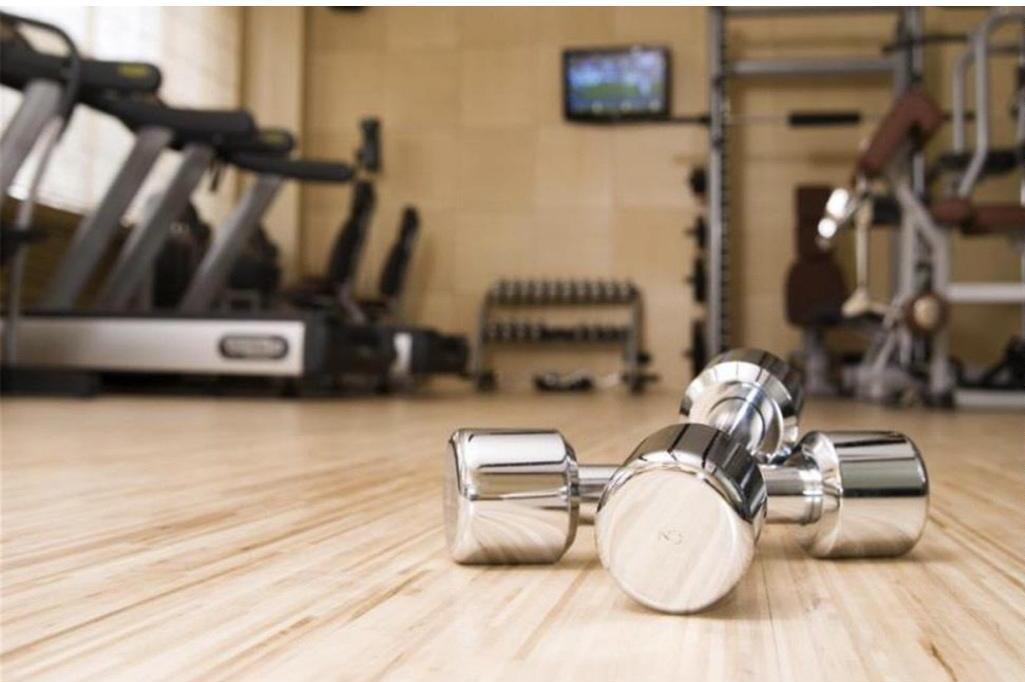


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GRAND BARONY
PROJECTS



B A R O N Y H O T E L S & R E S O R T S W O R L D W I D E

THE BARONY
PROJECTS

THE BARONY HOTEL
JINAN. CHN

济南君瑞酒店



THE BARONY
PROJECTS



B A R O N Y H O T E L S & R E S O R T S W O R L D W I D E

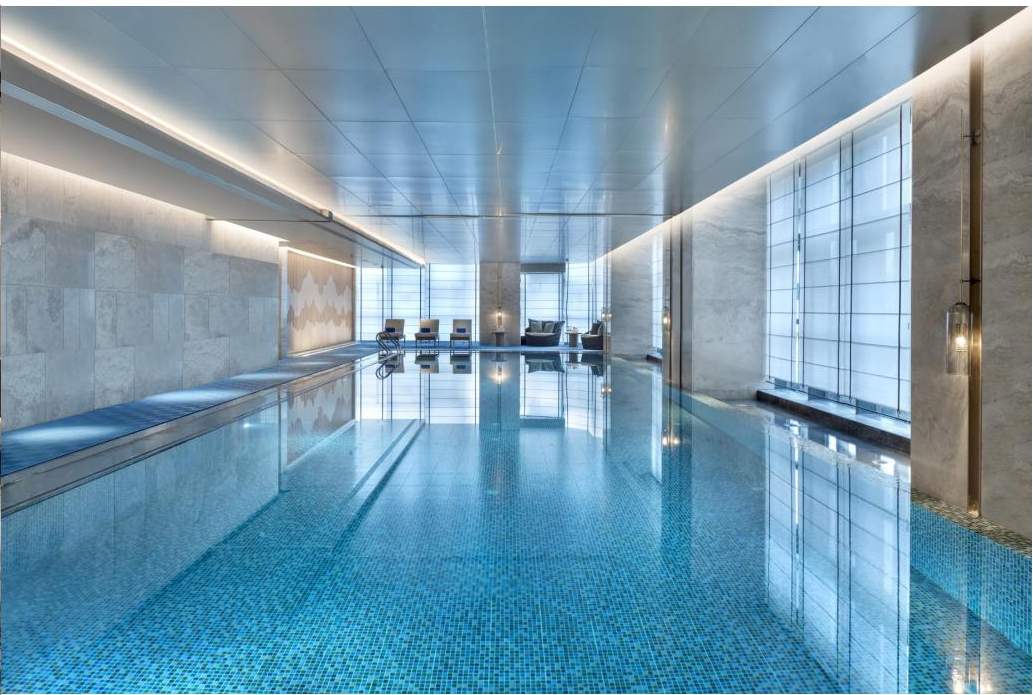
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PROJECTS



BARONY PARK

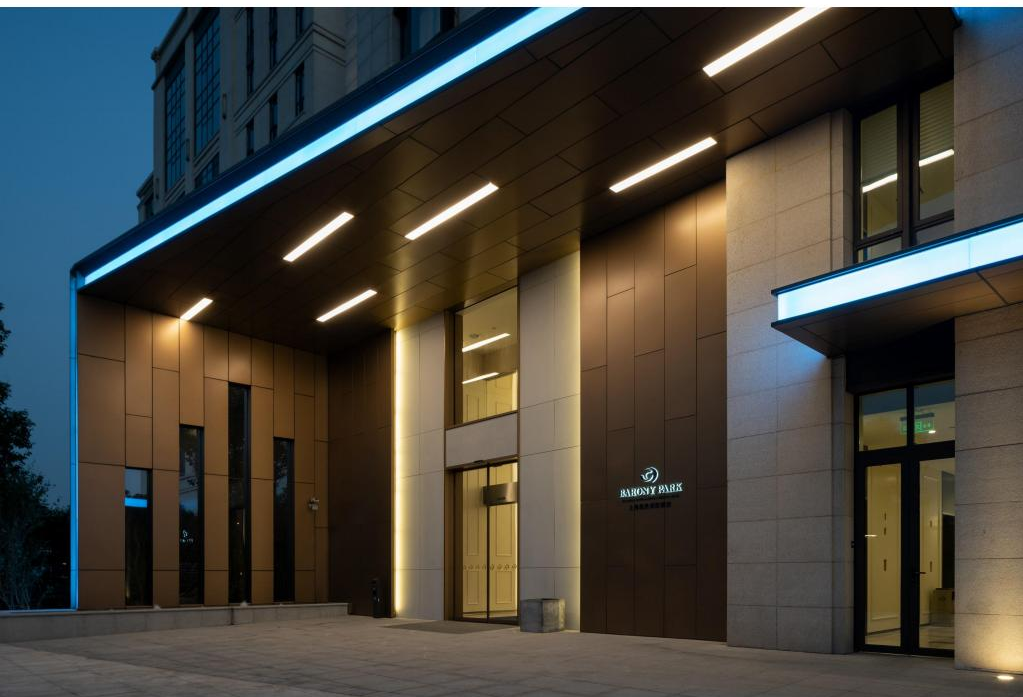
PROJECTS

BARONY PARK HOTEL
SHANGHAI. CHN

上海恩然邦臣酒店



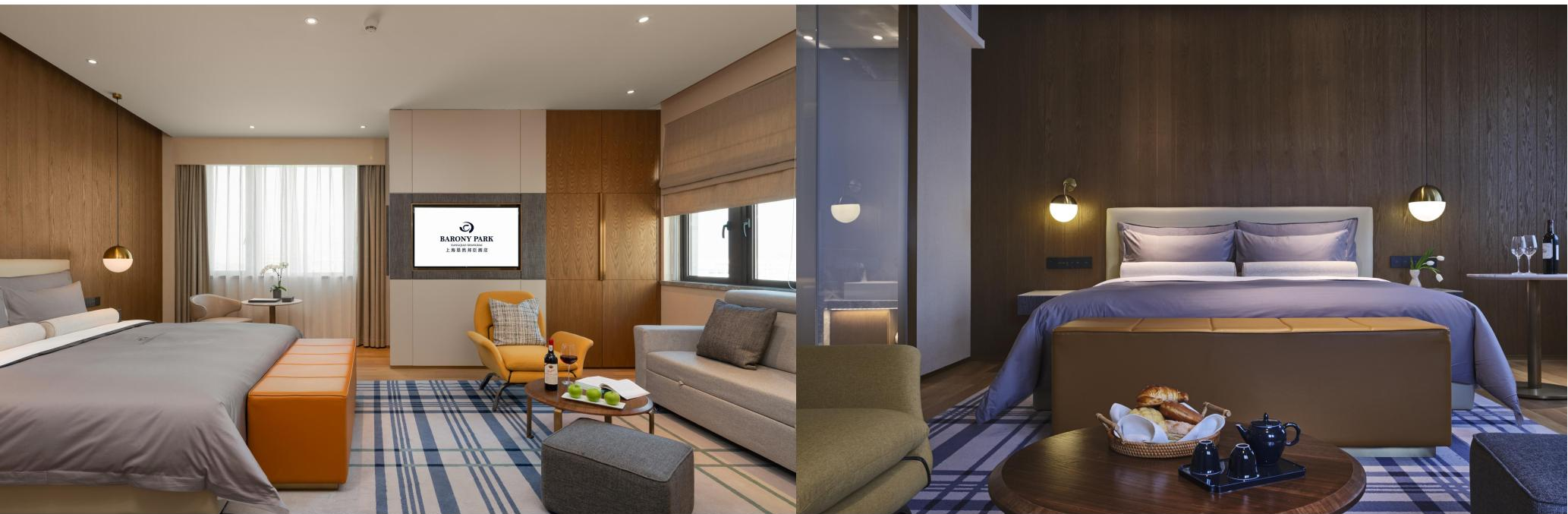
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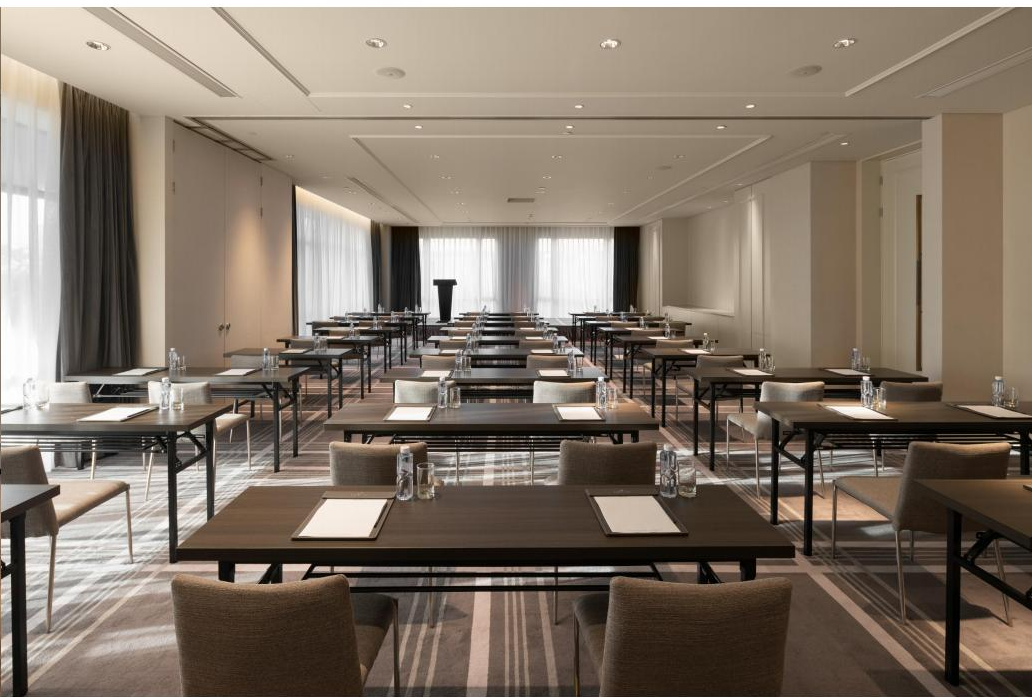
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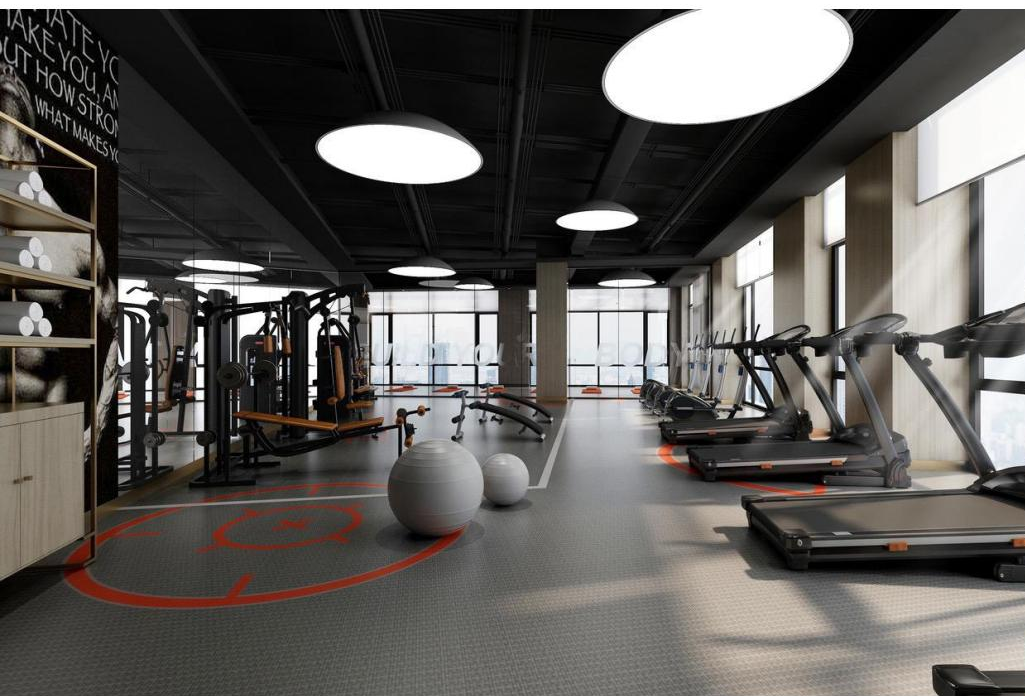
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THANK YOU



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