

# Silks

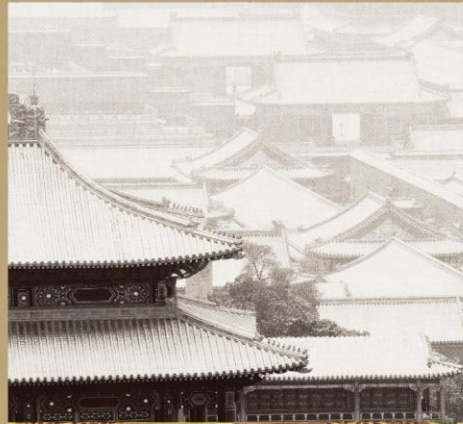
HOTEL  GROUP






BRING THE BEST OF THE WORLD TO WHEREVER WE ARE,  
BRING THE BEST OF WHEREVER WE ARE TO THE WORLD.









When deciding to build an international hotel brand with Asian roots and characteristics,  
we have been wondering,  
“What originates from the Eastern world that renowned in the West while connecting the East and West?  
What kind of imagery can reveal Asian’s profound culture and unique hospitality to the Western world?”  
The Silk Road immediately comes to our mind and answered our question.

As the only trade route that connected East and West back in ancient times,  
Silk Road allowed Westerners to get a glimpse of the mysterious and profound Eastern culture,  
while the Easterners were able to experience the advanced Western technologies.

Silk, a precious Eastern textile, was then introduced to the West.

Silk, the soft yet durable texture embodies Easterners’ modest characteristic.  
Silk’s stretch and unbroken characteristic is often used to portray an eternal, thriving business.

Silk, with its unique, valuable asset symbolizes our Group’s vision in the industry.

Silk, among the embroidery materials, is considered the most valuable,  
and we have thus chosen it as our Group’s name.





**1976** Honorary Chairman Pan Xiao Rui acquires the superficies right of Regent Taipei and begins its construction.



**1981** The Regent Hong Kong opens and soon becomes the global renowned flagship of Regent.



**1990** The Grand Formosa Regent Taipei opens and is later renamed as Regent Taipei in 1992.



**2004** Opens standalone restaurants and acquires the ownership of Domino's Pizza in Taiwan in 2006.



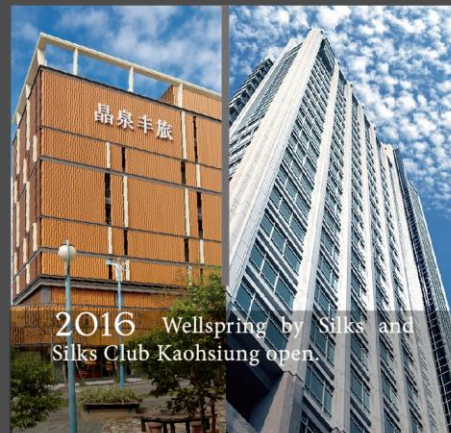
**2008** Establishes the brand Silks Place and soon opens branches in Yilan and Taroko.



**2009** Establishes the brand Just Sleep and soon opens branches in Taipei, Yilan, Hualien and Kaohsiung.



**2010** Acquires Regent International Hotels from Carlson Hotels Worldwide (CHW).



**2016** Wellspring by Silks and Silks Club Kaohsiung open.



**2018** Forms a joint venture with InterContinental Hotels Group (IHG) to accelerate the international expansion of Regent Hotels & Resorts (Regent).





## SILKS HOTEL GROUP

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Founded in 1990, Silks Hotel Group (the former FIH Regent Group) is one of the top Asia-based hotel management companies.

The Group currently owns and operates the international luxury hotel Regent Taipei, the highly acclaimed lifestyle hotel brand Silks Place and the neighborhood boutique hotel chain Just Sleep.

Aside from hotel business, Silks Hotel Group also expands its footprint into Food and Beverage and Fast Food industry, operating restaurants in National Palace Museum and other renowned locations in Taiwan.

In 2010, the Group acquired Regent International Hotels and successively expanded into Montenegro and Chongqing, China, each set a new international benchmark for luxury hotels.

In 2018, the Group has formalized a partnership agreement with InterContinental Hotels Group (IHG) for Regent international expansion, while we shift our focus back to the future developments of the Regent brand in Taiwan, as well as the global expansion of Silks and Just Sleep.







The logo for Regent Taipei, featuring the word "Regent" in a white, elegant script font, with "TAIPEI" in a smaller, white, all-caps sans-serif font directly below it. The background is a low-angle shot of a modern building's interior, showing a complex, geometric ceiling structure with a grid of dark beams and a pattern of light-colored panels, creating a dramatic, high-contrast scene.

TAIPEI

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“THE ONLY THING WE SPECIALIZE IN IS LUXURY,  
AND THE ONE THING OUR HOTELS HAVE IN COMMON IS THAT THEY ARE ALL UNIQUE.”

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Founded by Mr. Robert Burns in 1970,  
the Regent brand is synonymous with classic style, high quality comfort and intuitive service.  
With simple, yet elegant management principles and innovative brand DNA,  
Regent has expanded its footprint from hotel, cruise to residence.  
All Regent managed hotels were once selected in Condé Nast Traveler’s Readers’ Choice awards for  
the best luxury hotels as well as the top 25 hotels in the world,  
being the first international luxury hotel group to achieve such recognition.  
Its most prestigious flagship Regent Hong Kong had been selected as the  
“World’s Best Hotel” for 10 consecutive years.















The background of the entire page is a marbled paper pattern with intricate, swirling, and wavy lines in various shades of beige, cream, and light brown. The pattern is dense and organic, resembling natural stone or liquid marbling.

# SILKS PLACE

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Artfully blending local elements and culture,  
the brand is created to be the market leader in its location.

Each Silks Place is uniquely designed,  
committed in providing guests with  
authentic cultural luxury experiences and distinctive local cuisines.

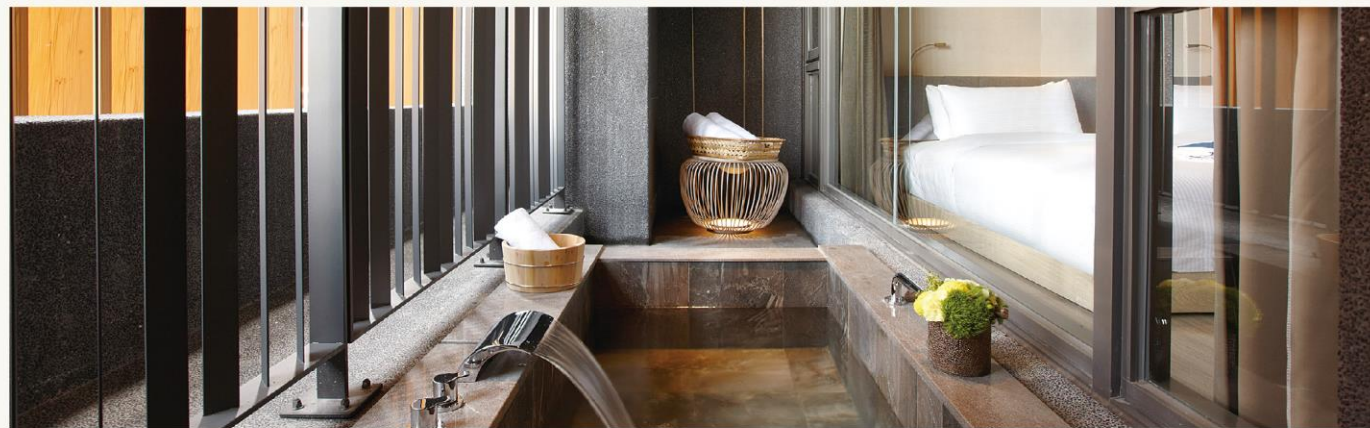














# 晶泉丰旅

WELLSPRING *by* SILKS

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As Silks Hotel Group's first hot spring resort brand,  
Wellspring by Silks specializes in creating a personal sanctuary  
for a holistic rejuvenation of our body and soul.

The Brand aims to provide guests with a serene piece of heaven tucked away  
from the hustle and bustle of the city.







# Just **Sleep**

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Successfully rewriting the standard of economy/mid-scale hotels in Taiwan,

Just Sleep has strengthened its position as a leader in this segment.

From city hotels to hot spring resorts,

Each Just Sleep Hotel is designed and built to meet the latest lifestyle and trends.























# FOOD & BEVERAGE INNOVATION AND EXPANSION

Aside from the extraordinary dining options within the hotel, our strong food and beverage performance and support has inspired the Group to open up stand-alone restaurants to cater to local residents, including the most representative restaurant Silks Palace perfectly combining culture and culinary art. The Group has also expanded its market reach into retail industry. With the successful launch of the Champion Beef Noodle frozen package gift set in Hong Kong and Japan, international guests shall expect to enjoy more of the Group's distinctive dishes at the comfort of their home soon in the future.



























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WELLSPRING SPA— AN URBAN PARADISE

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Set against a backdrop of tranquility and mysticism,  
Wellspring Spa offers our guests a full line of resort class treatments and an innovative spa cuisine.  
“Treating busy urban professionals to a true resort experience without having to leave the city”  
is the one goal set for this ambitious project.

Wellspring—taken to mean the source of health and beauty—  
promises to release the body’s untapped natural beauty through its spa recipes for healing.

From 2016-2018, Wellspring SPA at Regent Taipei has won the  
World Spa Awards Taiwan’s Best Hotel SPA for three consecutive years.  
Nicknamed the “Oscars of the Spa Industry”,  
World Spa Awards is the most prestigious awards program in the spa industry.







# *Regent*

RESIDENCES

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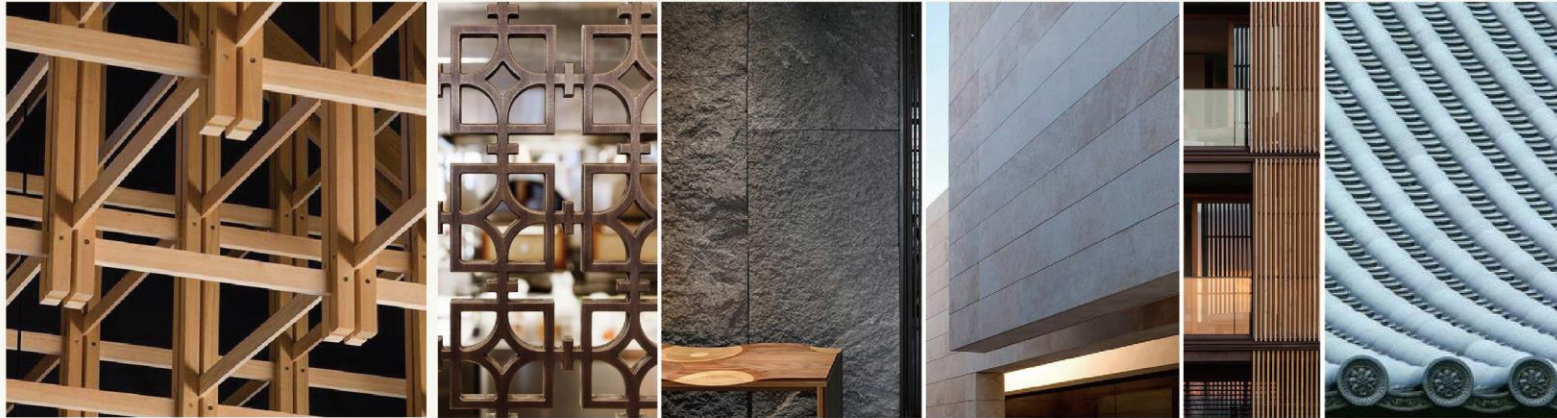














# HOTEL MANAGEMENT SERVICE

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## **Diversified Business Models**

As a professional hotel management team, our mission is to offer owners comprehensive and high value-added hotel development and management services, from preliminary planning, design, opening preparations to daily operations based on different hotel needs. With rich experiences in developing, managing hotel and residence complex and service apartment, we are committed to deliver exceptional products that combine the services and quality of a luxury hotel to maximize capital returns.

## **Owner's**

As a hotel owner and operator, we understand the importance of return on investment. We offer tailor-made strategic planning services to meet each owner's needs and expectations, and we pride ourselves in aligning our interests and maintaining long-term mutually-beneficial relationships with owners and customers. Our Corporation Business Development team is committed to deliver the most refined level of expertise and support in differentiating ourselves to ensure optimal brand fit and structure for all stakeholders.

## **Mindset**

## **Diversified Business Models**

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# HOTEL MANAGEMENT SERVICE

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## **Innovative Technical Design and Support**

None of our properties are alike. Each hotel under Silks is unique by artfully blending local elements and culture into the hotel design. To provide guests with a memorable stay, we have collaborated with globally renowned interior design teams to build distinctive room and public spaces where perfectly combine innovation and technology and exceed customer expectations.

## **Exceptional Dining**

Other than providing elegant and comfortable hotel accommodation and facilities, we are known for offering remarkable dining experiences with farm-to-table experiences quality food and service. With great experience in restaurant management, we have become the marker leader in both hospitality and F&B industry. Our strong food and beverage performance and support has inspired the Group to open up standalone restaurants outside of our hotels to cater to local residents.

## **Uniquely Silks People**

We focus on attracting, developing and retaining genuine employees who can anticipate a guest's need and incorporate intuitive service from the heart, which is our Silks culture and service philosophy. Our performance management and succession planning techniques, coupled with highly-effective training and recruitment programs, enable us to retain and develop the talent we need in order to deliver the unique Silks experience.

## **Marketing, Sales and Distribution**

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## **Information Technology**

Information technology is paramount to promote hotel efficiency and a seamless guest experience. Our approach to technology is to deliver intuitive simplicity that is unobtrusive to the guest experience.

## **Global Reservation Platform Integration**

Our Reservation Platform is displayed in multiple languages and connected with Taiwan Railway and On-line Shopping Cart systems to comprehensively reach targeted customers. Our integrated system minimizes cost per transaction and offers connectivity with domestic, regional and global distributors, driving revenue direct to the hotel.

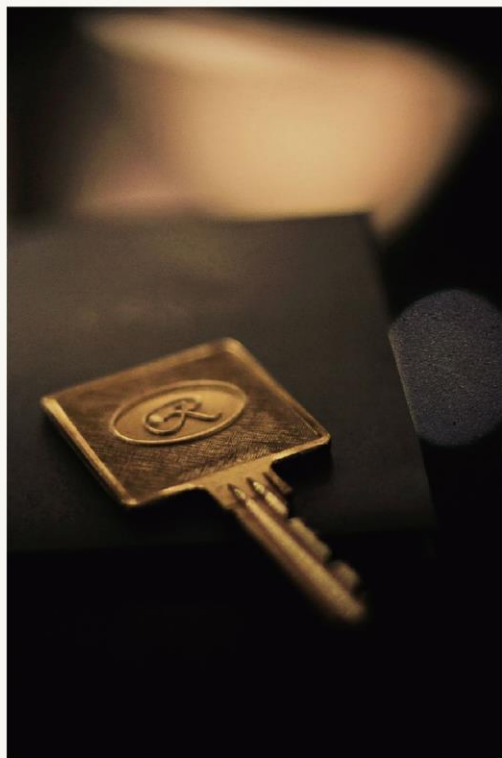
## **Pre-opening Planning and Operational Support**

Our Reservation Platform is displayed in multiple languages and connected with Taiwan Railway and On-line Shopping Cart systems to comprehensively reach targeted customers. Our integrated system minimizes cost per transaction and offers connectivity with domestic, regional and global distributors, driving revenue direct to the hotel.

**For more information, please contact us:  
[info@silkshotelgroup.com](mailto:info@silkshotelgroup.com)**



## PILLARS OF SUCCESS



Intuitive Hospitality

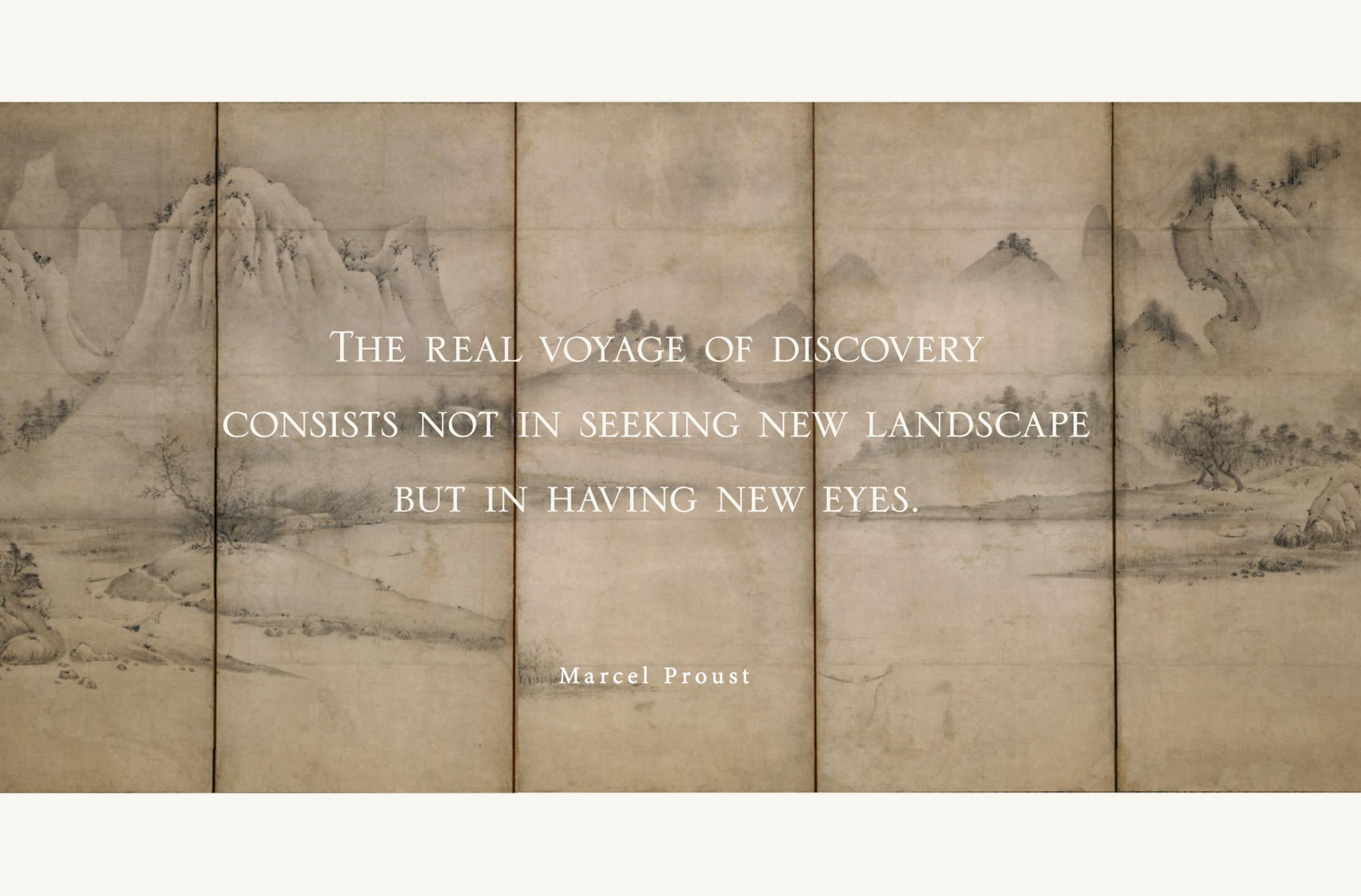


Innovative Dining Experience



Culture





THE REAL VOYAGE OF DISCOVERY  
CONSISTS NOT IN SEEKING NEW LANDSCAPE  
BUT IN HAVING NEW EYES.

Marcel Proust



THANK YOU



# Silks

HOTEL  GROUP