2019

北美洲台灣旅館公會聯合總會

台灣參訪團特刊

北美洲台灣旅館公會聯合總會

第十四屆會刊

Taiwan Hotel & Motel Association of North America

2019 Yearbook



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President *Daniel Yeh*
總會長 葉德雲

北美洲台灣旅館公會聯合總會在歷任總會長辛勤耕耘、不懈努力下，會務蒸蒸日上，成績斐然。我忝任第十四屆總會長，兢兢業業、全力以赴、不敢稍有懈怠。感謝各地公會前輩的鼓勵與支持，會務得以順利發展。在這個交棒的時刻，我總結今年的活動如下：

2019年1月，總會在紐奧良舉行第二次理事會。會中主要討論本年度台灣參訪團的行程細節，並決定委託台北市旅館商業同業公會監事長邱樂芬代表總會與台灣旅行社洽談交涉。

開會之外，從全美各地、台灣、多明尼加到紐奧良開會的理事們也一起歡度一段難得的相聚時光。我們參觀了紐奧良市區、熱鬧的波旁街、幽謐的橡樹莊園、充滿懷舊氛圍的密西西比蒸汽觀光船。同時也品嚐了著名的法式甜甜圈與當地特色美食。總會理事們都是日理萬機的企業家，放下手邊的繁忙商務，齊聚紐奧良開理事會，足以證明理事們對總會會務的重視及本會的向心力與各地公會之間的深厚情誼。

今年3月，台灣參訪之行可謂成果豐碩。團員更是乘興而往，盡興而歸。在這邊要特別感謝邱樂芬理事長與海外台商綜合旅行社尤正國先生為我們精心安排行程；感謝總會總幹事柯欣侑、秘書長何怡中的聯繫協調；感謝各位副總團長們和所有團員們在緊湊的行程中高度的配合與支持。整個六天的行程大致歸納如下：

一、觀摩頂級旅館的特殊設計，服務品質與經營策略：台北凱達大飯店、香樹花園酒店、宜蘭中天大飯店、麒麟大飯店、老爺酒店、高雄水晶站國際酒店。

二、拜會政府部門，對各地方市政建設、觀光政策的了解：如僑委會、觀光局、台中市政府、高雄市政府與議會。

三、同業交流，經驗分享：與中華民國旅館商業公會全國聯合會、台北、台中、高雄、屏東、宜蘭旅館商業同業公會交流溝通，彼此啟發。

四、欣賞好山好水，體驗台灣的繁榮豐富：牡丹灣、世界花博會博覽會、台中國家歌劇、高雄紅毛港文化區、淡水輕軌體驗。

一年總會長任期將屆，卻感尚有未竟之功。以下幾點是我對總會的期許：

一、廣邀美國其他地區的參與，如紐奧良、北加州、佛羅里達等。團結互助，資源共享。

二、積極鼓勵旅館公會第二代加入理事會。世代傳承，永續經營。

三、爭取與台灣各地區締結姊妹會的機會。台美攜手，共創商機。

最後，感謝邱垂煌創會總會長及全體理事對我的厚愛與信任。在此謹代表北美洲台灣旅館公會聯合總會感謝中華民國僑務委員會及觀光局對我們的協助與支持。期待總會在第十五屆王政煌總會長的領導下，團結和諧，會務昌隆。

歷任會長芳名錄

北美洲台灣旅館公會聯合總會 • Taiwan Hotel & Motel Association of North America

創　　會	總會長	2005	邱垂煌	第 八 屆 總會長	2012 汪俊宇
第 二 屆	總會長	2006	陳美芬	第 九 屆 總會長	2013 陳詩章
第 三 屆	總會長	2007	許清松	第 十 屆 總會長	2014 蔡慶輝
第 四 屆	總會長	2008	李昭寬	第十一屆 總會長	2015 汪蔚興
第 五 屆	總會長	2009	吳定達	第十二屆 總會長	2016 嚴　杰
第 六 屆	總會長	2010	林宣昭	第十三屆 總會長	2017 蔡慶輝
第 七 屆	總會長	2011	許文忠	第十四屆 總會長	2018 葉德雲

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發 行 人 ：葉德雲
執行編輯：何怡中
編輯委員：邱垂煌、陳美芬、許清松、李昭寬、吳定達、林宣昭、許文忠、汪俊宇、陳詩章
蔡慶輝、汪蔚興、嚴　杰、王政煌、鄭吉成、李德揚、范約瑟、邱樂芬、鄭春暉
徐明豐、鄧永征、劉明岳、林柏毅、曾子建、彭鈺絢、陳清亮、張榮森、吳國寶
黎淑瑛、陳睦帆
出刊日期：2019年6月29日

第十四屆 北美洲台灣旅館公會聯合總會理事名單

北美洲台灣旅館公會聯合總會 • Taiwan Hotel & Motel Association of North America



總會長
葉德雲 Daniel Yeh



副總會長
鄭吉成 Jason Cheng



副總會長
李德揚 Terry, Li



財務長
張榮森 John Chang



秘書長
何怡中 Annie Yen



顧　問
邱垂煌 Chris Chiu



顧　問
陳美芬 Mei-Fen Chen



顧　問
許清松 Stephen Hsu



顧　問
李昭寬 C. K. Lee



顧　問
吳定達 Steven Wu



顧　問
林宣昭 Herman Lin



顧　問
許文忠 Steve Hsu



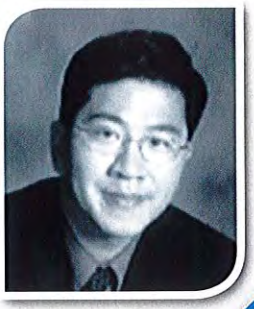
顧　問
汪俊宇 Gerald Wang



顧　問
陳詩章 Sam Chen



顧　問
蔡慶輝 Kevin Tsay



顧　問
汪蔚興 Wilson Wang

第十四屆 北美洲台灣旅館公會聯合總會理事名單

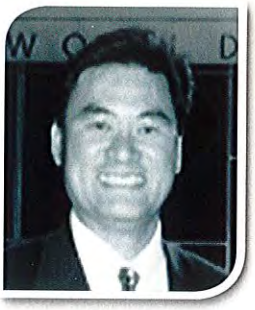
北美洲台灣旅館公會聯合總會 • Taiwan Hotel & Motel Association of North America



顧　問
嚴杰 Roger Yen



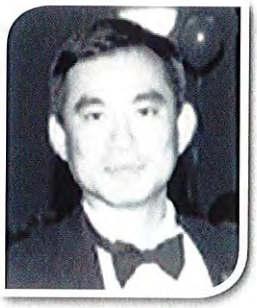
理　事
邱樂芬 Lo-Fan Chiu



理　事
范約瑟 Joseph Fan



理　事
徐明豐 Peter Hsu



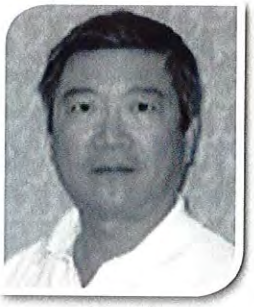
理　事
王政煌 Mike Wang



理　事
鄧永征 Nick Teng



理　事
劉明岳 Ben Liu



理　事
鄭春暉 Peter Cheng



理　事
陳清亮 Ching-Liang Chen



理　事
吳國寶 Roy Wu



理　事
黎淑瑛 Sue Li



理　事
彭鈺絢 Angela Peng



理　事
林柏毅 Jonathan Lin



理　事
曾子建 James Tseng

第十四屆 北美洲台灣旅館公會聯合總會理事名單

北美洲台灣旅館公會聯合總會 • Taiwan Hotel & Motel Association of North America

Title	姓　名	English Name	Hotel / Corp.
總會長	葉德雲	Yeh, Daniel	Clarion Inn & Suite Westchase
副總會長	鄭吉成	Cheng, Jason	Friendwell Group of Companies
副總會長	李德揚	Li, Terry	
財務長	張榮森	Chang, John	Admiral Motel
秘書長	何怡中	Yen, Annie	Prima Investment Company
顧問	邱垂煌	Chiu, Chris	Courtyard by Marriott, Staybridge Suits Holiday Inn
顧問	陳美芬	Cheng, Mei-Feng	Casa Linda Motel
顧問	許清松	Hsu, Steven	Hotel Indigo Anaheim, Ramada Plaza Hotel Anaheim
顧問	李昭寬	Lee, C. K.	Southwestern National Bank
顧問	吳定達	Wu, Steve	
顧問	林宣昭	Lin, Herman	Courtyard by Marriott, Staybridge Suits Holiday Inn
顧問	許文忠	Hsu, Steve	Hilton Garden Inn Houston Westbelt
顧問	汪俊宇	Wong, Jerry	Vic Inn-Ternational Co.
顧問	陳詩章	Chen, Sam	
顧問	蔡慶輝	Tsay, Kevin	38 East Mechanic Street LLC
顧問	汪蔚興	Wang, Wilson	Altas Hospitality Group
顧問	嚴杰	Yen, Roger	Grand Target Investment Company
理事	邱樂芬	Chiu, Lo-Fen	Charming City Hotel
理事	范約瑟	Fan, Joseph	Brighton Management Inc.
理事	徐明豐	Hsu, Peter	Westin Bonaventure Hotel
理事	王政煌	Wong, Michael	Venquest Inc.
理事	鄧永征	Teng, Nick	Holiday Inn
理事	劉明岳	Liu, Ben	Best Western
理事	鄭春暉	Cheng, Peter	Royal Electronic Locks
理事	陳清亮	Chen, Ching-Liang	Casa Linda Motel
理事	吳國寶	Wu, Roy	Western Inn
理事	黎淑瑛	Li, Sue	Hilton Garden Inn Houston Westbelt
理事	彭鈺絢	Peng, Angela	Hyland Motor Inn
理事	林柏毅	Lin, Johnathan	APA Hotel Woodbridge
理事	曾子建	Tseng, James	Hilton East Brunswick Hotel
觀察理事	陳睖帆	Chen, Ling	Weston Suites Hotel

總統賀詞

北美洲臺灣旅館公會聯合總會
第十四屆年會紀念

睦誼榮邦

蔡英文

中華民國一〇八年四月

英文 用箋

副總統賀詞

北美洲臺灣旅館公會聯合總會
第十四屆年會紀念

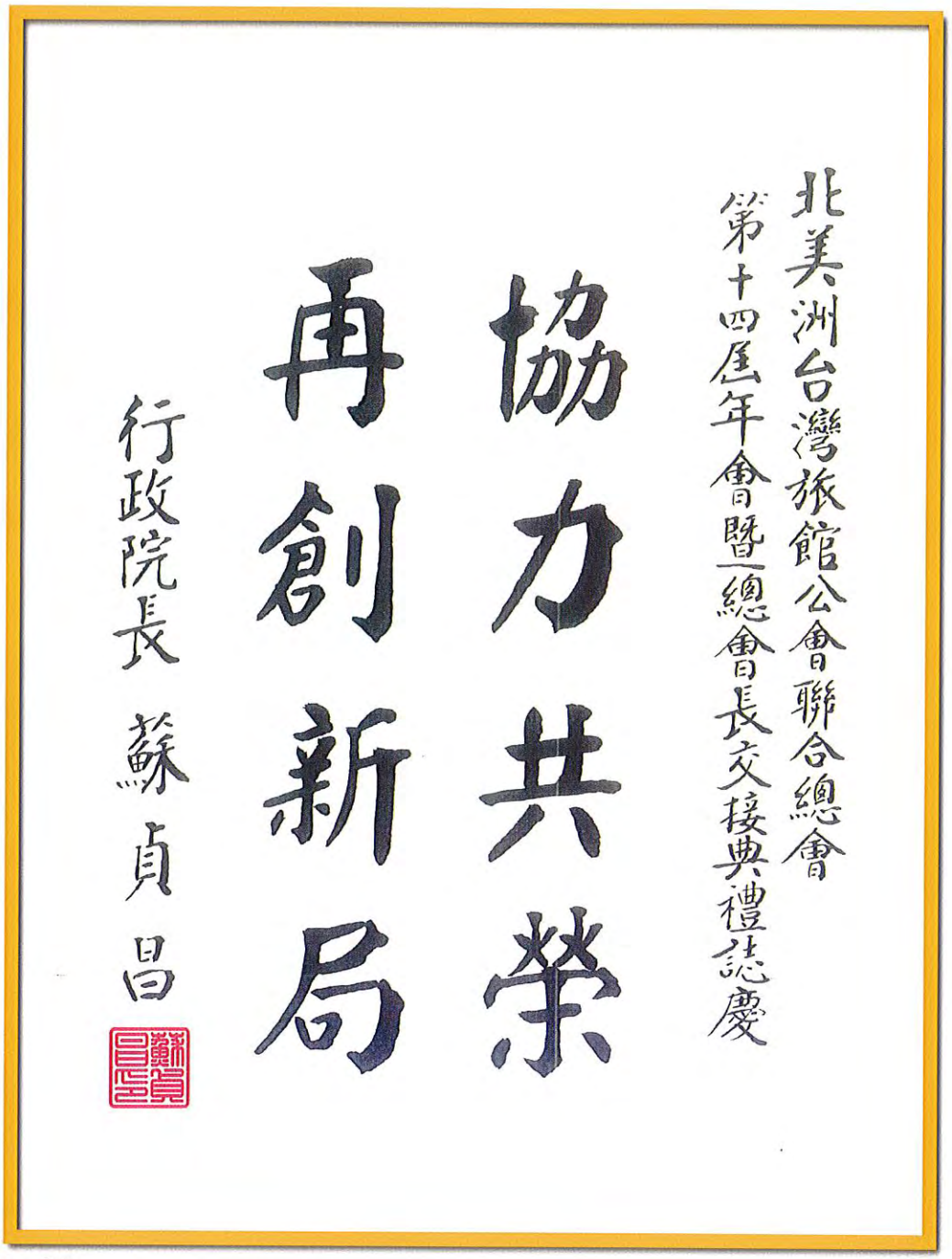
崢嶸共濟

陳建仁

中華民國一〇八年四月

建仁 用箋

行政院長賀詞



外交部長賀詞

北美洲臺灣旅館公會聯合總會
第十四屆年會 誌慶

廣拓商域
惠僑睦誼

中華民國
外交部部長 吳釗燮 敬賀

僑務委員長賀詞

北美洲台灣旅館公會聯合總會第十四屆年會誌慶

欣榮經貿
共創商機

僑務委員會
委員長 吳新興 敬題



交通部觀光局長賀詞

北美洲台灣旅館公會聯合總會
第十四屆年會暨總會長交接典禮 吉慶

凝聚眾力
驅動創新

交通部觀光局局長 周永暉 敬賀

經文處長賀詞

北美洲台灣旅館公會聯合總會第十四屆年會暨會長交接誌慶

近悅遠來賢德雲集
新猷益彰連結台美

中華民國駐休士頓
台北經濟文化辦事處　處長　陳家彥　敬題

二〇一九年六月二十九日



北美洲台灣旅館公會聯合總會第十四屆年會誌慶

匯聚群力
造福僑社

休士頓華僑文教服務中心
主任 陳奕芳 敬題

美國國會眾議員賀詞

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Presented to the

Taiwan Hotel & Motel Association of North America

IN HONOR OF YOUR SERVICE TO THE COMMUNITY

On Behalf of the Constituents of the Ninth Congressional District of Texas,
I Salute Your Fourteen Years of Promoting the Hospitality Industry
to Communities Across the North American Continent

June 29, 2019

Al Green, Member of Congress



南加州台灣旅館業同業公會賀詞

北美洲台灣旅館公會聯合總會
第十四屆年會 年刊誌慶

廣興實業
欣欣向榮

南加州台灣旅館業同業公會
會長 李德揚 暨全體理事 敬賀

美東台灣旅館同業公會賀詞

Taiwan Hotel & Motel Association of Eastern United States

恭賀

北美洲臺灣旅館公會聯合總會
第十四屆年會 誌慶

同心協力　再創頂尖
團結合作　共創商機

美東台灣旅館同業公會
蔡慶輝會長暨全體理監事　敬題



高雄市旅館商業同業公會賀詞

北美洲臺灣旅館公會聯合總會第十四屆年會誌慶

聯繫同業

廣拓商機

高雄市旅館商業同業公會

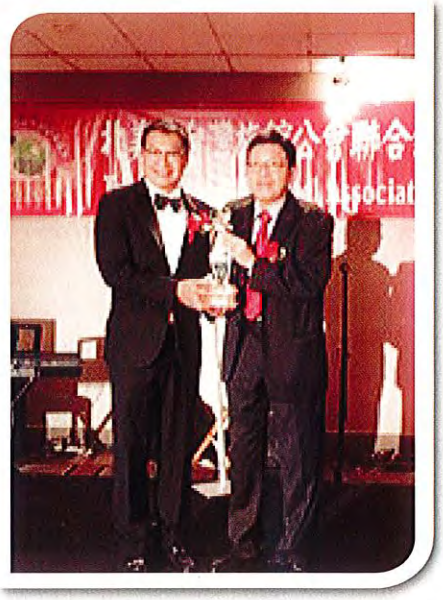
理事長 劉坤福

敬賀

會務活動

第一次理事會 - 紐澤西　2018/06/24 - 26













會務活動

第一次理事會 - 紐澤西 2018/06/24 - 26











會務活動

第一次理事會 - 紐澤西　2018/06/24 - 26











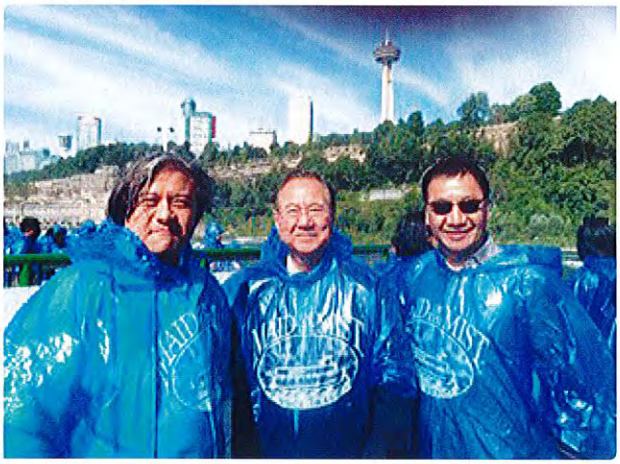
會務活動

第一次理事會 - 紐澤西　2018/06/24 - 26











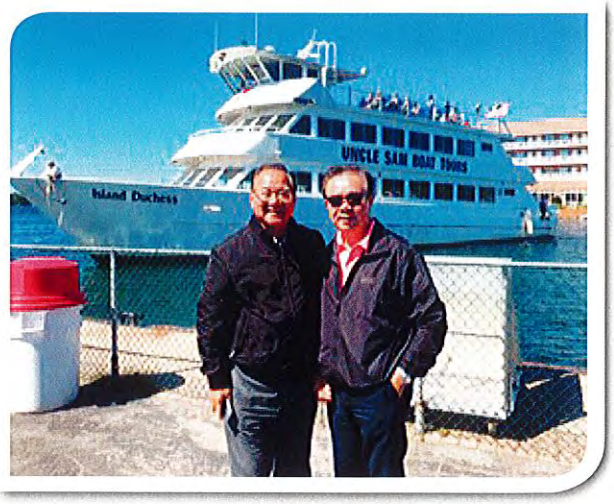
會務活動

第一次理事會 - 紐澤西 2018/06/24 - 26











會務活動

第二次理事會 - 紐奧良 2019/01/25-27











會務活動

第二次理事會 - 紐奧良　2019/01/25-27













會務活動

第二次理事會 - 紐奧良　2019/01/25-27











會務活動

第二次理事會 - 紐奧良　2019/01/25-27











會務活動

第二次理事會 - 紐奧良　2019/01/25-27









會務活動

第二次理事會 - 紐奧良　2019/01/25-27













2019台灣參訪團名單

	中文姓名	英文姓名	榮譽職，所屬公會及職稱	參訪團職務
1	葉德雲	Yeh, Daniel	北美洲台灣旅館公會聯合總會 總會長 美南台灣旅館公會會長	總團長
2	陳美芬	Chen, Mei-Fen	僑務委員 北美洲台灣旅館公會聯合總會顧問/前總會長 美南台灣旅館公會榮譽理事/前會長	榮譽團長
3	林翠雲	Lin, Minnie	僑務諮詢委員 南加州台灣旅館業同業公會理事	副總團長
4	汪蔚興	Wang, Willson	僑務顧問 北美洲台灣旅館公會聯合總會顧問 / 前總會長 南加州台灣旅館業同業公會前理事長	副總團長
5	蔡慶輝	Tsay, Kevin Ching Hue	僑務促進委員 北美洲台灣旅館公會聯合總會副總會長 美東台灣旅館同業公會會長	副總團長
6	李德揚	Lee, Terry Teh-Yang	北美洲台灣旅館公會聯合總會副總會長 南加州台灣旅館同業公會會長	副總團長
7	嚴杰	Yen, Roger	僑務促進委員 北美洲台灣旅館公會聯合總會顧問/前總會長 美南台灣旅館公會理事 / 前會長	顧問團員
8	柯欣侑	Ko, Anita	僑務促進委員 北美洲台灣旅館公會聯合總會總幹事 南加州台灣旅館業同業公會總幹事	總幹事
9	張榮森	Chang, Jung-Hsung	北美洲台灣旅館公會聯合總會理事 美南台灣旅館公會理事 / 前會長	財務長 理事團員
10	何怡中	Yen, Annie	北美洲台灣旅館公會聯合總會理事 美南台灣旅館公會秘書長	秘書長 理事團員
11	彭鈺絢	Peng, Angela Yuhsun	北美洲台灣旅館公會聯合總會理事 美東台灣旅館同業公會理事	理事團員
12	陳清亮	Chen, Chin-Liang	北美洲台灣旅館公會聯合總會理事 美南台灣旅館公會理事/前會長	理事團員
13	許文忠	Hsu, Steve	北美洲台灣旅館公會聯合總會理事 美南台灣旅館公會理事 / 前會長	理事團員
14	邱樂芬	Chui, Lo-Feng	北美洲台灣旅館公會聯合總會理事 台北旅館公會監事長	理事團員
15	劉明岳	Liu, Min	南加州台灣旅館業同業公會理事	理事團員
16	許雪英	Liu, Sha-Eng Shu	南加州台灣旅館業同業公會理事	理事團員
17	鄭春暉	Cheng, Peter	南加州台灣旅館業同業公會理事	理事團員
18	嚴歡	Yen, Karen	美南台灣旅館公會青年理事	青年理事團員
19	嚴威	Yen, Kevin	美南台灣旅館公會青年理事	青年理事團員

2019台灣參訪團名單

	中文姓名	英文姓名	榮譽職，所屬公會及職稱	參訪團職務
20	莫志豪	Mok, Jonathan	美南台灣旅館公會會員	青年理事團員
21	蔡尚璇	Tsay, Amy	美東台灣旅館同業公會青年理事	青年理事團員
22	邱榮舉	Chiu, Rong-Jeo	美南台灣旅館公會會員	團員
23	吳明珠	Yeh, Belinda	美南台灣旅館公會會員	團員
24	李陳賢慧	Lee, Jocelyn Hsyan-Hui Chen	南加州台灣旅館業同業公會會員	團員
25	錢鎮雲	Chen, Jenny Chien	南加州台灣旅館業同業公會會員	團員
26	呂美玲	Lu, Belinda Mei-Lin	南加州台灣旅館業同業公會會員	團員
27	葉協豐	Yeh, John	南加州台灣旅館業同業公會會員	團員
28	蔡瑛珠	Yeh, Gina	南加州台灣旅館業同業公會會員	團員
29	江秋亭	Chiang, Jenny C.T.	南加州台灣旅館業同業公會會員	團員
30	江立傑	Chiang, Jaden	南加州台灣旅館業同業公會會員	團員
31	宏珊珊	Hong, Sandy	南加州台灣旅館業同業公會會員	團員
32	陳國泰	Chen, Marden	南加州台灣旅館業同業公會會員	團員
33		Wein, Eric	美東台灣旅館同業公會會員	團員
34	蘇玉霜		台北旅館公會會員	團員



2019年3月北美旅館公會台灣規劃六日行程

一、 日期：2019年3月18日(一) － 23日(六)

二、 建議行程：

時間		行程 & 參觀
Day 1 03/18 (一)	06:30 ~ 07:40	06:30台北香樹花園酒店接客人→07:00台北館前路8號麥當勞門口接客人→高速公路→桃園機場 Pick up guests from S・Aura Hotel at 06:30→Pick up guests from Taipei McDonald's at 07:00：No. 8, Guanqian Rd., Zhongzheng Dist., Taipei City→Highway→Taoyuan Airport
	07:40 ~ 07:50	配合航班抵達時間，迎接美國搭機回台貴賓：可在機場兌換新台幣或申辦台灣手機門號 With the flight time of arrival, we'll arrange the bus to airport and pick up group members, and money exchange or apply for mobile phone number at the airport.
	07:50 ~ 09:15	桃園→高速公路→台中 Taoyuan→Highway→Taichung
	09:15 ~ 12:10	參觀世界花卉博覽會【后里馬場森林園區-后里馬場館&森林館】(2018floraexpo.tw/)~台中市政府安排導覽及接待人員 Taichung World Flora Exposition【Houli Horse Ranch & Forest Expo Site】
	12:10 ~ 12:40	前往午餐餐廳 Go to restaurant
	12:40 ~ 14:10	午餐：台中市觀光魚市哈魚碼頭之寶島餐廳~台式海鮮餐 Lunch：Taichung Baodao Restaurant
	14:10 ~ 14:30	前往台中市政府 Go to Taichung City Government
	14:30 ~ 15:30	拜會行程1：拜會台中市政府【令狐榮達副市長接待 】 Visit Taichung City Government
	15:30 ~ 18:00	台中市政建設參訪：台中市政府安排【市政府已安排參觀台中歌劇院】 Visit National Taichung Theater
	18:00 ~ 19:30	晚餐：新天地西洋博物館 ~ 台中市政府宴請 Dinner：Banquet by Taichung City Government
	19:30 ~	住宿：台中香城大飯店 / 邱樂芬理事長協助安排 Accommodation: Taichung Charming City Hotel ※晚上徒步參觀台中柳川水岸步道&台中新車站&台中公園~自由參加 ※take a walk in Liuchuan Canal Waterfront & New Taichung Train Station & Taichung Park

台灣參訪團行程

時間		行程 & 參觀
Day2 03/19 (二)	06:30 ~ 08:00	晨喚、整裝、享用飯店早餐 Morning call and breakfast
	08:00 ~ 10:30	台中→高速公路→高雄 Taichung→Highway→Kaohsiung
	10:30 ~ 12:00	拜會行程2：拜會高雄議長、議會、市長 /了解高雄新風貌&高雄市政行程參觀 Visit Kaohsiung City Government
	12:00 ~ 13:30	午餐：河邊海鮮餐廳 Lunch：Herbian Seafood Restaurant
	13:30 ~ 15:30	拜會行程3：與高雄市旅館公會交流或進行高雄市政建設參觀 Visit Kaohsiung Hotel Association or Kaohsiung Municipal Construction Tour
	15:30 ~ 16:00	前往紅毛港文化園區 Go to Hongmaogang Cultural Park
	16:00 ~ 16:40	參觀紅毛港文化園區 Visit Hongmaogang Cultural Park
	17:00 ~ 17:40	搭乘高雄文化遊艇：紅毛港→駁二碼頭 Take a cultural yacht：Hongmaogang Cultural Park→The Pier-2
	18:30 ~ 20:30	晚餐：高雄市旅館公會宴請 / 邱樂芬理事長協助安排 Dinner: Banquet by Kaohsiung Hotel Association
	20:30 ~	住宿：H2O水京棧國際酒店 / 2017年7月新開幕 Accommodation: H2O Hotel
Day3 03/20 (三)	07:30 ~ 09:00	晨喚、整裝、享用飯店早餐 Morning call and breakfast
	09:00 ~ 12:00	高雄→車城福安宮小憩30分鐘(台灣最大土地公廟)→牡丹灣Villa Kaohsiung→Fuan Temple→MudanWan Villa
	12:00 ~ 14:00	午餐：牡丹灣Villa Lunch: MudanWan Villa
	14:00 ~ 18:00	旭海大草原健行攬勝或在Villa發呆※提供下午茶點 Hiking in Syuhai Grassland or staring at the restaurant
	18:00 ~ 20:00	晚餐：牡丹灣Villa原味美食 Dinner: MudanWan Villa
	20:00 ~	住宿：牡丹灣Villa/台灣最頂級Villa【www.mudanwanvilla.com.tw/】 Accommodation: MudanWan Villa
Day4 03/21 (四)	07:00 ~ 08:30	晨喚、整裝、享用飯店早餐

台灣參訪團行程

時　間		行　程　&　參　觀
Day4 03/21 (四)	08:30 ~ 12:00	阿朗壹古道(175.99.86.233/syuhai/index.php?page=apply)/台灣最原始海岸步道、沿途眺望太平洋、台東南田村至屏東旭海阿朗壹古道全長約12公里，旭海到觀音鼻段約4公里，配合火車時間提早，全團貴賓原則分二組： ※A組-健腳者又希望走全程，提早07:30出發 ※B組-年長或腳力不好，安排旭海大草原及牡丹鼻沿海走一公里攬勝後，搭乘遊覽車前往南田村會合A組，送往台東火車站 午餐：步道簡單野餐(A組)&達仁鄉簡單午餐(B組) Alanyi historic Trail A Team: If you want to go all the way, start at 07:30 B Team: If you are physically weak, take a tour bus to Taitung Railway Station after one kilometer. Lunch: Simple lunch
	12:00 ~ 13:40	南田村→台東火車站 Nantian Village→Taitung Railway Station
	14:00 ~ 16:58	搭乘台鐵425次普悠瑪號，台東14:00/宜蘭16:58，車上再提供鐵路餐盒 Take Taiwan Railway Puyuma 425 trains,Taitung14:00/Yilan 16:58，Railway lunch box on the train ※搭乘4211次區間車，宜蘭17:47 / 礁溪17:55 ※Take Taiwan Railway 4211 trains, Yilan 17:47/ Jiaoxi 17:55
	18:00 ~ 18:30	參觀麒麟大飯店 (2017年試營運 / 2018年開幕) Visit Kilin Jiaoxi Hotel
	18:30 ~ 20:30	晚餐：麒麟大飯店 (www.kilinjiaoxi.com.tw/) Dinner: Kilin Jiaoxi Hotel
	20:30 ~ 21:00	前往中天飯店，Check-in Go to Hotel Valletta & check-in
	21:00 ~	住宿：宜蘭礁溪中天溫泉渡假飯店/邱樂芬理事長協助安排 Accommodation: Hotel Valletta
Day5 03/22 (五)	07:00 ~ 08:30	晨喚、整裝、享用飯店早餐 Morning call and breakfast
	08:30 ~ 09:15	與中天溫泉渡假飯店交流 & 參觀設施 ~ 邱樂芬理事長安排 Visit Hotel Valletta
	09:15 ~ 10:15	安排礁溪溫泉區新建飯店巡禮(僅進行戶外整體介紹，包括寒沐、山形閣、兆品、川湯春天新館、晶泉丰旅等) Introducing Jiaoxi New Hotel：MU Jiaoxi、Yamagata Kaku Hotel & Spa、Maison de Chine Hotel 、Chuang-Tang、Wellspring By Silks

台灣參訪團行程

時間		行程 & 參觀
Day5 03/22 (五)	10:15 ~ 10:45	礁溪→坪林 Jiaoxi→Pinglin
	10:45 ~ 11:45	觀魚步道+坪林茶莊品茗 Fish trail+Drinking tea
	11:45 ~ 12:45	午餐：坪林好茶饌餐廳~茶餐饗宴 Lunch: Tea Meal
	12:45 ~ 13:30	坪林→台北 Pinglin→Taipei
	13:30 ~ 15:00	拜會行程4：拜會交通部觀光局 Visit the Tourism Bureau of the Ministry of Communications
	15:00 ~ 15:30	前往僑委會 Go to Overseas Community Affairs Council
	15:30 ~ 17:00	拜會行程5：拜會僑務委員會 Visit Overseas Community Affairs Council
	17:30 ~ 19:30	晚餐：僑委會晚宴 Dinner: Banquet by Overseas Community Affairs Council
	19:30 ~	住宿：台北香樹花園酒店 / 邱樂芬理事長協助安排 Accommodation: S. Aura Hotel & Banquet



2019年北美洲台灣旅館公會聯合總會台灣參訪團行程簡介

◎何怡中

北美洲台灣旅館公會聯合總會為鼓勵全美各旅館公會會員與故鄉台灣的旅館同業有更緊密的交流與溝通及增進在美旅館業第二代菁英對寶島台灣的了解與認同。每年堅持不斷的舉辦台灣參訪團。精心設計的行程讓團員們不只能夠欣賞台灣的好山好水，品味在地多元文化，更藉此與同業互相觀摩交流，分享經驗，拓展彼此的世界觀，一起成長。

今年的參訪團日期是3/18/2019- 3/23/2019，由總團長北美洲台灣旅館公會聯合總會總會長葉德雲博士、榮譽總團長陳美芬僑務委員策劃帶領。副團長則由南加州台灣旅館業同業公會會長李德揚、林翠雲僑務諮詢委員、汪蔚興僑務顧問、美東台灣旅館同業公會會長蔡慶輝僑務促進委員共同擔任。顧問則為美南台灣旅館公會嚴杰僑務促進委員。美國各地旅館公會理事及會員共34名團員連同在台北和我們會合的姊妹會台北市旅館商業同業公會邱樂芬理監事長及林家頡理事，浩浩蕩蕩，歡歡喜喜的開始了這次豐富精彩的旅程：

3/18/2019: 清晨南下台中，由台中市政府安排專人導覽參觀世界花卉博覽會，包括后里馬場館與森林館。中午在台中市觀光漁市場哈魚碼頭享用午餐後，參訪團拜訪台中市政府。感謝令狐榮達副市長親自熱忱接待，45分鐘的市政介紹，會談及問答後，隨即參觀位於台中西屯區七期重劃區，由日本建築師伊東豐雄以“美聲涵洞”概念設計，造型前衛的大型展演空間－「台中國家歌劇院」。晚餐由台中市政府於「新天地西洋博物館」宴請。由台中觀光局林筱淇局長接待，並與台中旅館商業同業公會理事長鄭生昌律師歡聚，討論締結姊妹會事宜。感謝南加州台灣旅館商業同業公會安排及聯繫台中市參訪事宜。

3/19/2019: 參訪團拜訪高雄市議會，與議長許崑源，觀光局長潘恆旭會談，對高雄經濟及觀光發展方向有更多的認識，並參觀高雄議會廳。之後，參訪團到達高雄市政府拜會韓國瑜市長，了解高雄新風貌及市政建設計畫。下午，我們到達2012年才開幕的紅毛港文化園區，這個園區是高雄文化局主導的紅毛港村落歷史保存計劃。紅毛港因遷村而走入歷史，但園區裡保存了紅毛港人永恆的記憶與傳承。晚上由高雄市旅館公會劉坤福理事長及公會理事會員們於漢來大飯店設宴款待，大家歡聚交流，其樂融融。感謝美南台灣旅館公會吳國寶理事安排及聯繫高雄市參訪事宜。

3/20/2019: 一早離開高雄，前往屏東牡丹灣。在路上我們應邀順道拜會中華民國旅館商業同業公會全國聯合會理事長張榮南博士。張博士經營墾丁馬爾地夫溫泉大飯店，他也是台灣溫泉觀光協會理事長。協同招待我們的有屏東縣旅館商業同業工會理事長林貴平先生。感謝張榮南理事長的招待，在馬爾地夫溫泉大飯店聽取飯店簡介及對台灣溫泉觀光產業的分析與介紹。半小時後即前往目的地牡丹灣Villa。 中午到達屏東牡丹灣民宿，與老闆悠活旅遊集團創辦人曾忠信董事長暢談開發，設計，與經營理念。牡丹灣Villa共有19間沿著頭目湖而建的獨棟Villa，各有專屬100%原湯溫泉泡湯池；還有嚴選當地食材提供精緻原味無負擔的美味膳食的餐廳；滿滿文藝氣氛，舒適的牡丹書房 ；與湖光山色融為一體的景觀泳池；24小時開放，隨時可享受現榨果汁，咖啡，水果，甜點及各式特色點心的juice bar。傍晚時分，或到旭海大草原攬勝，或騎著自行車欣賞台灣沿海巧奪天工的美景。在這幽靜宜人的桃花源中，我們一洗快節奏旅途的疲憊，肆意享受這輕鬆的

2019年北美洲台灣旅館公會聯合總會台灣參訪團行程簡介



慢活國度！

3/21/2019: 清晨團員們自由選擇適合自己的行程：

1. 挑戰全長12公里的阿朗壹古道：此古道是台灣最原始海岸步道之一，也是台灣僅存沒有公路經過的原始海岸線。由台東南田村至屏東旭海村。沿途上多元的生態，鵝卵石沙灘、礫沙、岩壁、海濱森林、及沒有特別開發的小山路，抓著繩索踩著沙土，特別讓人有種在大自然中探險的感覺，這樣原貌的景致格外珍貴難得。

2. 旭海大草原及牡丹鼻沿海1公里攬勝：位於牡丹鄉旭海村，牡丹鼻山平緩山頂的旭海草原，擁有面積廣大的草原及低矮灌木的植被。依著碧綠草坡的是浩瀚太平洋，波光粼粼。碧海，藍天，綠地的旭海時光令人難忘。

3. 牡丹灣Villa：在湖光美景中或散步，或發呆，或游泳，或泡溫泉，或騎單車，或與三，五好友聊天喝咖啡。享受一個悠閒寧靜的早晨。

中午參加三個不同行程的團員會合到達台東火車站，乘坐普悠瑪號到宜蘭，享受台灣高鐵的舒適與快捷及美味豐盛的鐵路便當。在礁溪麒麟大飯店與黃則揚董事長，中天大飯店王孝典董事長，及宜蘭縣旅館商業同業公會張芳鳴理事長就溫泉度假飯店的經營管理及未來發展進行交流並參觀飯店設施。

3/22/2019: 參觀礁溪老爺酒店，由集團執行長沈方正先生接待，與團員們對酒店配套行銷計畫進行討論。 下午經坪林到台北，拜會觀光局周永暉局長，及僑委會吳新興委員長，並參加僑委會特別為我們安排的商機媒合會，了解台灣幾個非常有創意的新設計，新產品。晚餐由僑委會吳新興委員長於孫立人將軍官邸－陸軍聯誼廳宴請。賓主盡歡。

3/23/2019: 體驗淡水輕軌，淡水半日遊。中午與台北市旅館商業同業公會理事長韋建華，監事長邱樂芬進行交流會談，並參觀凱達大飯店。下午結束行程，快樂賦歸。

此行團員們對台灣幾個重要城市的觀光及經濟發展方向有了深入的了解，對台灣未來的發展更加充滿了信心。在和各地旅館公會的對談及參觀各不同類型觀光或休閒旅館的過程中，會員們彼此觀摩學習，互相啟發，意見交流，受益良多。感謝姊妹會台北市旅館商業同業公會邱樂芬理監事長與海外台商綜合旅行社尤正國先生費心為我們安排許多特別的參訪行程並一路相伴，關懷備至。高情厚誼，銘感不忘。

在此還要特別感謝中華民國僑務委員會，觀光局，台中市政府，高雄市政府，及台北，台中，高雄，屏東及宜蘭旅館商業同業公會的盛情招待。讓我們充份感受到故鄉的溫暖與熱情。參加的團員們都對台灣觀光業的蓬勃及經濟的發展充滿期待。

Taiwan Trip Essay



By Amy Tsay

Every time I join the Taiwan Hotel Motel Association of North America on their annual youth group trip to Taiwan, I feel as though I have once again reconnected with my heritage and my friends. This year, the trip brought us all around Taiwan to places like Kaohsiung City, and the Pingtung County. My favorite places we went to included the Mudanwan Villa as well as the Alangyi Historic Trail. At the Mudanwan Villa, I enjoyed indoor and outdoor hot springs, as well as biking to the beach. The beautiful scenery was matched with the relaxing soothing feelings of the natural hot springs. The next day, with my entire family we woke up early in the morning to take a four-hour hike on the Alangyi Historic Trail. It was not what I expected! We walked across rocks, scaled a mountain, and walked across the beach. Overall it was one of the hardest workouts I have done. I am always grateful to be able to have the chance to go on these yearly trips. Every time I am able to reconnect with my friends, and get a chance to get a better sense of the Taiwanese culture. This year was an amazing experience, and I hope that I will be able to go again in the future.

Taiwan Trip Essay













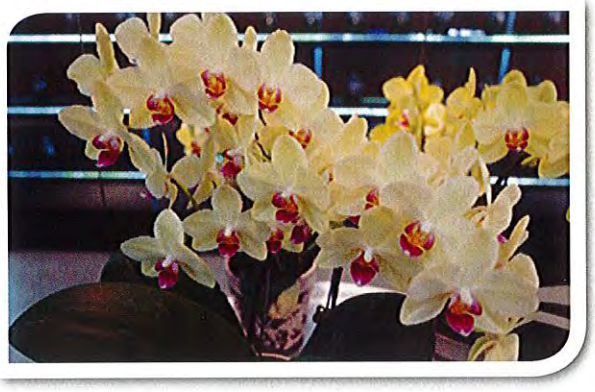
Taiwan

By Jonathan Mok

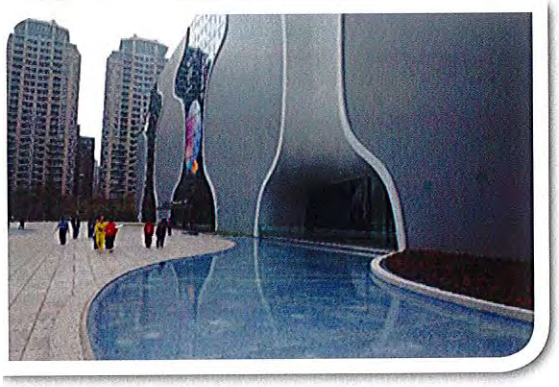
The trip to Taiwan was an amazing experience overall. I have been to Taiwan once before, but only spent time in Taipei. It was an incredible experience to be able to tour around Taiwan and see the different parts of Taiwan, stay in some great hotels, and spend time with even better people.

The tour started off visiting the beautiful Taichung Flora Expo where we got to see some of the most beautiful orchids and interesting floral arrangements I have seen.





We then got to tour the National Taichung Theatre, a breathtaking building that pictures don't do justice.





One of the next stops we made was in Kaohsiung where we got to meet some government officials and take pictures in their assembly hall. Here is a photo of Karen being a boss!



The next stop was in Mudan Township down in the southern part of Taiwan. We got to stay at a very interesting hot spring hotel with a lot of history. The grounds were beautiful and there were lots of activities to keep everyone entertained. My favorite part was just walking around and seeing the grounds and wildlife.

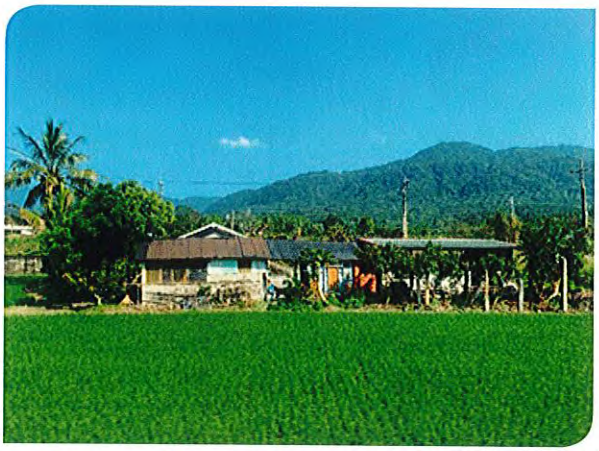
Taiwan



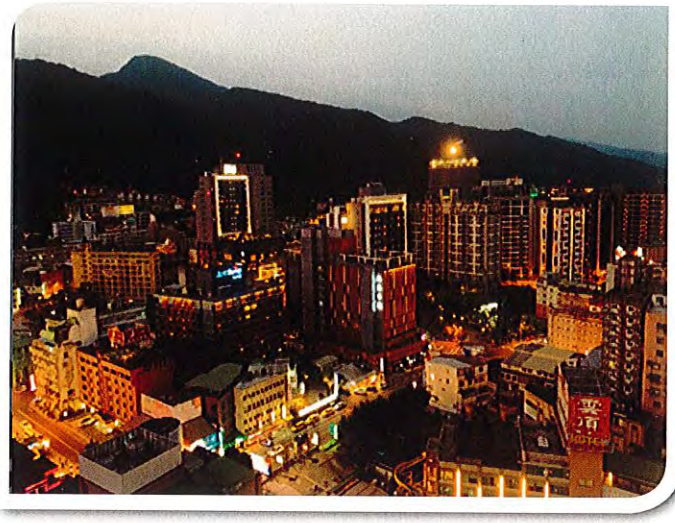


We then took a train heading up to Jaoshi. We got to see the countryside on the train ride which was beautiful.





The last stop before heading back to Taipei was in Jaoshi, probably my favorite stop! It was a little town surrounded by mountains.



I am very grateful that I had the opportunity to take this trip and see other parts of Taiwan. Hopefully it won't be too long before I get to go back!

Taiwan Trip 2019

By Kevin Yen

I always look forward to the THMANA Taiwan trips because I am able to see many of the beautiful places in Taiwan that I would never be able to go to alone and meet many new friends while experiencing these what these places have to offer. The trip to Taiwan this year was especially fun because we were able to go to many places that had many different activities. The tour at the Taichung World Flora Exposition was very beautiful and had flower arrangements I had never thought possible.





The Hongmaogang Cultural Park in Kaohsiung was also extremely interesting showed a different side of Taiwan that I had never seen before.

Going out at night to explore the nightlife in Jiaoxi and play the crane games was very fun and was a great bonding experience with my friends.





My favorite place that we visited was the MudanWan Villa because it was so peaceful and beautiful. Biking to the beach and exploring the villa was a great experience, and the scenery only made it better. The hot springs were a great way to relax after travelling for so long to reach the villa, and after participating in so many activities during the day, really made the trip even better.

I am very thankful to THMANA for the opportunity to have the chance to go on the yearly trips to reconnect with Taiwanese culture while experiencing something new every time.

北美旅館公會訪臺　商機媒合促臺美交流



吳興新（右）致贈紀念品由葉德雲代表接受。

北美洲臺灣旅館公會聯合總會本（22)日由總團長葉德雲帶領返臺拜會僑務委員會，由委員長吳新興親自接待並感謝北美旅館公會十餘年來每年皆組團返臺參訪，且成員向心力強，不分黨派堅定支持中華民國。吳新興表示，世界各地的僑胞都讓人很溫暖，特別是住在僑胞所經營的旅館，更是有家的感覺。他表示，北美旅館公會與臺灣旅館公會交流密切，臺灣也會組團到北美訪問，相信北美旅館業者的經營心得一定會對臺灣旅館業者有所幫助。

葉德雲表示，吳新興訪問休士頓至少3次以上，因此看到他覺得倍感親切，同時感謝僑委會對於北美旅館業者的支持與鼓勵。僑務委員陳美芬表示，北美旅館公會與高雄旅館公會締結姊妹會達29年，近年來也與臺北旅館公會締結交流，希望未來臺美旅館公會能多交流。

僑務諮詢委員林翠雲、僑務顧問汪蔚興、僑務促進委員蔡慶輝、嚴杰及副總團長李德揚皆就旅館人才培育、經營心得與政商交流等項目在拜會中提出討論。

本次訪團除拜會僑委會，同時也安排其他主管單位及北、中、南旅館公會等進行交流，此外亦進行文化參訪。

（文載自〔僑務電子報〕2019-03-22）



吳新興（前排中），葉德雲（前排右四），汪樹華（前排左三）及訪問團成員合影。

台灣參訪行程
2019/03/18-23







台灣參訪行程
2019/03/18-23

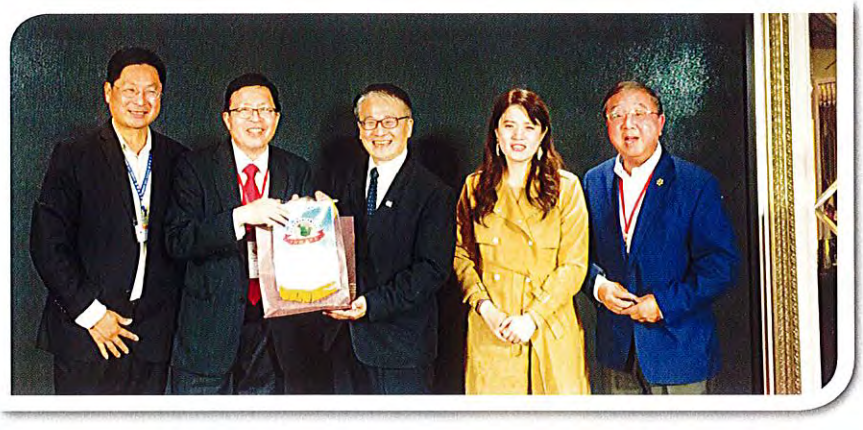








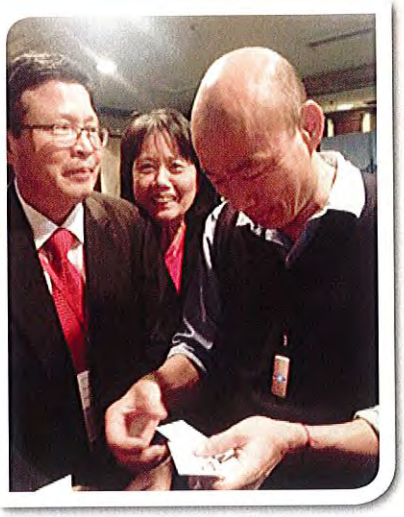




台灣參訪行程

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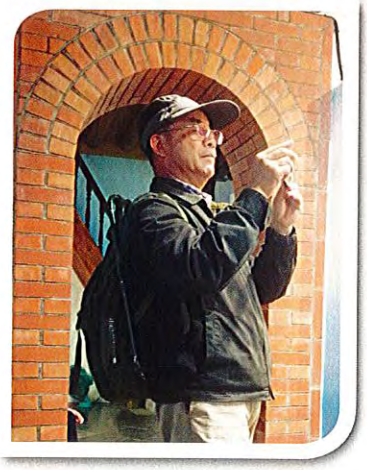








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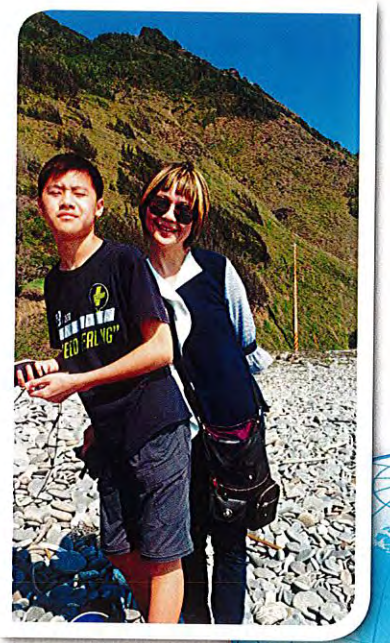






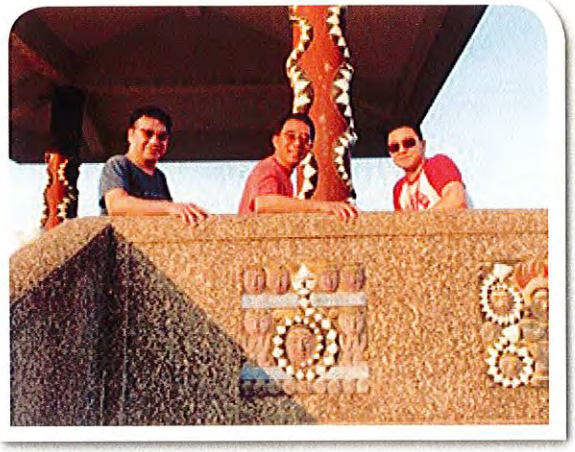






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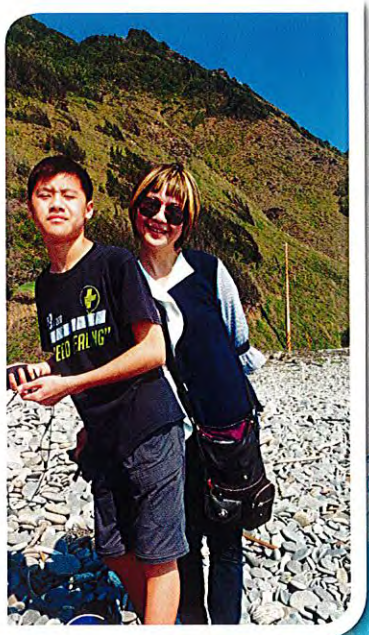






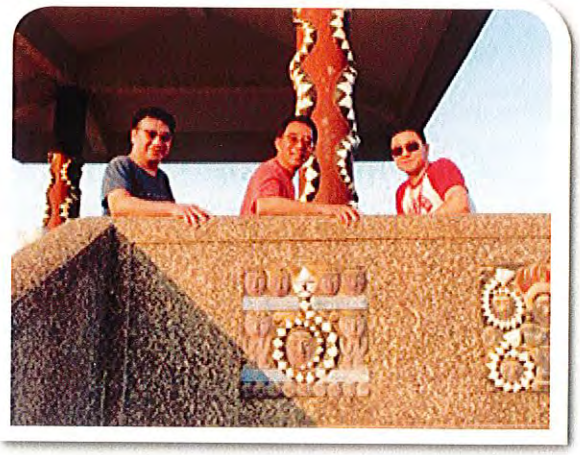






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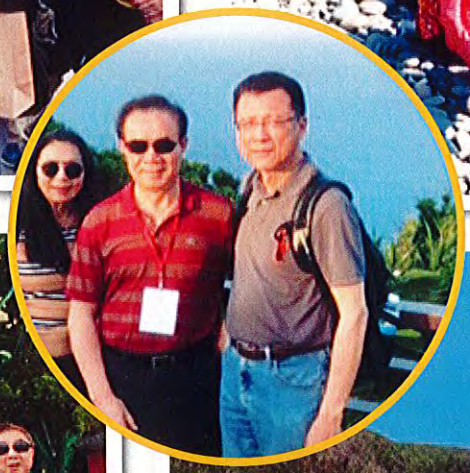


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台灣參訪行程

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台灣參訪行程

2019/03/18-23





Deloitte Releases Its 2019 U.S. Travel and Hospitality Outlook

By Robin McLaughlin



It's been a decade since the post-Recession boom of hospitality and travel first began. In this short amount of time, the industry has reached historic levels of growth while investing in digital travel technologies and data analytics. In a 2009 Deloitte report on the industry, travel and hospitality apps had just reached the market and small, luxury hotels were the only ones even attempting a personalized guest experience. What's more, dramatic changes in the industry over the past 10 years will likely be a blip on the technological growth timeline over the next 30 to 40 years.

Deloitte's 2019 U.S. Travel and Hospitality Outlook gives a glimpse into that future, citing the current status of the hospitality and travel industries and forecasting how varying sectors will perform through 2019 and beyond. Additionally, the Outlook notes that by collaborating together, these sectors of the travel industry can continue to grow their businesses and maintain technological and revenue success even throughout a potential downturn in the coming years.



Hospitality

From 2009 to 2017, U.S. hotel gross bookings grew from $116 billion to $185 billion. Although Deloitte's Outlook doesn't see a downturn this upcoming year, it implores hoteliers to plan long-term to keep up with that growth in gross hotel bookings.

Deloitte Releases Its 2019 U.S. Travel and Hospitality Outlook

Businesses with strong plans in place for when that downturn inevitably does happen are more likely to maintain profitability. Equally as important is ensuring that when revenue generation isn't as high, costs aren't cut where it counts, like on talent and maintaining service levels during the downturn.

Airlines



Airline revenue jumped from $115 billion to $222 billion from 2009 to 2017. Low-cost carriers completely transformed the industry by showing consumers the best prices for airfare and forcing chains to compete by offering lower fares. The Outlook sees that airline operators will have to think more creatively about revenue management than ever before because of these low-cost carriers. Chains will have to think more structurally and analytically about solving challenges brought up by pricing engines that constantly update consumers on the best fares possible.

Ground Transportation

One of the biggest paradigm shifts in the past decade, ground transportation, ridesharing options, and mobile cab calling has grown tenfold. The Outlook sees that this is just the beginning. One of the biggest challenges this travel segment will face is keeping up with data integration and scaling already successful programs. And more ground transportation companies will start integrating subscription-based services and updating business models to match consumer needs.

Cruises

Although many positive changes have happened this decade, the cruise market—for the most part—has stayed stagnant. The Outlook predicts that cruises departing from the United States can still capture a new audience by marketing distinctive selling points, like traveling larger distances, visiting more areas, and connecting with more communities than other travel sectors.

Other Sectors

While these segments are where the Outlook sees and has seen the most growth and change, there are many other sectors of hospitality and travel that have evolved over the last decade. Like hospitality, restaurants and car rentals have gained back that momentum from before the Great Recession.

Sharp Demand Growth Drives Record - High Occupancy for U.S. Airport Hotels

By Tingting Duan

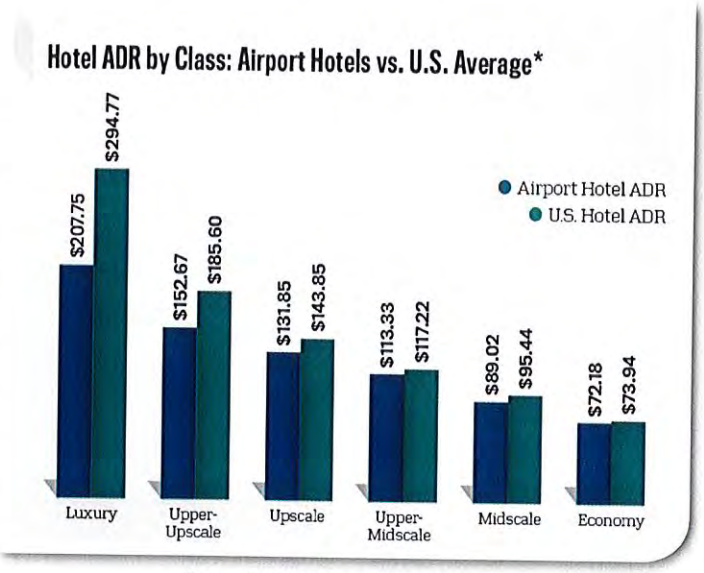


As demand in the U.S. airport hotel market continues to rise, will the pricing power of hotels begin to accelerate? The STR analyst team answered that question and more with five insights into airport hotels in the United States.

Airport hotel supply has yet to take off. In 2018, there were approximately 2,500 airport hotels comprising nearly 333,000 rooms in the United States. Of the 200 properties and 26,000 rooms in the pipeline, about 7,500 rooms are projected to open this year, which equals 2.2 percent of the existing airport hotel supply. That's a slower rate of opening than the entire U.S. hotel market, in which the rate equals 2.8 percent.

Demand growth outpaced supply growth. Although the growth of the U.S. airport hotel supply was slower than the national average, demand is increasing at an accelerating pace. On a running-12-month basis, demand growth outpaced supply growth every single month in 2018, peaking in August at 2.6 percent.

Airport hotel occupancy outperformed the U.S. average. The favorable imbalance between the running-12-month demand and supply growth resulted in a positive occupancy percentage change the past 17 months for airport hotels. As of December 2018, year-to-date occupancy was 73.8 percent, indicating airport hotels, on average, have sold three of every four rooms every night in the past 12 months. By slight—but telling—contrast, overall U.S. hotel occupancy during the same period was 66.2 percent.



**As of YTD December 2018*

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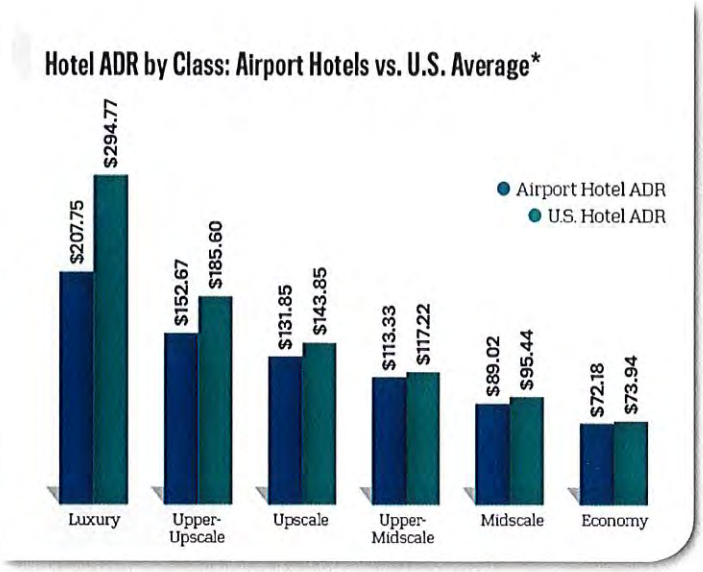


As demand in the U.S. airport hotel market continues to rise, will the pricing power of hotels begin to accelerate? The STR analyst team answered that question and more with five insights into airport hotels in the United States.

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The occupancy rate at airport hotels was 7.6 percent points higher than the national average. The premium between airport hotel occupancy and total U.S. occupancy is expected to grow in 2019 due to the slower rate at which airport hotels will open this year.

Strong demand can't propel airport hotel ADRs over national averages. Pricing power in U.S. airport hotels was weaker than the U.S. average in all six hotel classes. There are two possible reasons that this may be the case.

First, the ADR of "contract" business might have dragged down the ADR for airport hotels overall. (STR defines "contract" rooms as a consistent block of rooms committed at stipulated contract rates for an extended period over 30 days, with payment guaranteed regardless of use, such as for airline crews and permanent guests. These rooms are typically booked at a discount compared to standard rooms.) In 2018, the contract ADR of luxury and upper-upscale airport hotels combined was only $111.15, which was lower than the national average among upper-midscale class hotels.

Second, the lack of pricing power during weekends may have weakened the ADR of airport hotels. A close look at the peaks and off days for airport hotels reveals that ADR on weekends (i.e., Fridays and Saturdays) was about 15.4 percent lower than that on peak weekdays (i.e., Tuesdays and Wednesdays), even though the occupancy rate of both peaks was roughly 77 percent. Taken together, both circumstances might have hurt the ADR of airport hotels.

The top-five airport hotel markets contributed a quarter of all U.S. airport hotel revenue. Approximately 25.7 percent of all U.S. airport hotel revenue came from the top five airport hotel markets. These same five markets also contributed 21 percent of all airport hotel demand nationally. By comparison, those five markets together made up only 10.8 percent of demand for all hotels across the country.

Overall, 2018 was an outstanding year for airport hotels in the United States, primarily due to an acceleration in demand. Given that trend, RevPAR is projected to grow at a healthy pace in 2019.



***12-month moving average, January 2017 to December 2018*

Six U.S. Markets With the Most Hotel Construction

By Lodging Staff

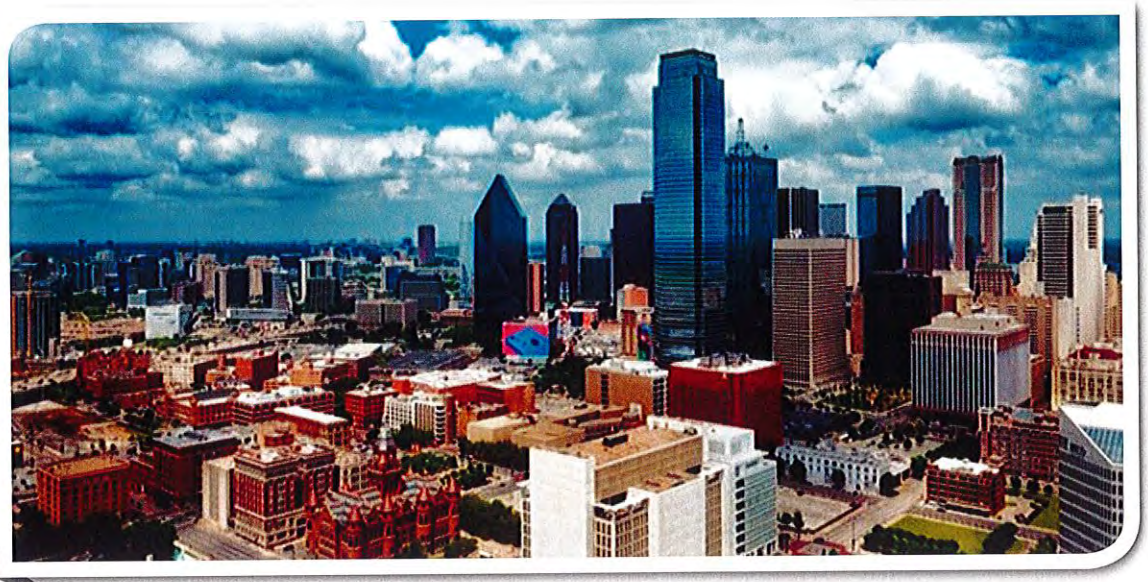
Lodging Econometrics (LE) analysts this week reported the top six U.S. markets with the largest hotel construction pipelines, as of the fourth quarter of 2018.

1. New York City



New York City once again tops the list for U.S. markets with the most hotel construction with 171 projects totaling 29,457 rooms. The Big Apple is also expected to top the forecast for new hotel openings in 2019—with 65 new hotels totaling 9,396 rooms.

2. Dallas



Dallas' hotel construction pipeline hit an all-time high with 163 projects and 19,476 rooms in the fourth quarter of 2018. The city is expected to have the second highest number of new hotel openings in 2019—31 hotels and 3,673 rooms.

Six U.S. Markets With the Most Hotel Construction

3. Los Angeles



Los Angeles' hotel construction pipeline reached a record 147 projects totaling 23,404 rooms in the fourth quarter of 2018. LE forecasts that Los Angeles will open 14 new hotels and 2,124 rooms in 2019—the fifth highest number of new hotel openings for the year.

4. Houston



House had the fourth largest hotel construction pipeline with 141 projects and 15,499 rooms. However, Houston is expected to beat out L.A. and have the third highest number of hotel openings in 2019—30 new hotels and 3,478 rooms.

Six U.S. Markets With the Most Hotel Construction

5. Atlanta



Atlanta's hotel construction pipeline in the last quarter of 2018 totaled 115 projects and 15,522 rooms.

6. Nashville



Nashville's hotel pipeline trailed Atlanta's at 114 projects totaling 15,510 rooms. However, Nashville is forecasted to have the fourth highest number of 2019 hotel openings in the country with 22 hotels and 2,785 rooms.

U.S. Hotel Deal Sales Volume in 2018 Increased 49% YOY

In 2018, hotel transactions exceeded 700 deals for a total valuation of $29.5 billion, according to STR's Hotel Transaction Almanac.

A total of 707 property sales totaling $29.5 billion made 2018 the most active year for hotel transactions since 2007, according to the Hotel Transaction Almanac produced by STR's Consulting & Analytics office and Hotel Brokers International (HBI).



Total number of transactions grew 25% from 2017, while sales volume was up 49% from the previous year.

"We're near the peak of the cycle right now where there is opportunity for very large profits," said Joseph Rael, STR's senior director of consulting & analytics. "Buyers feel that they can pick up strong short-term returns and gain an asset in an attractive market, while owners like the large valuations with economic uncertainty on the horizon."

Key findings include:

- Washington, D.C. was the most active market with 27 transactions at an average price per room of $265,000, while Atlanta ranked second with 23 sales.
- Miami achieved the highest price per room at $539,000, followed by New York City at $505,000.
- The highest priced individual property transaction was the Waldorf Astoria Grand Wailea, which sold for $1.1 billion. This price ranked second all-time among individual sales included in the Hotel Transaction Almanac.
- The four next highest priced sales, all above $400 million, came in San Antonio, New York City, Miami Beach and Phoenix.
- The highest transactions based on price per room were the Soho House Chicago ($2,375,000) and the Plaza Hotel ($2,127,660) in New York. The price per room for each of those transactions are the top two in the history of the Hotel Transaction Almanac.
- Hotel companies accounted for 26% of acquisitions with known buyers in 2018, up from 18% in 2017. Sales to foreign investors more than doubled from 32 in 2017 to 72 in 2018. Private-equity firms saw the greatest growth in 2018 of all buyer types, up from 31 transactions in 2017 to 114 in 2018.

"We expect less transaction activity in 2019 with asset pricing similar to the levels from 2018," Rael said. "Strong projected operating fundamentals shouldbe balanced by increased rates and broader economic concerns."



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- Indoor Swimming Pool
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- Thai Massage Spa
- Event and Conference Room
- Business Center
- Laundry
- Room Service





The Hotel provides easy access to a multitude of attractions and **UNESCO World Cultural Heritage Sites** including the Colonial Zone and The Cathedral of Santa María la Menor (the oldest cathedral in the Americas), Los Tres Ojos National Park (a 50-yard open-air limestone cave and lakes), shopping centers, the bustling business district, etc.

National Theatre - 1.6 miles
Colonial Zone - 3 miles
Cathedral - 4 miles
Columbus Lighthouse - 5.3 miles
Los Tres Ojos - 6.8 miles

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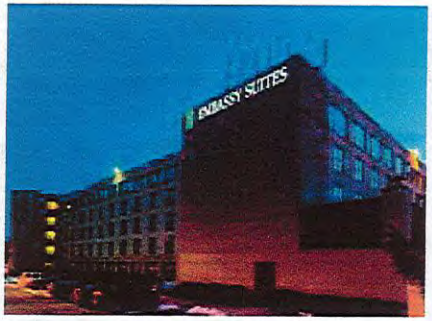
Friendwell Group Owns 12 Hotels for 3159 Rooms in NJ



Hilton
East Brunswick



Double Tree
Somerset



Embassy Suites
Piscataway



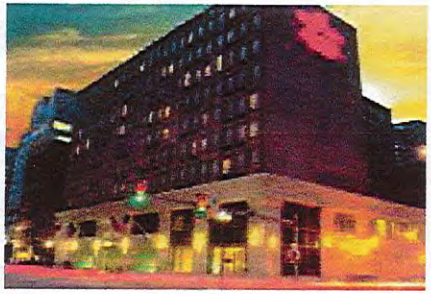
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