

All About the Durian at Hotel ICON



Source: Unsplash (2021)

Background

Durian, also known as the king of fruits in Southeast Asia, is characterized by its spiky exterior and strong odor. The fruit is not liked by everyone and is even banned in some hotels because of its pungent smell, but Hotel ICON embraces it (Hotel ICON, n.d.). Each summer, in celebration of the Malaysian Durian Festival, Hotel ICON introduces a variety of dining offers featuring durian pastries and other gastronomic delights. Having been held for six consecutive years, the renowned durian feast has become an annual promotional highlight for Hotel ICON.

The hotel celebrates the significance of the fruit with its “All About Durian Afternoon Tea” promotion at The Market, which features more than 10 durian-infused savory and sweet dishes (SCMP, 2024). As part of the tea set, guests are also able to sample highly-prized durian flesh from different varieties at a reasonable cost. On select dates in August, the “Malaysian Durian Festival” brunch and dinner buffet at Silverbox Ballroom highlights creative durian dishes, such as Mini Musang King Durian with Abalone Duck Soup and D197 Durian Cheese Baked Caribbean Lobster (Hotel ICON, 2024).

Danny Ho, executive chef at Hotel ICON, is the mastermind behind these offerings. Ho’s decision to embrace durian in his culinary creations has been a huge success, with the Durian Afternoon Tea promotion selling out every single day (Hotel ICON, n.d.). Instead of following the safe and traditional path taken by many hotels in the city’s saturated afternoon tea landscape, the Malaysian chef was determined to stand out by experimenting with his French-learned pastry techniques on Asian ingredients. He believes this approach aligns well with Hotel ICON’s innovative ethos as a fully integrated teaching and research hotel (SCMP, 2024).

Having witnessed the exploitation of hardworking durian farmers, including his father, Ho is committed to supporting Malaysian farmers by helping them increase their income (SCMP, 2024). The hotel uses about 1.5 tonnes of fresh durian paste each month, and Ho believes that cultivating strong relationships directly with farmers is the key to securing high-quality products (SCMP, 2024).

Challenges

As many people dislike durian due to its strong odor, the durian festival dining promotion may limit the hotel's ability to attract a wider audience who may be hesitant to try the fruit. Moreover, it appears that Hotel ICON also provides durian flesh and pastries on their in-room dining menu. Combined with the smell from the kitchen and dining outlets, this may upset guests who do not like durian, as the odor can linger in the lobby and guest rooms. Additionally, since this promotion has been running for six years, innovation is required for its continuation. Without fresh menu items and new ideas, demand may begin to decline as customers grow bored with the same offerings each year.

Discussion Questions

1. How does embracing durian in its culinary offerings help Hotel ICON differentiate itself in the competitive hotel market in Hong Kong?
2. What strategies can Hotel ICON implement to accommodate guests who dislike the strong odor of durian while still celebrating the fruit during the festival?
3. How does Hotel ICON balance tradition and innovation in its culinary offerings?
4. How does the annual repetition of the durian festival create challenges for innovation?
5. How can Hotel ICON continue to innovate its durian-themed offerings to keep the promotion fresh and exciting for returning guests?
6. What feedback mechanisms could Hotel ICON implement to improve the festival each year?

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Keywords

- Hotel
- Differentiation
- Food and Beverage
- Culinary Innovation
- Odor Management
- Business Sustainability

关于 Hotel ICON 的榴梿主题推广



Source: Unsplash (2021)

背景

榴梿，在东南亚被誉为“水果之王”，以其带刺的外壳和浓烈气味而闻名。这种水果并非人人都喜欢，甚至因其刺鼻的气味而被一些酒店禁止携带，但 Hotel ICON 却欣然接纳了它(Hotel ICON, n.d.)。每年夏季，为庆祝马来西亚榴梿节，Hotel ICON 都会推出各种包含榴梿糕点和其他美食的餐饮产品。这项知名的榴梿盛宴已连续举办六年，成为 Hotel ICON 年度促销的一大亮点。

酒店通过在其自助餐厅 The Market 推出“全榴梿主题下午茶”促销活动来庆祝这种水果的重要性，该下午茶包含十余种融入榴梿的咸甜菜品(SCMP,2024)。作为下午茶套餐的一部分，客人还能以合理的价格品尝到来自不同品种的珍贵榴梿果肉。在八月特定的日期，Silverbox 宴会厅的“马来西亚榴梿节”早午餐和晚餐自助餐将重点推出创意榴梿菜肴，例如迷你猫山王榴梿配鲍鱼鸭汤和 D197 榴梿芝士焗加勒比海龙虾(Hotel ICON,2024)。

Hotel ICON 的行政总厨 Danny Ho 是这些创意产品的幕后推手。Ho 决定在其烹饪创作中采用榴梿取得了巨大成功，榴梿主题下午茶促销活动每天都售罄(Hotel ICON, n.d.)。这位马来西亚主厨没有追随本市众多酒店在竞争激烈的下午茶市场所走的稳妥传统路线，而是决心通过运用其法式学习的糕点技艺来试验亚洲食材，以此脱颖而出。他认为这种方法与 Hotel ICON 作为一所完全一体化的教学研究型酒店所具有的创新理念非常契合(SCMP,2024)。

由于亲眼目睹了包括他父亲在内的辛勤榴梿农民遭受的剥削，Ho 致力于通过帮助马来西亚农民增加收入来支持他们(SCMP,2024)。酒店每月使用约 1.5 吨新鲜榴梿

果泥，Ho 认为与农民直接建立稳固的关系是确保获得高品质产品的关键(SCMP, 2024)。

挑战

由于很多人因其强烈气味而不喜欢榴梿，榴梿节餐饮促销活动可能会限制酒店吸引更广泛受众的能力，这些受众可能对尝试这种水果心存犹豫。此外，Hotel ICON 似乎还在其客房用餐菜单上提供榴梿果肉和糕点。加上厨房和餐厅区域散发的气味，这可能会引起不喜欢榴梿的客人的不满，因为榴梿气味可能在大堂和客房内滞留。另外，由于此促销活动已连续举办六年，需要创新以维持其生命力。如果没有新鲜的菜单项和新点子，随着顾客每年对相同的产品感到厌倦，需求可能会开始下降。

讨论问题

1. 在餐饮产品中拥抱榴梿，如何帮助 Hotel ICON 在香港竞争激烈的酒店市场中实现差异化？
2. Hotel ICON 可以采取哪些策略，在榴梿节期间既能庆祝这种水果，又能照顾到不喜欢其浓烈气味的客人？
3. Hotel ICON 如何在其餐饮产品中平衡传统与创新？
4. 榴梿节的年度重复举办如何为创新带来挑战？
5. Hotel ICON 应如何持续创新其榴梿主题产品，以保持促销活动对回头客的新鲜感和吸引力？
6. Hotel ICON 可以建立哪些反馈机制来逐年改进榴梿节活动？

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关键词

- 酒店
- 差异化
- 餐饮
- 烹饪创新
- 气味管理
- 业务可持续性

關於 Hotel ICON 的榴槿主題推廣



Source: Unsplash (2021)

背景

榴槿，在東南亞被譽為「水果之王」，以其帶刺的外殼和濃烈氣味而聞名。這種水果並非人人都喜歡，甚至因其刺鼻的氣味而被一些酒店禁止攜帶，但 Hotel ICON 卻欣然接納了它 (Hotel ICON, n.d.)。每年夏季，為慶祝馬來西亞榴槿節，Hotel ICON 都會推出各種包含榴槿糕點和其他美食的餐飲產品。這項知名的榴槿盛宴已連續舉辦六年，成為 Hotel ICON 年度促銷的一大亮點。

酒店通過在其自助餐廳 The Market 推出「全榴槿主題下午茶」促銷活動來慶祝這種水果的重要性，該下午茶包含十餘種融入榴槿的鹹甜菜品 (SCMP, 2024)。作為下午茶套餐的一部分，客人還能以合理的價格品嚐到來自不同品種的珍貴榴槿果肉。在八月特定的日期，Silverbox 宴會廳的「馬來西亞榴槿節」早午餐和晚餐自助餐將重點推出創意榴槿菜餚，例如迷你貓山王榴槿配鮑魚鴨湯和 D197 榴槿芝士焗加勒比海龍蝦 (Hotel ICON, 2024)。

Hotel ICON 的行政總廚 Danny Ho 是這些創意產品的幕後推手。Ho 決定在其烹飪創作中採用榴槿取得了巨大成功，榴槿主題下午茶促銷活動每天都售罄 (Hotel ICON, n.d.)。這位馬來西亞主廚沒有追隨本市眾多酒店在競爭激烈的下午茶市場所走的穩妥傳統路線，而是決心通過運用其法式學習的糕點技藝來試驗亞洲食材，以此脫穎而出。他認為這種方法與 Hotel ICON 作為一所完全一體化的教學研究型酒店所具有的創新理念非常契合 (SCMP, 2024)。

由於親眼目睹了包括他父親在內的辛勤榴槿農民遭受的剝削，Ho 致力於通過幫助馬來西亞農民增加收入來支持他們 (SCMP, 2024)。酒店每月使用約 1.5 噸新鮮榴槿果泥，Ho 認為與農民直接建立穩固的關係是確保獲得高品質產品的關鍵 (SCMP, 2024)。

挑戰

由於很多人因其強烈氣味而不喜歡榴槿，榴槿節餐飲促銷活動可能會限制酒店吸引更廣泛受眾的能力，這些受眾可能對嘗試這種水果心存猶豫。此外，Hotel ICON 似乎還在其客房用餐菜單上提供榴槿果肉和糕點。加上廚房和餐廳區域散發的氣味，這可能會引起不喜歡榴槿的客人的不滿，因為榴槿氣味可能在大堂和客房內滯留。另外，由於此促銷活動已連續舉辦六年，需要創新以維持其生命力。如果沒有新鮮的菜單項和新點子，隨著顧客每年對相同的產品感到厭倦，需求可能會開始下降。

討論問題

1. 在餐飲產品中擁抱榴槿，如何幫助 Hotel ICON 在香港競爭激烈的酒店市場中實現差異化？
2. Hotel ICON 可以採取哪些策略，在榴槿節期間既能慶祝這種水果，又能照顧到不喜歡其濃烈氣味的客人？
3. Hotel ICON 如何在其餐飲產品中平衡傳統與創新？
4. 榴槿節的年度重複舉辦如何為創新帶來挑戰？
5. Hotel ICON 應如何持續創新其榴槿主題產品，以保持促銷活動對回頭客的新鮮感和吸引力？
6. Hotel ICON 可以建立哪些回饋機制來逐年改進榴槿節活動？

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關鍵詞

- 酒店
- 差異化
- 餐飲
- 烹飪創新
- 氣味管理
- 業務可持續性