

## 05.10-Hotels

### Hotels

#### Chinese **check-ins**

**Hoteliers contemplate** the arrival of a growing group of travellers  
Jan 26th 2013

#### Vocab

1. **check-in** n. (机场的)检票口, 办理登机手续处 At an airport, a **check-in** is the counter or desk where you check in.

2. **hotelier** n. 宾馆 (或酒店) 老板 (或经理) A **hotelier** is a person who owns or manages a hotel.

3. **contemplate** v. 考虑;思量;思忖 If you **contemplate** an action, you think about whether to do it or not.

e.g. For a time he **contemplated** a career as an army medical doctor...有段时间, 他考虑去当军医。

WEMBLEY is not London's most **appealing** suburb. The area around the stadium is untidy and architecturally uninspired—good for **facilitating** the movement of tens of thousands of football fans, but hardly a place to **linger**. The shops of the West End are a 25-minute tube journey away. To Chinese tour groups, though, hotels there like the Holiday Inn and the Ibis are **honeypots**.

#### Vocab

1. **appealing** adj. attractive or interesting 有吸引力的; 有感染力的; 令人感兴趣的

e.g. Spending the holidays in Britain wasn't a prospect that I found particularly appealing. 在英国度假对我并不特别有吸引力。

2. **facilitate** v. to make an action or a process possible or easier 促进; 促使; 使便利

e.g. The new trade agreement should facilitate more rapid economic growth. 新贸易协定应当会加快经济发展。

3. **linger** v. ~ (on) to continue to exist for longer than expected 继续存留; 缓慢消失

e.g. The faint smell of her perfume lingered in the room. 房间里仍飘溢着她那淡淡的香水味。

4. **honeypot** n. a place, thing or person that a lot of people are attracted to 富有吸引力的地方 (或事物、人)

e.g. ...traditional tourist **honeypots** such as London, Bath, Edinburgh, and York. 诸如伦敦、巴斯、爱丁堡、约克等传统的旅游胜地

In 2011 some 150,000 Chinese tourists made it to Britain, compared with 3.6m visitors from France. Their numbers are growing fast, though, rising by 35% from 2010 to 2011 and 20% **year-on-year** in the first 11 months of 2012, according to VisitBritain, the national tourist board. To lure more visitors, Theresa May, the **home secretary**, is moving to simplify the process of applying for visas—something that currently **puts off** many Chinese. With China's total **outbound** market likely to be three times as big as Japan's by 2020, according to the Boston Consulting Group,

the British government is reluctant to miss out on a lot of potential shoppers.

### Vocab

1. **year-on-year** *adj.* (of figures, prices, etc.) as compared with the corresponding ones from a year earlier • (数字、价格等) 与上年同期相比的, 同比的
2. **home secretary** *n.* (英国) 内政大臣 The **Home Secretary** is the member of the British government who is in charge of the Home Office.
3. **put off** **PHRASAL VERB** 短语动词 推迟; 拖延 If you **put** something **off**, you delay doing it.  
e.g. The Association has put the event off until October. 协会已把这次活动推迟至10月。
4. **outbound** *adj.* travelling from a place rather than arriving in it 向外的; 出港的; 离开某地的  
e.g. **outbound flights / passengers** 出港航班/旅客
5. **reluctant** *adj.* hesitating before doing sth because you do not want to do it or because you are not sure that it is the right thing to do 不情愿的; 勉强的  
e.g. a **reluctant hero** (= a person who does not want to be called a hero) 不情愿做英雄的英雄

### Sentence

With China's total outbound market likely to be three times as big as Japan's by 2020, according to the Boston Consulting Group, the British government is reluctant to miss out on a lot of potential shoppers.

主干: the British government is reluctant to miss out

前面的 according to the Boston Consulting Group 是对 three times 的修饰

To meet the needs of this growing group, some hotels are starting to **ape** department stores by catering specifically to Chinese tourists. Hilton's Huanying programme, which operates in six British hotels, gives guests **kettles** in their rooms, Chinese teas, **slippers, at least** one Chinese television channel, a Chinese breakfast and a full-time Chinese-speaker. At the Novotel London West, in Hammersmith, Chinese noodles are served at breakfast and a Chinese television channel is available.

### Vocab

1. **ape** *v.* (*BrE, disapproving*) to do sth in the same way as sb else, especially when it is not done very well (尤指笨拙地) 模仿, 学...的样子  
e.g. For years the British film industry merely aped Hollywood. 多年来, 英国电影业一味模仿好莱坞。
2. **kettle** *n.* 水壶 A **kettle** is a covered container that you use for boiling water. It has a handle, and a spout for the water to come out of.  
e.g. I'll put the **kettle** on and make us some tea. 我去烧壶水给大家沏茶。
3. **slipper** *n.* a loose soft shoe that you wear in the house 室内便鞋; 拖鞋  
e.g. a pair of slippers 一双拖鞋
4. **at least** 至少

Cheaper hotels have made fewer **concessions**. The number of Chinese guests they receive—and the price those guests wish to pay for rooms—is not yet big enough to warrant special treatment. Expect that to change. A few small measures can put a hotel ahead of its **competitors**. “Slippers are a basic thing,” says Adam Wu of China Business Network, which facilitates contacts between companies in China

and those abroad. Add kettles so that guests can boil the noodles they may have brought with them, **congee** (rice porridge) at breakfast and a Chinese-speaker on staff, and you have a reasonably Chinese-friendly operation.

### Vocab

1. **concession** n. something that you allow or do, or allow sb to have, in order to end an argument or to make a situation less difficult 让步；妥协

e.g. The firm will be forced to **make concessions** if it wants to avoid a strike. 要想避免罢工，公司将不得不作出一些让步。

2. **warrant** v. 使显得必要(或正当) If something **warrants** a particular action, it makes the action seem necessary or appropriate for the circumstances.

e.g. No matter was too small to **warrant** his attention. 再小的事也会引起他的注意。

3. **competitor** n. a person or an organization that competes against others, especially in business (尤指商业方面的) 竞争者，对手

e.g. our **main/ major competitor** 我们主要的竞争对手

4. **congee** n. (in Chinese cookery) broth or porridge made from rice (中国烹饪中的) 粥

5. **porridge** n. (尤指早餐食用的) 麦片粥 **Porridge** is a thick sticky food made from oats cooked in water or milk and eaten hot, especially for breakfast.

### Sentence

The number of Chinese guests they receive—and the price those guests wish to pay for rooms—is not yet big enough to warrant special treatment.

主干：The number of Chinese guests they receive and... **is not yet big enough**

主谓相隔较远，或者两个并列的较长的主语让主谓找起来比较麻烦，事实上，直接读下去即可，我们读中文，也不会去找主谓呀...

Some hotels are also rethinking their design **priorities**. Nick Barton of the InterContinental Hotels Group, whose brands include Holiday Inn, says Chinese consumers are quick to judge a hotel by its welcome and its **lobby**. They will often photograph the latter for friends at home, according to Roy Graff of ChinaContact, a **consultancy**: “Travel is about **showing off**.”

### Vocab

1. **priority** n. something that you think is more important than other things and should be dealt with first 优先事项；最重要的事；首要事情

e.g. a **high/ low priority** 重点/非重点项目

2. **lobby** n. a large area inside the entrance of a public building where people can meet and wait (公共建筑物进口处的) 门厅，前厅，大厅

e.g. a hotel lobby 旅馆大厅

3. **consultancy** n. a company that gives expert advice on a particular subject to other companies or organizations 咨询公司

e.g. a **management/ design/ computer, etc. consultancy** 管理、设计、计算机等咨询公司

4. **show off** n. **PHRASAL VERB** 短语动词 卖弄，炫耀，显摆(某物) If you **show off** something that you have, you show it to a lot of people or make it obvious that you have it, because you are proud of it.

e.g. **Body builders shave their chests to show off their muscles...** 健美运动员剃去胸毛以展示肌肉。

Chinese tourists still rate handbag shopping as more important than bedrooms. “The vast mass are happy with quite cheap hotels,” says David Painter of Kuoni Group Travel Experts, a group-travel operator. He **contrasts** his company’s Chinese clients, who will stay in two- or three-star hotels, with their older Japanese counterparts, who want three or four stars.

### Vocab

1. **contrast** v. ~ (A and/ with B) to compare two things in order to show the differences between them 对比；对照

e.g. The poem contrasts youth and age. 这首诗对比了青春与老年。

### Sentence

“The vast mass are happy with quite cheap hotels,”

这里 the vast mass 的 mass 指代前文的 Chinese tourists, vast mass 表示 大多数中国游客

Yet the expectations of Chinese travellers are changing as they become wealthier and more experienced. Many Chinese going to Britain will have already travelled domestically. The comparison between the lodgings they find at home and those they see abroad may not reflect well on the latter. Mr Wu says he has had to rescue Chinese guests from British hotels that have left them **bitterly** disappointed. Sometimes even slippers are not enough.

### Vocab

1. **comparison** n. ~ (with sb/ sth) the process of comparing two or more people or things 比较

e.g. I enclose the two plans for comparison. 兹附上两份计划以供比较。

2. **lodging** n. 寄宿舍；租住的房间 If you live in lodgings, you live in a room or rooms in someone's house and you pay them for this.

e.g. Many of the single men found lodgings in the surrounding villages. 许多单身汉在周围的村子里租房居住。

3. **bitterly** adv. describing unpleasant or sad feelings 形容不快或伤痛) extremely 极其；非常

e.g. bitterly disappointed/ ashamed 极其失望/羞愧

### Sentence

The comparison between the lodgings they find at home and those they see abroad may not reflect well on the latter.

这里有对比的对象是 the lodgings they find at home 和 those they see abroad 谓语是 may not reflect

This article appeared in the Britain section of the print edition

## Hotels Chinese check-ins 英国酒店：中国住客

Hoteliers contemplate the arrival of a growing group of travellers.

酒店经理展望前景，光临下榻的中国游客将日渐增多。

WEMBLEY is not London's most appealing suburb. The area around the stadium is untidy

and architecturally uninspired— good for facilitating the movement of tens of thousands of football fans, but hardly a place to linger. The shops of the West End are a 25-minute tube journey away. To Chinese tour groups, though, hotels there like the Holiday Inn and the Ibis are honeypots.

温布利并非伦敦最吸引人的郊区。温布利球场周围环境又脏又乱，建筑平庸无奇。虽然是个足以容纳数万足球迷举行活动的好地方，但实在算不上让人流连忘返。要想从那里去西区逛商店，乘地铁就得花25分钟。不过对中国旅行团来说，那里诸如假日酒店和宜必思酒店一类的旅馆，可都是香饽饽。

In 2011 some 150,000 Chinese tourists made it to Britain, compared with 3.6m visitors from France. Their numbers are growing fast, though, rising by 35% from 2010 to 2011 and 20% year-on-year in the first 11 months of 2012, according to VisitBritain, the national tourist board. To lure more visitors, Theresa May, the home secretary, is moving to simplify the process of applying for visas — something that currently puts off many Chinese. With China's total outbound market likely to be three times as big as Japan's by 2020, according to the Boston Consulting Group, the British government is reluctant to miss out on a lot of potential shoppers.

2011年，约15万中国游客来到英国旅游，而同年来访的法国游客却有360万之多。不过据英国旅游协会——游英国提供的资料，中国游客数量增长迅速，2011年较2010年增长35%，2012年前11个月同比增长20%。为了吸引更多游客，英国内政大臣特丽莎·梅正着手简化英国签证的申请程序，因为目前正是这一点令不少中国人望而却步。据波士顿咨询公司预测，到2020年，中国出境游市场规模将扩张到日本的三倍。英国政府可不愿错失这么一大批潜在消费者。

To meet the needs of this growing group, some hotels are starting to ape department stores by catering specifically to Chinese tourists. Hilton's Huanying programme, which operates in six British hotels, gives guests kettles in their rooms, Chinese teas, slippers, at least one Chinese television channel, a Chinese breakfast and a full-time Chinese-speaker. At the Novotel London West, in Hammersmith, Chinese noodles are served at breakfast and a Chinese television channel is available.

为满足这个不断壮大的群体的需求，不少旅馆开始效仿百货商店，专门迎合中国游客。希尔顿酒店在其六家英国分店中实行了“欢迎”计划：客房要提供烧水壶、中国茶叶、拖鞋以及至少一个中文频道，客人可以享用传统中式早餐，还有一名中文流利的全职员工提供服务。位于汉默史密斯的诺富特伦敦西区酒店，早餐供应中式面条，并能收看一个中文电视频道。

Cheaper hotels have made fewer concessions. The number of Chinese guests they receive — and the price those guests wish to pay for rooms — is not yet big enough to warrant special treatment. Expect that to change. A few small measures can put a hotel ahead of its competitors. "Slippers are a basic thing," says Adam Wu of China Business Network, which facilitates contacts between companies in China and those abroad. Add kettles so that guests can boil the noodles they may have brought with them, congee (rice porridge) at breakfast and a Chinese-speaker on staff, and you have a reasonably Chinese-friendly operation.

便宜些的酒店提供的服务就不会这样体贴入微了。中国游客的数量和他们预期的房价，都不

足以让这些酒店为其提供特别服务。希望这一点能有所变化。酒店在细节上多下功夫，就能超越竞争对手。旨在促进中外公司交流的中国商业网的亚当·吴称：“拖鞋是必不可少的。”添置烧水壶，旅客如果随行携带了面条就能煮来吃；早餐提供米粥；安排一名能说一口流利中文的员工方便交流——这些服务就足以让中国旅客感到贴心了。

Some hotels are also rethinking their design priorities. Nick Barton of the InterContinental Hotels Group, whose brands include Holiday Inn, says Chinese consumers are quick to judge a hotel by its welcome and its lobby. They will often photograph the latter for friends at home, according to Roy Graff of ChinaContact, a consultancy: "Travel is about showing off."

部分酒店也在考虑调整设计重点。洲际酒店集团（旗下酒店品牌包括假日酒店）的尼克·巴顿称，中国消费者会依据一家酒店的接待和大厅，对其迅速做出评判。他们通常会拍摄酒店大厅的照片，发给国内的朋友。联络中国咨询公司的罗伊·格拉芙评价：“旅游就是为了炫耀。”

Chinese tourists still rate handbag shopping as more important than bedrooms. "The vast mass are happy with quite cheap hotels," says David Painter of Kuoni Group Travel Experts, a group-travel operator. He contrasts his company's Chinese clients, who will stay in two- or three-star hotels, with their older Japanese counterparts, who want three or four stars.

对中国游客来说，血拼手提包要比住什么样的房间重要得多。团体旅游运营商——库尼团队游专家的大卫·佩因特称：“大多数中国游客觉得，住一家比较廉价的酒店就行了。”他比较了其公司的中国客户与日本客户：中国游客愿意住二星或三星级酒店，而年龄更大的日本游客则要求住三星或四星级酒店。

Yet the expectations of Chinese travellers are changing as they become wealthier and more experienced. Many Chinese going to Britain will have already travelled domestically. The comparison between the lodgings they find at home and those they see abroad may not reflect well on the latter. Mr Wu says he has had to rescue Chinese guests from British hotels that have left them bitterly disappointed. Sometimes even slippers are not enough.

但随着中国游客的财富日渐增长、旅行经历愈发丰富，他们对酒店的预期也在发生变化。未来，很多去英国旅行的中国游客都会有国内游的经历。他们会拿国内与国外的酒店作比较，或许后者不会给他们留下好的印象。吴先生说，他曾经不得不去营救中国游客，摆脱那些令他们失望至极的英国酒店。有时候酒店连拖鞋也不够。