



Hotel ICON

Education and Innovation at Hotel ICON, Hong Kong

A world-class luxury hotel and integrated teaching, learning and research institution



Nothing appears out of the ordinary at **Hotel ICON** (www.hotel-icon.com), a luxury hotel in Hong Kong's Tsim Sha Tsui East district, but behind the façade, Hotel ICON is a hotel with a very special purpose. Not only does Hotel ICON embody all the creative energy and spirit of Hong Kong, it is also a learning environment and a vision of hospitality for the future. Wholly owned by the Hong Kong Polytechnic University, and an extension of the university's School of Hotel and Tourism Management, Hotel ICON is the first teaching and research hotel of its kind, with all hotel profits going directly back into the education and training for the students.

School of Hotel and Tourism Management School of Hotel and Tourism Management at The Hong Kong Polytechnic University is now one of the largest schools of its kind in the world and the second in the world for research, enrolling 2,200 students with 65 international faculties drawn from 20 countries. This fully integrated education approach within the hotel combines the advantages of modern day teachings in a real world environment within a structured education programme. Hotel ICON encourages students to build a solid foundation for a future in hospitality by teaching cutting-edge techniques and trends. The curriculum includes: - Day to day operations - Event management - Business administration - Service and quality management

Internship programme Hotel ICON has a structured internship program with up to 200 interns having the opportunity to participate in 10, 12 and 48-week internship programmes at the hotel. For the most outstanding students Hotel ICON has an Elite Management Programme, where numbers of specially-selected students are given a one-year managerial training, shadowing directors of different departments - from food and beverage to guestrooms - helping to create hospitality stars of the future.

'Tomorrows Guestrooms'

In order to facilitate in-depth research for students Hotel ICON has three dedicated prototype guestrooms known as 'Tomorrow's guestrooms'. Here students can research all the different elements of hotel management and hospitality; from varying colour schemes and in-room design, to control systems and technology, and lifestyle innovations that can be piloted with hotel guests. On check-in, guests will be given the option to stay in such a room provided they are willing to participate in the research.

17 Science Museum Road,
Tsim Sha Tsui East,
Kowloon, Hong Kong
香港九龍尖沙咀東部
科學館道17號

T +852 3400 1000
F +852 3400 1001
www.hotel-icon.com



Hotel **ICON**

Food & Wine Academy

The first of its kind in Hong Kong, Hotel ICON's Food and Wine Academy offers a shared platform for industry experts to impart their valuable experiences and knowledge to students. The academy hosts regular workshops on industry practices and trends as well as practical seminars on Gueridon service, food preparation and food & wine pairing.

Facilities

While the school and hotel share a space, they have separate entrances on opposite sides of the building. The school occupies nine floors, of which four floors connect to the hotel. It minimizes disruptions on both sides, while allowing students to seamlessly move through the hotel when they observe various back-of-house operations whether it be facilities management, housekeeping or F&B. From Monday to Thursday, the school uses the rooms as classrooms. Come weekend, the hotel monetizes the rooms by holding events and meetings. The kitchen labs are also shared, allowing the hotel extra food production capacity.

Accolades In 2013

Hotel ICON was nominated in the coveted United Nation's World Tourism Organisation Awards for Excellence and Innovation in Tourism (UNWTO). Of the 13 finalists Hotel ICON was also the only hotel to be nominated and was one of only four finalists from Asia to be nominated in these flagship awards. A runner-up in the UNWTO Ulysses Award for Innovation in Enterprises, Hotel ICON was praised for being both sustainable and profitable as well as showing great commitment to integrated teaching, learning and research in the hospitality industry.

PATA Grand Award

Hotel ICON has earned the PATA Grand Award 2017 Education and Training for its 'Being Brilliant Together'. The Award aims to give recognition to outstanding performance in the development of travel and tourism in the Asia Pacific region. Hotel ICON is regarded as hotel inspiring mentors and educating the next generation of Asian hospitality experts.

Innovation at Hotel ICON

Hotel ICON is home to Asia's largest vertical indoor garden. French botanist Patrick Blanc, designed the 18 metre-tall garden which makes for an unexpected respite from the city.

Always looking to reduce its carbon footprint Hotel ICON has recently introduced a Green Limousine Service by Tesla. The all-electric, silent, smooth and emission-free vehicle delivers an exhilarating yet eco-friendly drive.

17 Science Museum Road,
Tsim Sha Tsui East,
Kowloon, Hong Kong
香港九龍尖沙咀東部
科學館道17號

T +852 3400 1000
F +852 3400 1001
www.hotel-icon.com



Hotel **ICON**

Check-in at Hotel ICON is paperless, which not only makes for a speedier and more efficient guest experience, but last year alone saved 2.39 tons of paper – equivalent to 40 trees.

All electric lights use highly-efficient LED light bulbs and when a space isn't in use, sensors switch off all lights and other electrical functions to save as much energy as possible. Guests are also provided with a complimentary tote bag, so that when shopping in and around Hong Kong, there's no need to use plastic or non-recyclable bags.

Rooms at Hotel ICON have a complimentary mini-bar and a complimentary smartphone that has unlimited Mobile Internet Access, unlimited local and international calls to the 25 countries and a comprehensive Hong Kong city guide with exclusive discounts and offers. Ideal for those who need to keep connected throughout their stay and don't want to build up expensive phone bills.

Eco-pioneer Hotel ICON is the first in Asia to implement ORCA (Organic Refuse Conversion Alternative) technology that turns food waste into water, which is then used to irrigate the hotel's stunning vertical gardens.

Also experimented with artificial intelligence in 2017 and currently has two robots on staff: Jeeves, an autonomous delivery robot by Konica Minolta who delivers drinks at the 9th floor pool bar, and an Intellibot vacuum robot by Diversy, who is the newest member of the Housekeeping team.

17 Science Museum Road,
Tsim Sha Tsui East,
Kowloon, Hong Kong
香港九龍尖沙咀東部
科學館道17號

T +852 3400 1000
F +852 3400 1001
www.hotel-icon.com



Hotel **ICON**

About Hotel ICON

Unlike any other, Hotel ICON is an upscale Hong Kong hotel in the heart of Tsim Sha Tsui East. Standing as a testament to Hong Kong's creative energy and vibrant arts scene, Hotel ICON showcases work from the city's celebrated designers and the world's most acclaimed architects. Offering the ultimate in comfort and committed to service excellence, Hotel ICON's 262 stylish guestrooms comprise seductive extras, including complimentary wired and Wi-Fi internet connections, smartphone with unlimited mobile data and an ultra-slim 40" Ultra High Definition LED TV. Located on level 9, Hotel ICON's Angsana Spa is a tranquil oasis while the harbour-facing outdoor swimming pool and fitness centre allow guests to exercise while enjoying views of Hong Kong Island's spectacular skyline. With a maximum capacity of 580 persons, Hotel ICON's grand Silverbox ballroom is the ideal venue for a celebration or theatre-style conference. Hotel ICON houses three restaurants: Above & Beyond, The Market and GREEN, providing guests with exceptional quality of the food and impeccable service. wallpaper* magazine included Hotel ICON in its 2011 list of the world's Best Business Hotels and DestinAsian included the hotel in its Luxe List 2011. The premier hotel has also won in 2 categories including the Top 25 Hotels in Asia in the 2017 TripAdvisor Traveler's Choice Awards.

Join us by following our official social media accounts at [@hoteliconhk](https://www.instagram.com/hoteliconhk) and share your memorable moments with us by using the hashtag #hoteliconhk.

Media Enquiries :

Michelle Lai

Director of Communications and Public Relations

Email: michelle.lai@hotel-icon.com

Amy Ho

Marketing Communications Manager

Email: amy.ho@hotel-icon.com

17 Science Museum Road,
Tsim Sha Tsui East,
Kowloon, Hong Kong
香港九龍尖沙咀東部
科學館道17號

T +852 3400 1000
F +852 3400 1001
www.hotel-icon.com