

[Berlin: Land of milk and honey](#)

An Interview with the uber luxurious Regent Hotel in Berlin.

By [Daniel Scheffler](#)

One of the world's most exclusive hotels, in one of Europe's oldest cities The Regent Berlin represents an old-school approach to luxury. Here the hotel's President and Chairman of Formosa International Hotels Corporation gives their take on luxury hotels and how Regent plays a role.

- How did Regent Hotels come about? What gives it the edge?

Regent is a global luxury hospitality brand encompassing hotels, resorts, residences and cruises. In 2010, the Regent brand returned to its Asian roots with its acquisition by Taipei-based Formosa International Hotels Corporation (FIH).

Born in Asia in the 1970s, it became the world's most admired hotel brand and for many years set the benchmark for luxury hotels worldwide. From 1970 to 1979, the company managed a number of prominent hotels globally, but it was with the opening of the flagship Regent Hong Kong in 1981 that it became a pre-eminent brand worldwide.

In 2011, all Regent managed hotels were selected in Condé Nast Traveller's Readers Choice awards for the best luxury hotels in the world, being the first international luxury hotel group to achieve this recognition.

- What is unique about Regent Hotels?

Regent has set benchmarks in the hotel industry. The Regent Hong Kong was the first hotel to introduce the five-fixture bathroom. Robert H Burns, founder of the brand and legendary hotelier, together with Adrian Zeccha (who later founded Amanresorts) and industry leader George Rafael, realised that when business travellers stay at a hotel, the place they spend most of their time apart from the bed is the bathroom. So they decided to enlarge the bathroom and divide it into wet and dry sections, and separate the shower from the bathtub. This seemingly simple idea was new at the time and has since become standard for five star hotels. Another example is the Regent Bali (now the Four Seasons Bali), which was built in 1992 on a spectacular hilltop setting overlooking Jimbaran Bay. This Bali resort was the first where each "room" was its own separate villa with a private pool, which again set new standards that became in time the norm for the very top of the luxury resort market.

- What are the current hotel trends?

Formosa International Hotels Corporation (FIH) has historic connections with the Regent brand; FIH is the original owner of the Regent Taipei, which has consistently ranked the leading hotel in Taipei and one of top 20 hotels in Asia. The concept of Steven Pan, Chairman of FIH, for Regent is to create grand hotels, bespoke, often with mixed-use developments including signature restaurants and spas, along with luxury

residential developments and extensive retail spaces. “The original Regent concept was based on perfecting the art of ‘the 3 B’s’ – bed, bath and breakfast. Now we are adding a fourth ‘B’ to the equation: bespoke” said Pan. Furthermore Regent Hotels & Resorts has just introduced brand-wide complimentary Internet access across all five of its managed hotels in Beijing, Taipei, Berlin, Zagreb and Turks & Caicos. Complimentary Internet will now be the standard in each of these luxury hotels, and will also be available in Regent’s upcoming. This new convenience is one of the many amenities offered by Regent in their mission to make each traveller’s stay as stress-free as possible. “In order to enhance the luxury experience of our guests, we have decided to offer Internet access in hotel facilities and rooms entirely free of charge,” said Ralf Ohletz, President of Regent Hotels & Resorts. “We don’t want our guests to worry about the little things when they stay at our hotels. Instead, they will be fully immersed in the Regent Experience of timeless luxury and bespoke amenities.”

- How important is the hotel heritage?

Besides practical innovation, Regent Hotels became synonymous with glamour and style, and became playgrounds for celebrities and international sophisticates. Regent continues to maintain its position as one of the world’s premium hotel brands through its luxury bespoke offerings, attention to service and world-class design. “We look forward to restoring the original Regent precepts of timeless design and intuitive service to the luxury end of the business. Our goal is simply to again be the most admired luxury hotel brand in the world”, says Mr. Pan.

For more on the hotel, <http://www.regenthotels.com/EN/Berlin>



This entry was posted on Tuesday, November 27th, 2012 at 12:40 pm.

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