

# Checking Out

**Sheraton Bahrain**

**Karlheinz Aumann**, general manager of the Sheraton Bahrain, tells *The Paddock* about the impact that the Formula One Grand Prix has on his hotel

**Why is the Sheraton Bahrain ideal for visitors to the Formula One Grand Prix?**

The Sheraton Bahrain is located in the diplomatic area of Manama with easy access to King Faisal Highway which takes you directly to the Bahrain International Circuit in Sakhir.

**Do you market the hotel specifically at F1 clients and, if so, how?**

We do not specifically target F1 clients during this period. However, it is undeniable that the majority of guests staying with us are related to the event.

**Can you name any F1 teams and/or celebrities who stay at the hotel during the Grand Prix period?**

Since the first race in 2004, we have had the pleasure and privilege to host several major teams. We are proud to see them coming back year over year. The only regret is that we have only 256 rooms and can not accommodate as many as we would like to.

**How far in advance of the Grand Prix is the hotel usually fully-booked?**

We are usually fully booked year over year.

**Does the Sheraton Bahrain host F1-related events during the Grand Prix period or during the rest of the year and, if so, which are the most significant of these events?**

We do host private corporate events related to F1 which are requested



## AT A GLANCE:

Sheraton Bahrain  
Address: 6 Palace Avenue,  
P.O. Box 30, Manama,  
Bahrain  
Distance from airport  
(Bahrain International):  
7km  
Phone: (973) 1753 3533  
Average rate per night  
for standard room during  
Grand Prix weekend: \$450  
Rooms and suites: 256  
Restaurants and bars: 6  
Selected leisure facilities:  
Outdoor temperature-  
controlled swimming pool  
with Jacuzzi, separate  
ladies and gents gym and  
rooftop tennis court.

generally by sponsors.

**What is the minimum stay requirement during the Grand Prix period?**

We require a minimum stay of 4 nights.

**Approximately what percentage of your business during the Grand Prix period comes from groups and what percentage from individual bookings?**

We have an 85% from groups and 15% from individuals.

**Approximately how much does the average rate increase by during the Grand Prix period?**

Like any other city during peak periods or major events the average rate follows the demand-supply rule and it is not unusual to see an increase of 100% over a

normal period.

**Approximately what is the hotel's revenue during the Grand Prix period?**

It is definitively a period of increased revenue for the hotel, however, there are areas (like banqueting for example) which are negatively affected by the event.

**What is the approximate average food and beverage spend per booking during the Grand Prix period and how does this differ to other times of the year?**

It very much depends on the mix of guests we have in house. However, we have not noticed a major difference compared to other periods during high season. After all it's F1 and people tend to spend most of the day where the action is: in Sakhir! ▣

# CHECKING OUT

## SHERATON SHANGHAI HONGQIAO



Thomas Mueller, general manager of the Sheraton Shanghai Hongqiao, tells *The Paddock* about the impact that the Chinese Grand Prix has on his hotel.

### Why is the Sheraton Shanghai Hongqiao ideal for visitors to the Chinese Grand Prix?

The Sheraton Shanghai Hongqiao is one of the closest five-star hotels to the F1 track so is ideal for both fans and crew.

### Do you market the hotel specifically at F1 clients and, if so, how?

We have special F1 packages which combine a weekend stay with a grandstand ticket at the F1 track.

### Can you name any F1 teams and/or celebrities who stay at the hotel during the Grand Prix period?

We never reveal the names of our guests unless we get their permission.

### How far in advance of the Grand Prix is the hotel usually fully-booked?

The teams usually book one year in advance but the fans and other guests have a shorter booking period.

### Does the Sheraton Shanghai Hongqiao host F1-related events during the Grand Prix period or during the rest of the year and, if so, which are the most significant of these events?

In the past we have displayed racing cars in our main entrance area and we usually host teams' promotional events and cocktail parties for the media.

### What is the minimum stay requirement during the Grand Prix period?

There is no minimum stay requirement.

### Approximately what percentage of your business during the Grand Prix period comes from groups and what percentage from individual bookings?

Most of our guests book individually and that represents about 80% of our overall business year-round. This balance does not

vary much even during the Grand Prix period.

### Approximately how much does the average rate increase by during the Grand Prix period?

The rates we offer fluctuate daily with the demand.

### Approximately what is the hotel's revenue during the Grand Prix period?

I can not disclose this information.

### What is the approximate average food and beverage spend per booking during the Grand Prix period and how does this differ to other times of the year?

Our guests spend around 20% to 25% of their total bill on food and beverage during their stay. This stays pretty much the same year-round and even during the F1 period.

The Sheraton Shanghai Hongqiao's Grand Ballroom

### AT A GLANCE



#### SHERATON SHANGHAI HONGQIAO

**Address:** 5 Zun Yi Nan Road, Shanghai, 200336, China

**Distance from Hongqiao airport:** 13km

**Phone:** (86) 21 6275 8888

**Average rate per night for standard room during Grand Prix weekend:** \$265 to \$295

**Rooms and suites:** 587

**Restaurants and bars:** 7

**Selected leisure facilities:** Spa, indoor heated pool, hot tub, fully-equipped fitness centre, sauna, massage services and hair and nail salon.

# Checking Out

Fairmont Monte Carlo

**Xavier Rugeroni**, regional vice-president and general manager of the stunningly sleek Fairmont Monte Carlo, tells *The Paddock* about the impact that the Monaco Grand Prix has on his hotel.

**Why is the Fairmont Monte Carlo ideal for visitors to the Monaco Grand Prix?**

The Fairmont Monte Carlo has always been linked to the Monaco GP in every way because of its location within and surrounded by the circuit. Either by the world famous Fairmont Hairpin viewed from our rooftop terrace or the Fairmont tunnel underneath our lobby. You can't really get a better location.

**Do you market the hotel specifically at F1 clients and, if so, how?**

By targeting our annual GP guests after they depart the GP weekend and by continuing to offer them value for money packages they return year after year.

**Can you name any F1 teams and/or celebrities who stay at the hotel during the Grand Prix period?**

None as being within the circuit does not lend itself to facilitate their access to the paddocks. Thus our guests are true aficionados, fans and corporate guests.

**How far in advance of the Grand Prix is the hotel usually fully-booked?**

70% a year out with the rest three months out.

**Does the Fairmont Monte Carlo host F1-related events during the Grand Prix period or during the rest of the year and, if so, which are the most significant of these events?**

We host an exclusive event in



## AT A GLANCE:

Fairmont Monte Carlo

Address: 12 Avenue des Splugues, Monte Carlo, Monaco, 98000

Distance from airport (Nice Cte d'Azur): 33km

Phone: (377) 93 50 65 00

Average rate per night for standard room during Grand Prix weekend:

Rates start at €5,500 for a garden view room with buffet breakfast for four nights based on double occupancy. (booking through: [www.grand-prix-monaco.com](http://www.grand-prix-monaco.com))

Rooms and suites: 602

Restaurants and bars: 5

Incredibly calming 900 m Spa Willow Stream spa with a Hammam, sauna and eight treatment rooms all bathed in natural light and highlighted in pale blue tones. It is directly connected to a heated outdoor swimming pool and a new fitness centre with high-tech Technogym equipment.

addition to our three restaurants and two bars, that is the Billionaire Club in partnership with Flavio Briatore and with whom we are on our third year of partnership. Apart from this, we'll have a live-painting with renowned F1 German artist, Armin Flossdorf.

**What is the minimum stay requirement during the Grand Prix period?**

Three nights.

**Approximately what percentage of your business during the Grand Prix period comes from groups and what percentage from individual bookings?**

70% individuals and the rest from groups.

**Approximately how much does the average rate increase by during the Grand Prix period?**  
The rate grows four fold.

**Approximately what is the revenue of the hotel during the Grand Prix period?**

We cannot provide this information but suffice to say that the GP week-end represents 5% of our annual total revenues.

**What is the approximate average food and beverage spend per booking during the Grand Prix period and how does this differ to other times of the year?**

The average is €100 - three fold higher. ■