

SHA UPDATE

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Celebrating 30 Years of Productivity in the Hotel Industry

The FDAWU/NTUC/SHA Productivity Seminar reached a special milestone on 24 July 2012 as it marked 30 years of collaborative efforts to boost productivity in the hotel industry.

Held at Furama RiverFront Singapore, the event saw a record number of 53 deserving employees being nominated by their respective organisations for the “Employee of the Year” Award.

The winners were presented with a certificate of commendation and a trophy by the Guest-of-Honour, Mr Ong Ye Kung, Deputy Secretary-General, National Trades Union Congress.

Heartiest congratulations to all our praiseworthy winners of the Employee of the Year Award 2012!

The “Productivity Idea” Award (Group Category), presented for the third time saw Hotel Michael at Resorts World Sentosa, walked away with the title of champion team, a certificate and a cash prize of S\$400!



(From left to right: Mr Allen Law, Honorary Treasurer of SHA, Special Guest, Mr Heng Chee How, Deputy Secretary-General, NTUC, Mr Abdul Subhan, President of FDAWU, Guest-of-Honour, Mr Ong Ye Kung, Mdm Kay Kuok, President of SHA, Special Guest, Mr Lim Swee Say, Secretary-General, NTUC, Mrs Tan-Wee Wei Ling, SHA Board Member, Mr Tan Hock Soon, General Secretary of FDAWU, Mr Albert Teo, 1st Vice President of SHA, Ms Margaret Heng, Executive Director of SHA)



In addition, two teams – Royal Plaza on Scotts and Park Hotel Group, had their productivity ideas being singled out for Special Mention.

Themed “30 Years of Productivity Improvement – Doing Well together with Progressive Wages”, the session also saw the launch of the NTUC Hospitality and Consumer Business Cluster.

Ms Toh Hwee Tin, Hospitality Cluster Co-Lead, shared with attendees on the Cluster’s initiative on strengthening the Singaporean Core through Progressive Wages.

More than 180 representatives from the union and the hospitality industry attended the event.

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Celebrating 30 Years of Productivity in the Hotel Industry

The winners of the "Employee of the Year" Award 2012:

Organisation	Name
1 Albert Court Village Hotel	Jamaluddin Bin Mohamed
2 Amara Sanctuary Resort Sentosa	Stella Chua Kia Min
3 Amara Singapore	Yim Chee Wai, Jojo
4 Bayview Hotel Singapore	Vijayan A/L Balain
5 Raffles Hotel Singapore	Dollah Bin Baboo
6 Capella Hotel Singapore	Pudao Boonao
7 Carlton Hotel Singapore	Muhammad Luqman Bin Hamdi
8 Concorde Hotel	Koh Geok Hwee
9 Conrad Centennial Singapore	Ooi Shar Mayn
10 Copthorne King's Hotel	Lim Teck Huat
11 Crowne Plaza Changi Airport	Bruce Aonghus James
12 The Elizabeth Hotel	Ricky Joseph
13 Fairmont Singapore	Tan Bee Lee
14 Furama City Centre Singapore	Faridah Binti Md Noh
15 Furama RiverFront, Singapore	Cai Mei Mei, Celine
16 Goodwood Park Hotel	Loke Fui Shan, Samantha
17 Grand Copthorne Waterfront Hotel Singapore	Zhang Jingsen
18 Grand Hyatt Singapore	Ravichandran Subramaniam
19 Grand Mercure Roxy Hotel	Jocelyn Chye Wan Lin
20 Holiday Inn Atrium Singapore	Fang Muhua Rosie
21 Holiday Inn Singapore Orchard City Centre	Oh Hua Ye
22 Hotel Grand Pacific	Lin Xiao
23 ibis Singapore on Bencoolen	Siti Nuraini Binte Bakri
24 Landmark Village Hotel	Hew Choy Ping
25 Link Hotels International	Kenji Khing Kean Sin
26 Mandarin Orchard Singapore	Yap Sin Cheong Jimmy
27 Mandarin Oriental, Singapore	Zheng Renfei

Organisation	Name
28 Marina Mandarin Singapore	Yan Hu, Sam
29 Hotel Miramar	Norfazilah Binte Mohd Jais
30 Moon Hotel @ 23 Dickson	Suhardi Bin Suradee
31 Nestle Singapore Pte Ltd (Jurong Factory)	Kumar AL Muniyandi
32 Novotel Singapore Clarke Quay	Rahmat Bin Zubir
33 Orchard Hotel Singapore	Gan Sow Kiau Shirley
34 Orchard Parade Hotel	Mohan A/L Veithelingam
35 Pan Pacific Orchard	Dharma Raj
36 Pan Pacific Singapore	Chaw Mui Kee
37 Park Hotel Clarke Quay	Anand Kumar S/O Asokar
38 Peninsula Excelsior Hotel	Lin Li Feng
39 Quality Hotel Marlow	Marnie Marco Malaluan Ortila
40 Rendezvous Grand Hotel Singapore	Azrin Bin Aksan
41 The Regent Singapore	Wen Shengshi, Sean
42 The Ritz-Carlton, Millenia Singapore	Linda Kalim
43 Riverview Hotel	Zhou Junying
44 Hotel Royal	Christopher Rivero Rojas
45 Hotel Royal @ Queens	Sharon Manogaran
46 Royal Plaza on Scotts	Manimaran A/L Pachiappan
47 Shangri-La Hotel, Singapore	Thong Mee Chee, Nicki
48 Shangri-La's Rasa Sentosa Resort	Ang Poh Sim Vera
49 Sheraton Towers Singapore Hotel	Chea Man Hock
50 The St. Regis Singapore	Goh Lang Eng
51 Swissôtel Merchant Court Singapore	Liu Zhi Guo
52 Swissôtel the Stamford	Parthiban Perumal
53 York Hotel	Helen Ho Keng Wah

SHA Registry of Casual Workers

Comments from our jobseekers:

Feedback form

Name: John Ghan

Age: 61 years old

Occupation: Casual Worker

Comment: "While I was searching for jobs through a CDC Job Fair, I came across the Registry. After signing up for an account, I started to get job notifications from hotels through the Registry almost immediately. At the hotel that I regularly work for, nobody works alone. If I need help in my work, I will ask and there are always friendly hotel staff around to guide me." The banquet captain is very encouraging and he inspires me to work even harder. SHA has also been very helpful and supportive.

Feedback form

Name: Joshua Rojvongpaisal

Age: 21 years old

Occupation: ITE Student

Comment: "I found out about the SHA Registry of Casual Workers through a job fair 15 months ago. I like the monthly email updates that SHA provides. I have worked for 3 hotels so far and am learning a lot from my different experiences at each hotel. The SHA has been helpful and now with the SMS alerts, the support service is even better."

Your Say : Official Hotel Star Ratings in Singapore?

There are currently no official hotel star ratings in Singapore. Is there a need for Singapore to have one? Let us hear from what some of our hoteliers have to say.

While I think Singapore residents do know the local market and its hotels very well and make their own buying decisions based on many factors, not just a star rating, an official star rating however could help guests coming from overseas, who are not familiar with the city to make their choices and select hotels accordingly.



— Mr Manfred Weber
General Manager
Shangri-la Hotel, Singapore

The current practice where hotels rate themselves to benchmark against their competitors for positioning and rates also allows independent players and boutique hotels to join in the competition on a fair playing ground. With the increasing influence of social media, the customer ultimately decides if a product meets their expectations.

— Ms Esther Wai
General Manager
Studio M Hotel



I feel that Singapore hotels should have a star rating so that the consumers are clear about what they have booked and paid for.

Expectations will be different if customers make their bookings based on star ratings.

Right now, hotels are giving the star ratings based on their own valuation of their products and offerings rather than assigning a rating based on an industry standard.

Star ratings must be clearly defined and transparent to our customers.

Boutique hotels, on the other hand, because of their niche status, should not be defined by star ratings as their standards are different from those of corporate hotels.

Rather, boutique hotels should emphasize their niche services and highlight what the hotel's strengths are. For example, The Scarlet is Singapore's first luxury boutique hotel.

— Mr Jack Chan
Hotel Manager
The Scarlet - A Boutique Hotel



Internationally, there are several ranking systems that exist in the hospitality industry. Singapore Tourism Board has adopted the 4-tier (Luxury, Upscale, Mid-Tier and Economy) rating. However, there is no authority or official body regulating the rating of each individual hotel in Singapore. The benefit of having an official rating is primarily meant for the consumers.

This is to create an independent rating system that is just and credible so that consumer can make informed decision on the hotel of their choice. Although it is critical to have this information made available to consumer, the advance of internet has rendered it unnecessary. The creation of travel sites like Tripadvisor and the Online Travel Agent guest reviews section has taken over the role of star rating.

Reviews of any hotel in Singapore is now readily available on the internet. Consumer do not just choose a hotel using the star rating, but also based on the positive reviews posted online. This is especially with the introduction of many boutique hotels in Singapore, such as our Quincy Hotel, that offered consumers a different choice. Star rating may not be the only factor for consumer who craves for an experiential stay at such boutique hotels. As such, it is not important to have an official body rating the hotels in this age. With so many options like Tripadvisor being created online, consumer is spoilt for choices to get the rating of any Singapore hotel. In addition, as these are also moderated by independent company, it gives them more credibility.

To conclude, in today's context, having an official body to regulate hotel rating is not necessary anymore, unless this is used for statistical analysis such as Singapore Tourism Board's Hotel Statistics.

— Mr Koh Yan Leng
General Manager
Albert Court Village Hotel

SHA Welcomes New Ordinary Members

Beach Villas™

Located at the western tip of Resorts World™ Sentosa, guests at the Beach Villas are guaranteed privacy while they enjoy spectacular views of glittering waters. Guests will find themselves in paradise with this series of exquisite tropical sanctuaries, lavishly designed with bespoke furnishings making it the perfect setting for an idyllic retreat. To cater to their every whim and fancy, guests at the Beach Villas™ can call upon their own personal butlers and transport buggies throughout their stay.



Within each villa, guests will discover living areas and bedrooms that open out to mini gardens, private timber sundecks and verandahs elegantly framing either lush greenery or an expanse of sea. Guests are assured of a superior slumber with goose feather pillows and luxe mattresses paired with 400 thread count Egyptian cotton bed linen, tastefully paired with a full complement of luxurious in-room amenities and bathrooms boasting rain showers and free-standing tubs coupled with an exclusive array of ESPA™ amenities and toiletries.

Equarius Hotel™

Situated along the fringe of a tropical rainforest on Sentosa, the Equarius Hotel™ ensconces guests in a haven of lush greenery. An integral part of Resorts World™ Sentosa, the Equarius Hotel is the perfect getaway for nature lovers and families alike and is a stone's throw from nature hikes amidst verdant grounds and the island's numerous attractions, including a water theme park that is opening soon.



are assured of a superior slumber on luxe mattresses paired with 400 thread count Egyptian cotton bed linen in all guestrooms, and spacious bathrooms with double vanity areas, tubs and separate showers. Guests staying in suite rooms can also take advantage of our exclusive 24-hour personal butler service.

Guests are accommodated in oversized deluxe rooms and suites, boasting balconies with gracious, panoramic views of either forest or sea, in deference to nature. A full complement of luxurious in-room amenities coupled with round-the-clock room service ensures a peerless stay experience. Guests

celebrity chef Sam Leong. Guests dine under a forest canopy inspired ceiling, whilst savoring Chef Leong's signature flavorful creations. Equarius Hotel is also complemented by a full level devoted to meeting and function rooms to suit every purpose.

Santa Grand Hotel East Coast



Santa Grand Hotel East Coast is a Peranakan-themed boutique hotel which aims to introduce Singapore's unique culture and tradition to visitors.

The hotel is built on a 2-storey conservation frontage backed by a 5-storey building. The lobby which is decorated in bright Peranakan colors, comes with comfortable seating areas and a business center.

Rooms are uniquely furnished with four different designs, themes and colors so as to create a different experience each time our guests stay with us. A roof-top swimming pool and Jacuzzi offer guests a chance to relax in a tranquil environment with a bird's eye view of the low-lying housing architecture, symbolic of the Joo Chiat heritage.

W Singapore Sentosa Cove



Inspired from the dynamic cosmopolitan lifestyle mixed with Sentosa's vibrant natural surroundings, W Singapore-Sentosa Cove adopts the same narrative, blurring the line between cosmopolitan city-state and a forest's untamed nature.

W Singapore blends the cosmopolitan structure of the city with the whole other universe of Sentosa Island, where luscious greenery and high-octane entertainment gives the island a pulsating energy.

W Singapore-Sentosa Cove features 240 sea and marina facing guestrooms, including four WOW Suites and one Extreme WOW Suite (W's interpretation of the Presidential Suite). The hotel will also feature a state-of-the art fitness center, GYM, outdoor pool WET, and an AWAY Spa. Visitors and guests can enjoy unrivalled of the South China Sea from the hotel's first and second floors, including W Lounge, a stylish social space where visitors can mingle and relax.

SHA Welcomes New General Managers



Mr Adrian Chung
General Manager
Grand Park City Hall

Grand Park City Hall is delighted to announce the appointment of Mr Adrian Chung Fook Khiun as General Manager with effect from 1 July 2012.

Mr Chung will oversee and supervise the hotel's operations, drive revenue, sustain successful business and profitable operations, and work closely with General Managers of sister hotels on key strategies, operational excellence and group-wide initiatives.

A veteran in the hospitality industry with more than 20 years of hotel management experience in Singapore, Malaysia and the United Kingdom, Mr Chung has held key managerial appointments in international hotel groups within the Southeast Asia region. His expertise in Food & Beverage, MICE and hotel operations is garnered via various stints in award-winning hotels and he was also the Top 5 winner of the HAPA Most Dynamic General Manager in 2008.



Mr Pierre Etienne de Montgrand
General Manager
Ibis Singapore on Bencoolen

Mr Pierre Etienne de Montgrand has been appointed as the new General Manager of ibis Singapore on Bencoolen.

Mr de Montgrand started his career as a financial analyst with KPMG in Mexico first and then Generali in Lille France, before he began his foray into the hospitality industry.

Mr de Montgrand first joined the Accor Group in 2003 as a business development executive with Accor Hotels Bradford, Leicester – UK. He rose through the ranks to assume the position of Hotel General Manager of various ibis Hotels in London, before his recent appointment as the General Manager of ibis Singapore on Bencoolen.

A polyglot, Mr de Montgrand holds a Master of Science in Management from the IESEG School of Management, Lille, France.



Mr Danny Wong
Hotel Manager
Mandarin Orchard Singapore

Mr Danny Wong has been appointed Hotel Manager for Mandarin Orchard Singapore, Meritus Hotels & Resorts' award-winning, flagship hotel on Orchard Road. Mr Wong will oversee the day-to-day hotel operations and

work hand-in-hand with the hotel teams to bring this premier city hotel, long-regarded as the icon of world-class hospitality in Singapore, to greater heights.

A veteran in the hospitality industry, Mr Wong joined Mandarin Orchard Singapore when it was first established in 1971. Rising through the ranks, he was appointed the hotel's Restaurant Manager by 1981 and became the Director of Food & Beverage in 1995. Within 2 years in 1997, he was promoted to be the Executive Assistant Manager of the hotel, responsible for the hotel's operations including Rooms and Food & Beverage. Mr Wong went on to oversee Rooms Division and hotel refurbishment projects from 2005.

With extensive knowledge of hotel operations, and coupled with his dedication and passion, Mr Wong was recently chosen as the Hotel Manager of Mandarin Orchard Singapore.



Mr Alan Lim
General Manager
Santa Grand Hotel East Coast

Mr Alan Lim is the General Manager of Santa Grand Hotels, Singapore.

Bringing with him years of experience in management positions working with MNCs, Mr Lim oversees the management of the hotel operations, sales and marketing, branding, as well as the hotel investment program.

Mr Lim is also the Deputy Group General Manager of Santa United International Holdings Pte Ltd, the parent company of Santa Grand Hotels, which deals with sales and distribution of petroleum products and logistics business.



Ms Tina Sim
General Manager
Traders Hotel

Ms Sim joined Traders Hotel, Singapore as its general manager on 25 July 2012, and is the first female general manager of the hotel. She has been with Shangri-La Hotels and Resorts for seven years.

Ms Sim first joined Shangri-La Hotels and Resorts in 2004 at Pudong Shangri-La, Shanghai as the executive assistant manager – Rooms Division. In 2007, she returned to Singapore as the executive assistant manager – Rooms Division at Rasa Sentosa Resort, and in the same year was promoted to resident manager. She left the group in 2009 for one year.

Returning to Shangri-La Hotels and Resorts in January 2011, Ms Sim was appointed hotel manager of Shangri-La's Rasa Sentosa Resort, Singapore, which had just been refurbished. In August 2011, she was transferred to Shangri-La Hotel, Singapore in a similar capacity, remaining there until her latest promotion to general manager of Traders Hotel, Singapore.

Ms Sim has 24 years of experience in hotel operations at five-star hotels and resorts, in Singapore, Shanghai and Hong Kong. Her career in the hospitality industry started in 1988, when she was a front office agent at The Westin Stamford & Westin Plaza, Singapore.



Mr Stephane Fabregoul
General Manager
W Singapore – Sentosa Cove

The electrifying professional Stephane Fabregoul is the General Manager of imminent – W Singapore Sentosa Cove.

Mr Fabregoul grew up in the glamorous south eastern coast of the Mediterranean Sea – 'The French Riviera' and graduated from Nice. An ambidextrous professional, Mr Fabregoul gained early experience in Finance and HR with global hotel brands and have managed processes and functionalities for three international hotels where he worked as Director of Operations over a period of six years.

In 2002, Mr Fabregoul was appointed as the Deputy General Manager at Le Meridien Monte-Carlo, and in a short span of time, took over responsibilities at one of Asia's premier beach resorts - Phuket Beach Resort, Thailand, as the Resident Manager.

With 19 years of enriching experience and bold visionary, he brought with him expertise and injected innovative ideas into the overall operations of the Star Diamond Awarded hotel, Le Meridien in Mumbai.

Passionate about music, movies and the e-world, Mr Fabregoul is a perfect symphony to W Singapore - Sentosa Cove's passion points, music, fashion and design.

31st SHA Inter-Hotel Athletic Meet 2012

RC Hotels (Pte) Ltd wins the Championship Title three times in a row!

The 31st Inter-Hotel Athletic Meet took place on 30 June 2012, at the Yio Chu Kang Stadium. This year saw a total of 24 teams pitting against each other for the championship title.

Once again, RC Hotels (Pte) Ltd outdid the other teams and secured the championship title for the third year in a row. In addition, RC Hotels snagged the “Best Team Men” and the “Best Individual Performance – Male Athlete” awards.

On retaining the title, Mr Carlos Monterde, Hotel Manager, Fairmont Singapore shared his elation: “The whole team is thrilled to have won for the third consecutive year. The athletic meet is a great team work exercise that we enjoy every year. Training for the athletic meet starts early in the year for us but quite frankly, the best performers are the ones that train on their own.”

Not many people can attend the organized sessions since operations always take priority over the sports activities. We are competitive and we enjoy winning so our team members enjoy training on their own time to be ready for the SHA athletic meet. However winning is just the icing on the cake. We enjoy as much the camaraderie among the hotels, and it is great to see the new hotels joining in the event.”

Winners of the 31st SHA Inter-Hotel Athletic Meet 2012

Champion Hotel	RC Hotels (Pte) Ltd
1st Runner-Up Hotel	Resorts World Sentosa
2nd Runner-Up Hotel	Raffles Hotel Singapore
Best Team (Men)	RC Hotels (Pte) Ltd
Best Team (Women)	Resorts World Sentosa
Best Individual Performance (Male Athlete)	Joy S Ortiz, RC Hotels (Pte) Ltd Javelin (Men Open)
Best Individual Performance (Female Athlete)	Nadiah binte Hussein, Conrad Centennial Singapore 100 M (Women)

The event which drew the most attention was the 100M GM Race. Cheers erupted and the beating of the drums intensified as the General Managers as the General Managers of the respective hotels raced towards the finishing line. The results of the GM Race were as follows:

Placing	Name	Hotel
Champion	Pierre-Etienne De Montgrand	Ibis Singapore on Bencoolen
1st Runner-Up	Sam Davies	Holiday Inn Atrium Singapore
2nd Runner-Up	Darren Ware	Grand Park Orchard

Although the race was interrupted by bouts of rain, spirits were not dampened as athletes and spectators from different hotels made use of the downtime to network and bond with one another.



Kindness @ Work recognized at the Annual SHA/SKM Service Gold The National Kindness Award” Presentation Ceremony



The Singapore Hotel Association (SHA) and the Singapore Kindness Movement (SKM) jointly organised the Service Gold – The National Kindness Award Presentation Ceremony on 30 August 2012 at the MICA Building.

The event recognized a total of 97 noteworthy winners from 58 participating hotels for extending a helping hand to hotel guests and colleagues. Be it going the extra mile for service or simply just a smile, the spontaneity and courteous gestures of these award recipients have touched the hearts of fellow colleagues and hotel guests.

Aside from the award presentation ceremony, Mr Manoj Sharma from the Service Academy was invited to give a talk on Kindness@Work. He concluded his presentation with some thought-provoking questions: “Who do you think will be a happier person? Is it the person doing the act of kindness or the recipient of the act of kindness?”



A Brand New SHA Website

Come visit us @ www.sha.org.sg

The SHA unveiled its new website in August to offer members easier navigation and access to more services and information.

New features that were introduced comprised:

- Rotating Banner on landing page: Showcasing members' logos.
 - F&B Promotions: A dedicated page for members to post their latest F&B deals.
 - Members' Listing: Hotels can be sorted by location and name
 - News and Events: Photos and highlights of SHA activities and events are shared with members.
 - Training and Development (CET Courses): Members are now able to view the latest Shatec CET courses that are available for your hotel employees.
 - Jobs Connect: A neater template for members to upload job vacancies.
 - Publications: Members will be able to download softcopies of the SHA Update.
 - Contact Us: Locate us with ease by referring to the google map on our website for directions.
- The SHA will continue to work on bringing more services to members via the online platform. So, do log on to www.sha.org.sg and watch out for our latest updates! Also, stay tune for our upcoming Facebook page by SHA!



Marina Mandarin Singapore makes a Resounding Comeback!

The whistle sounded, and the much awaited final matches of the 30th SHA Inter-Hotel Soccer League 2012 started to the excitement of the spectators.

Held on 5 July 2012 at the Serangoon Stadium, the first half of the league saw a faceoff between the two IRs – Marina Bay Sands and Resorts World Sentosa for the 3rd and 4th placing. The thrilling match between the two teams eventually concluded in favour of RWS.

In the second half of the league, Marina Mandarin Singapore and Conrad Centennial Singapore contested against each other for the championship award. After putting up a rigorous fight, Marina Mandarin Singapore emerged as the ultimate victor, reclaiming the championship title after three years. Results of the 30th SHA Inter-Hotel Soccer League 2012 were as follows:

Award	Winners 2012
The Champion Team	Marina Mandarin Singapore
The 1st Runner-Up Team	Conrad Centennial Singapore
The 2nd Runner-Up Team	Resorts World Sentosa
The 3rd Runner Up Team	Marina Bay Sands Pte Ltd
1st/2nd Placing "Man of the Match"	Mohamed Kiyasudeen Bin Nagoorgani (Jersey No: 11) Marina Mandarin Singapore
3rd/4th Placing "Man of the Match"	Mohamed Ashik Bin Ghazali (Jersey No: 7) Resorts World Sentosa



ST Jobs Career and Development Fair 2012



Shatec Institutes was invited by the Singapore Press Holdings to participate in their first ever ST Jobs Career and Development Fair. The career fair which was held at Suntec Exhibition Halls over 2 days, 28 and 29 July 2012, saw close to 200 exhibitors, and attracted an overwhelming 40,000 job seekers.

Shatec staff who participated at the career fair, shared with students and job seekers on the school's education offerings as well as work-study options at partner hotels.

Cellarmaster Wines

Ms Lisa Lee, Brand Manager of Riedel, was at Shatec Institutes to share with students on how different wine glasses affect the taste of wine.

Students were pleasantly surprised at how the aroma and the taste of the various wines such as Sauvignon Blanc, Chardonnay, Pinot Noir and Cabernet Sauvignon change as different wine glasses were used.

Alumni Industry Talks – August 2012

1. Ms Joey Lim, from The Pacific Cigar Company (S) Ltd, an exclusive distributor of Cuban Cigar in Asia Pacific, was invited to the school campus to conduct cigar training for our student butlers. The training was part of a three-month intensive programme for student butlers, so as to equip them with a range of specialist skill sets.

2. Mr Robin Yap, Managing Director, Travel Corporation, was in school to share the success of his journey with students from the Diploma in Tourism Management programme. Aside from providing insights into the company, Mr Yap urged all students to always upgrade themselves in order to stay relevant in the fast changing tourism industry.



A New Guinness World Record!

The pastry team from Shatec Institutes together with volunteers and youths from the Ayer Rajah Constituency tasted sweet victory when they set a new Guinness World Record by creating the World's largest cupcake mosaic at the M1 Project Communi'Bake 2012. The activity was part of the Community National Day Celebration.

Held at Expo Hall 3 on 29 July 2012, students from Shatec Institutes as well as youth volunteers worked hand-in-hand to bake a total of 20,000 cupcakes. They then put together a cupcake mosaic designed by the School of the Arts. Their concerted efforts broke the earlier record set by the United States of 5,900 cupcakes.

Through the "Adopt a cupcake" charity drive, the event managed to raise about S\$10,000 for the less privileged youth and low-income families. The cupcakes were later delivered to welfare homes for children, elderly and the disabled across 62 locations in Singapore. The students from Shatec Institutes felt proud to have celebrated the Nation's birthday in such a meaningful way!



Peruvian Cuisine and Pisco Presentation at Recipes

The Embassy of Peru, together with SHA and Shatec Institutes hosted a Peruvian Cuisine and Pisco Presentation on 02 October 2012 at Recipes. The food and beverage demonstration was conducted by Chef Wendy Fiol Bulnes of Univesida San Ignacio de Loyola, Peru.

In her presentation, Chef Wendy highlighted the different varieties of potatoes, pepper, cereals, corns and fruits commonly used in Peruvian cuisine. There are actually over 3,000 types of potatoes in Peru! In addition, she shared with us how the various Peruvian cuisines were influenced by flavour of the Spanish, Chinese and Japanese immigrants.

Chef Wendy demonstrated two Peruvian food dishes that included Ceviche, a popular seafood dish made up of raw fish marinated in lime juice accompanied with fresh kernel corn and sweet potatoes. The other dish was pan-fried

white fish fillet with quinoa.

The highlight of the session was the Pisco presentation. Pisco, a national drink of Peru, is created by distilling selected types of fermented grapes. Chef Wendy used Pisco as the liquor base to make Pisco sour cocktail and Pisco punch. Pisco was also used as an ingredient during the demonstration for soufflé.

After the demonstration, students had an enjoyable time snapping pictures of the cuisine, admiring the display and of course, savouring the delectable Peruvian dishes!



Continuing Education & Training Programme Calendar 2012

Food and Beverage

Programme Title	Programme Duration ^	DEC	Fees (SHA)	Fees (Non-SHA)	SDF Training Assistance	AP Funding~
Managing Costs in Food and Beverage Operations - NEW Time : 2.30pm to 5.30pm	21	3 to 11 Dec (Assessment on 11 Dec)	\$856.00	\$941.60	\$42.00	NA
Up-selling and Suggestive Selling Techniques for Food and Beverage Staff Time : 2.30pm to 5.30pm	9	12 to 14 Dec	\$288.90	\$321.00	\$18.00	NA
New Asian Cuisine - NEW Time : 9am to 4pm	18	17 to 19 Dec	\$342.40	\$385.20	TBA	NA
Tea break favourites - NEW Time : 9am to 6pm	16	20 to 21 Dec	\$267.50	\$299.60	TBA	NA
English tea party - NEW Time : 9am to 6pm	16	19 & 20 Dec	\$267.50	\$299.60	TBA	NA
Cocktail Party made easy - NEW Time : 9am to 6pm	8	21-Dec	\$133.75	\$149.80	TBA	NA
WSQ Follow Food and Beverage Safety and Hygiene Policies and Procedures – English Workshop Time : 9 am to 6 pm Practical Assessment – time to be advised	7	4 Dec 11 Dec 18 Dec	\$144.45	\$160.50	\$59.50	\$46.70
WSQ Follow Food and Beverage Safety and Hygiene Policies and Procedures – Mandarin Workshop Time : 9 am to 6 pm Practical Assessment – time to be advised	7	6 Dec 20 Dec	\$144.45	\$160.50	\$59.50	\$46.70
WSET Level 1 Certificate in Wines Time : 9 am to 3 pm (theory) 11 am to 11.45 am (assessment)	6.75	6 Dec (Assessment on 13 Dec)	\$454.75	\$508.25	TBA	TBA

Rooms (Housekeeping/ Front Office)

Programme Title	Programme Duration ^	DEC	Fees (SHA)	Fees (Non-SHA)	SDF Training Assistance	AP Funding~
Up-selling and Suggestive Selling Techniques for Front Office Staff Time : 2.30 pm to 5.30 pm	9	12 to 14 Dec	\$288.90	\$321.00	\$18.00	NA
Room Revenue Management Time : 2.30pm to 5.30pm	12	4 to 7 Dec	\$428.00	\$481.50	TBA	NA

Communication & Language

Programme Title	Programme Duration ^	DEC	Fees (SHA)	Fees (Non-SHA)	SDF Training Assistance	AP Funding~
Writing Emails and Memo - NEW Time : 3 pm to 7 pm (Sep) 2 pm to 6 pm (Dec)	4	4 Dec 11 Dec	\$74.90	\$83.46	TBA	NA

Service Skills/ Others

Programme Title	Programme Duration ^	DEC	Fees (SHA)	Fees (Non-SHA)	SDF Training Assistance	AP Funding~
Service Recovery Workshop Time : 2 pm to 6 pm	8	6 & 7 Dec	\$224.70	\$256.80	\$16.00	NA

SPOTLIGHT

In this issue, Ms Jeane Lim, General Manager, Copthorne King's Hotel Singapore, was invited to share with us her journey to success.

1) What is your most memorable experience whilst as a student at Shatec?

There were so many memorable experiences at Shatec, and that included challenging group projects and creative presentations, especially those assigned by Mr Pakir Singh.

We had to dress up as a Wayang singer, Chinese ghost and many other characters just to present a project! It was very tiring especially when the deadline given was so short and we had to do everything from scratch. However, all of us became best of friends as we went through the "sufferings" and joys together.

Kitchen practical and restaurant services were great experiences as well. The lecturers were very committed and I learnt the importance of good teamwork. Through the teamwork, many new friendships were forged.



2) Share with us your success story and how Shatec has played a part in your career development through the years.

I have spent 23 years in the hospitality industry; 16 years at Grand Hyatt Singapore and presently with Copthorne King's Hotel, managed by Millennium & Copthorne International (MCIL) for the last 7 years. I was very fortunate to have met very good mentors along my career path and they have helped me to get to where I am today.

Shatec laid a strong foundation for me and trained me up as an all-rounder in the world of hospitality. The skill sets learnt are practical and still applicable to this day. My career was mostly focused on Front Office and Sales & Marketing. I appreciated the training even more when I was promoted to EAM in March 2010 and GM in September 2010. This is because as a GM, it is important to be an all rounder in order to understand how each department operates so as to guide the team in an effective manner.



Whatever you do, the motivation behind every action is very important. When you become a boss, ensure you give credits and praises to your team when it is due. A good boss will always work out a staff progression plan for his or her staff just like your boss has helped you to get to where you are today. Always show appreciation to your team because the Hospitality industry is all about TEAM Work.

Lastly, have a balanced life-style and remember to spend quality time with your family and loved ones. Their support is very important. For me, my family will always be my motivating force in whatever I do.

3) What is your advice to current SHATEC students on how to be successful in the hospitality industry?

Building a strong foundation and having good mentors in your working life are very important. Be open to changes and be fair to the company, as well as be kind to yourself. Being humble, honest, sincere, committed and hardworking may sound a bit old fashion but these elements definitely offer the best formula. A good sense of humor, strong passion for your job and ability to learn from your mistakes will take you through many stressful situations.



HRH Princess Maha Chakri Sirindhon visits InterContinental Singapore

InterContinental Singapore welcomed Her Royal Highness Princess Maha Chakri Sirindhon when she arrived in Singapore for a two-day official visit on 24 July before flying off to London for the official opening of the Olympics 2012.

Khun Marut Jitpatima, Thailand Ambassador to Singapore, Ms. Tash Tobias, General Manager of InterContinental Singapore and the hotel team together with Khunying Wanna & Khun Charoen Sirivadhanabhakdi, the hotel owners from TCC Group received Her Royal Highness Princess Maha Chakri Sirindhon at the hotel lobby upon her arrival. Observing the royal etiquette, Khunying Wanna Sirivadhanabhakdi presented a "Phuang Malai" – traditional Thai garland, as a token of the family's love and respect to the royal family while Ms. Tash Tobias presented a bouquet of Her Royal Highness's favourite blooms when Her Royal Highness Princess Maha Chakri Sirindhon walked into the hotel lobby.

When Her Royal Highness Princess Maha Chakri Sirindhon walked through the lobby, she was all smiles as the hotel team greeted her with the "Wai" traditional Thai greeting. Many guests were surprised and excited to meet Her Royal Highness Princess Maha Chakri Sirindhon up close and personal.

"It was truly an honour for us at InterContinental Singapore to be hosting Her Royal Highness Princess Maha Chakri Sirindhon from Thailand, and yet another fine example of how we are working better together to continue to create an enriching guest experience at InterContinental Singapore," said Ms. Tash Tobias, General Manager of InterContinental Singapore.



From left to right: Khun Marut Jitpatima, Thailand Ambassador to Singapore; Her Royal Highness Princess Maha Chakri Sirindhon; Khunying Wanna & Khun Charoen Sirivadhanabhakdi, TCC Group; Ms. Tash Tobias, General Manager of InterContinental Singapore



Her Royal Highness Princess Maha Chakri Sirindhon received by InterContinental Singapore team with the traditional Thai greeting, "Wai".

Re!Cent Enhancements at Hotel Re!

Give heed to Hotel Re! as we have once again introduced another addition of enhancements to our rooms, amenities and facilities to better serve our guests.

Hotel Re! takes pride in ensuring a comfortable stay for all our guests and we are confident that our hotel will provide our guests a home away from home. Hotel Re! will provide complimentary mini bar (with daily replenishment) to all room categories and provide guests with a choice of our Deluxe Garden or City View rooms.

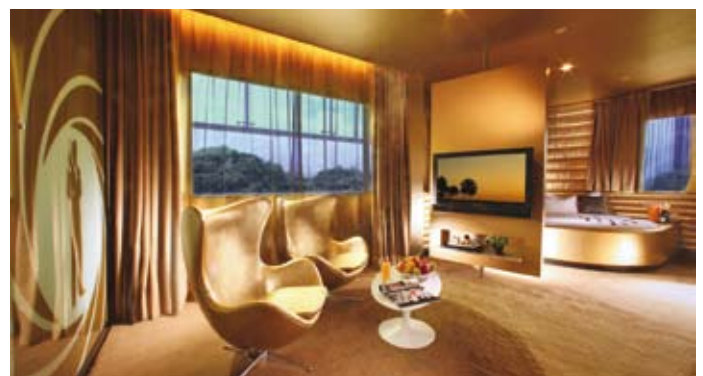
Furthermore, Hotel Re! has introduced personalized check-ins to ease the check-in process and also personalized pillowcases for all long staying VIP guests for that extra touch of home.

On top of these improvements, all higher room categories from Executive rooms and above will be equipped with state of the art Bang & Olufsen iPod docking stations as well as Nespresso coffee machines for that additional indulgence.

Game to provide another level of comfort, we've installed toilet

eco washer bidet in rooms and introduced our pillow menu that offers a selection of pillows for the needs of each guest.

Hotel Re!'s continuous efforts to always place guests' comfort above all else motivates us to constantly improve the Hotel to provide the utmost relaxation for each and every guest. With the recent revamp of the alfresco bar to Re!Wine Retro Bar, we are confident this will be our guests' new favorite after work chill-out spot.



Park Hotel Group Furthers Staff Development Efforts with Newly-Launched Career Service Centre

In its latest initiative on staff development, Park Hotel Group has launched a Career Service Centre (CSC) on the premises of Grand Park City Hall on Coleman Street. An extension of Park Hotel Academy (PHA), the official training and development faculty within Park Hotel Group, the CSC communicates the academy's purpose and philosophy that centres on enabling hospitality practitioners to ReDiscover Hospitality through training and self-development opportunities.

A resource centre equipped with brochures and videos, the CSC allows employees to learn more about the various training programmes offered at PHA. These include internal programmes such as Orientation, corporate philosophy Park at Heart and group branding strategy Discover Love, as well as the range of Workforce Skills Qualification (WSQ)-certified courses. The comprehensive training framework put in place by Park Hotel Group seeks to inspire and motivate employees to engage in continuous learning, resonating with the Singapore government's Continuing Education and Training (CET) Masterplan.

Recognising that attracting, developing and retaining employee talent is a critical management responsibility, Park Hotel Group accords considerable attention to Career Development. To guide employees on their career progression, the CSC provides them with access to information and advice on Career Development roadmaps. Helping employees assess their career options and plan for career transition is one of the strategies implemented to enhance the value of human capital, increase staff responsiveness to market changes, lower attrition levels and strengthen employee engagement and productivity.

On display at the CSC are also accolades Park Hotel Group has garnered over the years. Testament to Park Hotel Group's commitment to staff development and service excellence, these success stories also aim to encourage employees to strive for constant improvement.

Mr Allen Law, Chief Executive Officer of Park Hotel Group, said, "The Career Service Centre is a noteworthy corporate development for Park Hotel Group as it demonstrates our focus on building a progressive hospitality workforce within the organisation. Besides bridging recruitment efforts for our three hotels in Singapore, we hope to also leverage the CSC to create greater awareness of the Group's corporate culture as well as of our properties beyond Singapore among our employees."



Mr Allen Law, CEO, Park Hotel Group, (right) and Mr Wong Hong Kuan, CE, WDA, officially launching Career Service Centre

Rendezvous Grand Hotel Singapore goes 'Sweet' on Formula One

Rendezvous Grand Hotel Singapore joined the recent Formula One craze by creating a racing car out of sugar paste.

The sugar-coated car was placed at the Hotel lobby from 17th September to 24th of September, for the world famous event which took place over three days from 20 to 23 September 2012.

Crafted out of 8 kg of icing sugar, 52 kg of white sugar paste and 5 kg of cornstarch flour, the F1 racing car is 6 feet long by 2.8 feet wide and 2 feet and 7 inch high.

The basic structure of the car was put together by staff of the engineering team. Two big pieces of styrofoam of 8 feet by 4 feet by 8 inch were used to set up the main structure F1 racing car. Pastry chef, Derrick Kua, then used the raw ingredients of icing sugar, white sugar paste and corn starch to form a flat dough-like sugar paste to create this mean machine. Colouring icings were also added to enhance the design of the car. The whole project took the team more than three weeks to complete.

Mr Kellvin Ong, general manager of Rendezvous Grand Hotel Singapore said, "Since the F1 event is a much-talked about project, we would like to ride on the F1 wave to

showcase the creativity of our staff. We also showcased some miniature F1 car chocolates at the lobby for sale to those who were interested in taking home a bit of fun."



Shangri-La Hotel, Singapore Breaks Ground with a New Dining Concept: Waterfall Café

Nestled amidst 15 acres of lush, tropical greenery, Shangri-La Hotel, Singapore's new Waterfall Café offers healthy yet creative dishes inspired by Mediterranean flavours.



Within its eclectic, colonial interiors lies a treasure trove of fresh, seasonal produce and gourmet merchandise. Chef de Cuisine Stephane Cocu delights discerning palates with his mastery in blending herbs, smoked salts, vinegars and exotic spices. The result is a menu filled with wholesome, flavourful

creations that are sourced from sustainable origins and are free from hormones, pesticides and antibiotics. Waterfall Café's rare and specific wine list takes wine lovers on a Mediterranean journey from the south of Spain to the coast of Lebanon.

Officially opened on 19 July 2012, Waterfall Café is the latest innovation at Shangri-La Hotel, Singapore. With over 41 years of legendary Shangri-La hospitality, the hotel is constantly on the search for groundbreaking dining concepts and lifestyle trends.



"After observing and listening to our distinguished clientele's preferences, we recognised that the expectations of our well-travelled guests have evolved. Eating well and personal well-being have become an integral part of their dining experience. The hunger for

social responsibility is inseparable from the physical demands of a hearty and delicious meal. At Waterfall Café, we offer a tasty solution to this emerging need," said Manfred Weber, general manager of Shangri-La Hotel, Singapore.

Chicken Rice for a Good Cause

The legendary Mandarin Chicken Rice makes its way to the underprivileged and the elderly in the most fashionable way, by a fleet of Harley Davidson riders and truckloads of help from The Helping Hand!

Mandarin Orchard Singapore, flagship hotel of Meritus Hotels and Resorts, together with Harley-Davidson of Singapore and The Helping Hand will be delivering a total of 2,000 Mandarin Chicken Rice to various Voluntary Welfare Organisations across Singapore. Spread over 4 occasions, the kick-off event was held at Grange Ballroom, Mandarin Orchard Singapore on 10 September 2012.

Roaring off in style, Harley Davidson riders brought the underprivileged a taste of one of Singapore's highly celebrated dishes; a true



blue local cuisine prepared by a team of 20 Chatterbox chefs. The Mandarin Chicken Rice has undoubtedly come a long way with its well-guarded recipe and unsurpassed quality throughout its 41 years of rich heritage.

Danny Wong, Hotel Manager of Mandarin Orchard Singapore comments "We are very privileged to bring joy to the elderly residents of these homes by giving them a taste of our legendary Mandarin Chicken Rice. This is just one of our many little ways we aim to keep giving back to society and we are grateful for the support of our esteemed partners."

Park Hotel Group Wins First Hotel Management Deal Set to Grow Singapore Portfolio with New Addition

Park Hotel Group (“PHG”), one of Asia Pacific’s most progressive hospitality groups, announced that it has secured its first hotel management deal on 15 August 2012.

The hotel management agreement was inked with CEL-Alexandra Pte Ltd, a wholly-owned subsidiary of CEL Development Pte Ltd, the property investment and development arm of Singapore-listed construction and property group Chip Eng Seng Corporation Ltd (“CES”).

Under the agreement, Park Hotel Group will provide the full spectrum of hotel management services, including consultancy on the design and construction of a new-build hotel located on the Alexandra Road / Jalan Bukit Merah site.

Mr Allen Law (罗正雄), CEO of Park Hotel Group, said, “We are very excited about this strategic collaboration with CES as it marks our foray into hotel management services. Having competed against bigger international hotel chains to clinch this deal, we believe this is indicative of the industry’s confidence in our hotel management expertise and capabilities.”



Park Hotel Group Wins First Hotel Management Deal.

“Park Hotel Group has the hotel owners’ needs as our primary concern. We believe a customised approach to every unique project will enable us to create outstanding and profitable hotels. This is the Park Promise that we give to our partners,” Mr Law added. “At the same time, we are conscious in selecting like-minded hotel owners with the same goals. We are certain that we will be able to

build a trustworthy and mutually successful relationship with CES, and help to unlock the potential value of its asset.”

The proposed 13-storey hotel is slated to be a four-star 450-room development under the upscale “Park Hotel” brand, which is synonymous with offering convenience, personalised services and high standards of amenities to the business or leisure traveller. With a gross floor area of 13,349m² and room sizes ranging from 21m² to 42m², the new Park Hotel at Alexandra is anticipated to benefit from its proximity and accessibility to the Pasir Panjang and Alexandra Road business hubs, upcoming One-North developments, as well as major tourist attractions such as Sentosa and Mount Faber.

Infocomm Technology Roadmap Reviews Nine Technology Themes that Impact Enterprises and Organisations

Things that think, link and communicate become the new norm. Physical and digital worlds converge and user interface technologies such as augmented reality and 3D visualisation shape the way the two worlds interact. Mobile, social and cloud technologies collide to create something the industry describes as “the perfect storm,” an unusual convergence of forces that enables new waves of applications such as info-gratification on the go - where consumers can access information about real world objects they see simply by pointing their smartphones at them.

These are just some of the dramatic developments that may occur in the near future, discussed at the Infocomm Technology Roadmap (ITR) Symposium 2012 which was held on 17 August 2012 at The Sands Expo and Convention Center.

Spearheaded by the Infocomm Development Authority of Singapore (IDA) in consultation with the industry, government agencies, researchers and academia, the ITR highlights nine key technology themes. The themes were identified for their importance to the ICT landscape, as well as their potential impact on Singapore’s economy and society. The themes are **Big Data, Cloud Computing, Cyber Security, ICT and Sustainability, Comms of the Future, Social Media, New Digital Economy, User Interface and Internet of Things.**

IDA’s Chief Executive Officer Mr Ronnie Tay said, “Infocomm technology is firmly embedded in the way we work, live, learn and interact. It is important that we keep abreast of the latest

development of infocomm technologies and assess their potential in terms of how they may impact or even disrupt our lives. The Infocomm Technology Roadmap thus seeks to chart the trends and future development of the global technology landscape and the possible opportunities and challenges for the infocomm industry as well as user enterprises and organisations.”

An example of the impact of emerging technologies as highlighted in the ITR is the possible convergence of Internet of Things, User Interface and Big Data that can lead to a future home where electrical appliances may be able to communicate with each other. In such a future home, the refrigerator may indicate what groceries are there and suggest suitable recipes for cooking. It can even link up with a nearby grocery store to order additional ingredients, after which the owner will be contacted via mobile phone for payment. Given such a scenario, there will be new business opportunities for the retail, banking and mobile sectors.

The Roadmap is the result of a year-long extensive research and consultation process involving visionaries, thought leaders, analysts, research academia, CTOs, technologists, industry players and the government. To continue to improve the roadmap, the ITR Symposium, themed “Co-creating the future,” was organized to facilitate further discussion and collect audience feedback.

A final report of the ITR 2012 will be published in November 2012 and made available at <http://www.ida.gov.sg/technologyroadmap>.

A Snapshot of the Tourism Performance in the first half of 2012

Month	AOR (%)		ARR (\$)		REVPAR (\$)	
	2011	2012	2011	2012	2011	2012
January	82	82	227	251.90	187.2	207.40
February	83	89	228.5	270.60	190.40	241.70
March	87	88	240.40	257.30	208.40	226.90
April	86	86	239.10	261.60	205.10	224.40
May	85	85	243.80	255.90	206.80	217.70
June	88	87	250.10	263.30	220.90	229.20
Average	85	86	238.15	260.10	203.10	224.30

Comparison of Key Hotel Indicators for the period Jan to Jun 2011 and 2012

- For the period Jan to Jun 12, February was the best month for hotels in terms of AOR, ARR and RevPAR. This is due to the strong demand during the Singapore Airshow.

The Cruise Industry in a Nutshell

Quick Facts on The Global Cruise Industry

- For 2012: Worldwide cruise industry is estimated at \$33.5 billion, with 20.3 million annualized passengers carried
- Majority of cruise ships sail in North America, Caribbean, Europe and Mediterranean
- Majority of cruise passengers are from North America and Europe
- 4 Players – Carnival Corporation, Royal Caribbean Cruises Ltd, Star Cruises & Norwegian Cruise Line and MSC Cruises accounts for approximately 86% of the cruise industry by market share.

Calendar of Conventions & Exhibitions (Oct – Dec 2012)

Date: From	To	Event:
10 Oct	12 Oct	Maritime Security 2012
15 Oct	17 Oct	Tourism Destination Investment Conference Asia Web in Travel Conference
15 Oct	18 Oct	DeepWater World Asia 2012 World Independent Oil and Gas Congress
17 Oct	18 Oct	Aviation Outlook Asia 2012
17 Oct	19 Oct	furniPRO Asia
17 Oct	19 Oct	ITB Asia 2012
22 Oct	25 Oct	Singapore International Energy Week 2012
29 Oct	31 Oct	Fabric and Home Care Conference 2012
31 Oct	1 Nov	The Asia-Pacific Magnetic Recording Conference 2012
31 Oct	2 Nov	ASTD-STADA Asia Pacific Conference 2012
1 Nov	3 Nov	Oishi Japan Franchising and Licensing Asia 2012
13 Nov	15 Nov	MRO Asia Conference and Exhibition 2012
14 Nov	16 Nov	International Conference & Exhibition Ballast Water Management 2012
19 Nov	21 Nov	Metro Networks World Asia
27 Nov	30 Nov	OSEA 2012
4 Dec	7 Dec	ScreenSingapore Asia TV Forum & Market
5 Dec	7 Dec	14th Electronics Packaging Technology Conference

Singapore Cruise Industry: Make a Guess!

Q1: How many cruise passengers passed through Singapore in 2011?

Q2: How many cruise centres do we have at present?

Q3: What are the 3 types of ship calls to Singapore?

Q4: Top international market for cruise visitors:

(1) _____ (2) _____ (3) _____

Q5: When is the peak season for Singapore's cruise industry?

A1: 394 ship calls were made and 942K cruise passengers throughput
A2: Two. Marina Bay Cruise Centre Singapore and Singapore Cruise Centre @ Harbourfront
A3: Home-ported sailings, Turnaround sailings and Port-of-call sailings
A4: Contemporary, Premium and Luxury
A5: Winter months (Nov – Mar)

THE SHA HOTEL MEMBERS

Albert Court Village Hotel	Holiday Inn Atrium Singapore	Park Avenue Rochester
Amara Sanctuary Resort Sentosa	Holiday Inn Singapore Orchard City Centre	Park Hotel Clarke Quay
Amara Singapore	Hotel 1929	Park Regis Singapore
Ascott Raffles Place Singapore	Hotel 81 (DICKSON)	Parkroyal on Beach Road
Bay Hotel Singapore	Hotel 81 (GEYLANG)	Parkroyal on Kitchener Road
Bayview Hotel Singapore	Hotel 81 (STAR)	Peninsula. Excelsior Hotel
Beach Hotel	Hotel Fort Canning Singapore	Perak Hotel
Bencoolen Hotel	Hotel Grand Central	Quality Hotel Marlow
Berjaya Hotel	Hotel Grand Chancellor	The Quincy Hotel
Best Western Jayleen 1918	Hotel Grand Pacific	Raffles Hotel
Broadway Hotel	Hotel Miramar (S) Ltd	The Regent Singapore
Capella Hotel, Singapore	Hotel Re! @ Pearl's Hill	RELC International Hotel
Capri By Fraser	Hotel Royal	Rendezvous Grand Hotel Singapore
Carlton Hotel	Hotel Royal @ Queens	Resorts World at Sentosa (Beach Villas, Crockfords Tower, Equarius Hotel, Festive Hotel, Hard Rock Hotel, Hotel Michael)
Changi Village Hotel – A Far East Hotel	Hotel Supreme	The Ritz-Carlton, Millenia Singapore
Concorde Hotel Singapore	ibis Singapore on Bencoolen	Riverview Hotel
Conrad Centennial Singapore	ibis Singapore Novena	Robertson Quay Hotel
Copthorne King's Hotel Singapore	Innotel Hotel	Royal Plaza on Scotts
Crowne Plaza Changi Airport	Klaptops, The Boutique Hotel	Santa Grand Hotel East Coast
East Village Hotel	InterContinental Singapore	The Scarlet Hotel
The Elizabeth Hotel	Landmark Village Hotel	The Sentosa Resort & Spa – A Beaufort Hotel
Fairmont Singapore	Link Hotel	Shangri-La Hotel
Fortuna Hotel	M Hotel Singapore	Shangri-La's Rasa Sentosa Resort, Singapore
Four Seasons Hotel	Mandarin Orchard Singapore	Sheraton Towers Singapore
Fragrance Hotel - Ruby	Mandarin Oriental, Singapore	Singapore Marriott Hotel
Fragrance Hotel - Sapphire	Marina Bay Sands	Sloane Court Hotel
The Fullerton Hotel	Marina Mandarin Singapore	South-East Asia Hotel
The Fullerton Bay Hotel Singapore	Moon Hotel	The St Regis Singapore
Furama City Centre Singapore	Movenpick Heritage Hotel Sentosa	Studio M Hotel
Furama RiverFront Singapore	Naumi Hotel	Swissotel Merchant Court, Singapore
The Gallery Hotel	New Majestic Hotel	Swissotel The Stamford, Singapore
Goodwood Park Hotel	Nostalgia Hotel	Traders Hotel
Grand Copthorne Waterfront Hotel Singapore	Novotel Singapore Clarke Quay	V Hotel Singapore
Grand Hyatt Singapore	Oasia Hotel	Value Hotel - Thomson
Grand Mercure Roxy Hotel	Orchard Hotel	W Singapore Sentosa Cove
Grand Park City Hall	Orchard Parade Hotel	Wanderlust Hotel
Grand Park Orchard	Pan Pacific Orchard	Wangz Hotel
Hangout @ Mount Emily	Pan Pacific Singapore	York Hotel
Hilton Singapore	Parc Sovereign Hotel	

THE SHA ASSOCIATE MEMBERS

The American Club Singapore	Manpower Singapore	Singapore Exhibition Services
Auric Pacific Marketing Pte Ltd	Nanyang Polytechnic	Singapore Food Industries (Pte) Ltd
Batam View Beach Resort	Neo Group Pte Ltd	Singapore Island Country Club
CareerStar International Pte Ltd	One°15 Marina Club	Singapore Meritus International Hotels Pte Ltd
Cofely Southeast Asia Pte Ltd	Orchid Country Club	Singapore Recreation Club
Costa Sands Resort (Downtown East)	Pasta Fresca Da Salvatore Pte Ltd	Singapore Swimming Club
Docomo Intertouch Pte Ltd	Pernod Ricard Singapore Pte Ltd	Singapore Telecommunications Limited
GRID Communications Pte Ltd	Pinedale Trading Pte Ltd	Somerville (Singapore) Pte Ltd
Himawari Pte Ltd	The Quayside Group Pte Ltd	Starhub Ltd
HPL Hotels & Resorts	Republic of Singapore Yacht Club	The Tanglin Club
Institute of Technical Education (ITE)	Republic Plaza City Club (S) Pte Ltd	Tourism Management Institute of Singapore
International Executive Education Center Pte Ltd	S A Hotel Management Pte Ltd	Trane Singapore
Jack's Place Holdings Pte Ltd	Sedona Hotels International	Unilever Singapore Pte Ltd
Kaplan Higher Education	Serangoon Gardens Country Club	YHS (Singapore) Pte Ltd
Kriston Food & Beverage Pte Ltd	Sia Huat Pte Ltd	
	Simmons (Southeast Asia) Pte Ltd	

(as at 30 September 2012)