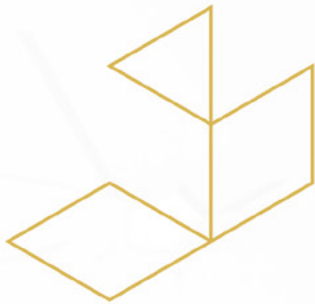


Gearing towards Sustainable Growth

SINGAPORE HOTEL ASSOCIATION
ANNUAL REPORT



2023



CONTENTS

- 03** Foreword
- 04** The SHA Board
- 07** The SHA Secretariat
- 08** New / Rebranded Members 2023
- 09** Industry Briefings for Hotels
- 10** Research and Representation
- 12** Innovation, Productivity and Service Excellence
- 16** Sustainability
- 20** Manpower and Training
- 24** Safety and Security
- 27** Community and Member Relations
- 30** SHATEC - Industry School
- 38** Regional Involvement

FOREWORD

“

SHA will remain steadfast in growing its membership and amplifying its voice to represent the industry.

”

2023 marked a significant rebound for the tourism sector with 13.6 million visitor arrivals (a 115% increase over 2022). Fuelled by strong demand from a mix of Singapore's key markets, tourism receipts chalked up a robust performance for the year.

Amidst this favorable backdrop, the hotel industry delivered commendable results with Average Room Rate (ARR) and Revenue per Available Room (RevPAR) exceeding 2019 figures to achieve \$282 and \$226 respectively. It was undoubtedly a good year for the industry.

As for the Association, 2023 was a bustling year with all activities back in full swing. Guided by its Hotel Innovation Committee (HIC), Hotel Sustainability Committee (HSC) and Human Capital Advisory Committee (HHCAC), a series of initiatives were rolled out to help propel the industry into a new era of hospitality. Some of the highlights for the year included an industry-wide pledge to bolster green efforts, a renewed focus to scale up the adoption of technology solutions and the launch of the Jobs Transformation Map for hotels.

Furthermore, I am pleased to share that our SHA family has expanded with more new hotels joining the Association. As at end 2023, the Association had 164 hotel members comprising approximately 80% of the total gazetted room count. As the apex

Association for hotels, the SHA will remain steadfast in growing its membership and amplifying its voice to represent the industry.

Turning to SHATEC, the training arm of SHA, it too had a busy year advancing educational excellence through its suite of hospitality programmes. SHATEC's students also showcased their skills and achieved success at various competitions.

The full details of the activities in 2023 for SHA and SHATEC are captured in this Annual Report for members' review.

Looking ahead, SHA will continue to work closely with members, the Government, and the Union to drive full recovery and long-term sustainable growth for the industry.

On this note, I extend my sincere appreciation to the membership for their strong support, the SHA Board for their dedication, and Margaret as well as her team for their hard work.

Kenneth Li
President

THE SHA BOARD

SHA Executive
Committee Members



Mr Kenneth Li

President

Carlton Hotel Singapore



Mr Arthur Kiong

1st Vice-President

Oasia Hotel Downtown, Singapore



Ms Dawn Teo

2nd Vice-President

Amara Singapore



Ms Jeanne Ng

Honorary Secretary

The Fullerton Hotel Singapore



Mr Thomas Andrew Meyer

Assistant Honorary Secretary

Swissôtel The Stamford



Mr Brian Riady

Honorary Treasurer

Hilton Singapore Orchard



Mr Vincent Yeo

Assistant Honorary Treasurer

Orchard Hotel Singapore



Ms Margaret Heng

Executive Director

Singapore Hotel Association

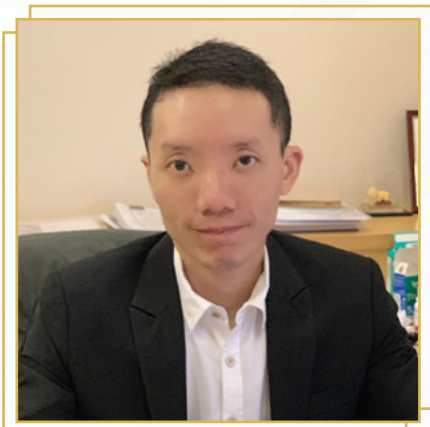
THE SHA BOARD



Ms Kwee Wei-Lin
Capella Singapore



Mr Chang Chee Pey
Crockfords Tower (Resorts World Sentosa)



Mr Ho Chung Kain
Four Points by Sheraton Singapore,
Riverview



Mr Chris Teo Hong Yeow
Grand Mercure Singapore Roxy



Ms Ko Lee Meng
ibis Styles Singapore Albert



Mr Rajit Sukumaran
InterContinental Singapore

THE SHA BOARD



Mr Paul Town
Marina Bay Sands



Ms Wee Wei Ling
PARKROYAL on Beach Road



Mr Andrew Yap
Peninsula Excelsior Singapore,
A Wyndham Hotel



Mdm Kay Kuok
Shangri-La Singapore



Mr Gary Xie
Sheraton Towers Singapore



Ms Carolyn Choo
V Hotel Bencoolen



Mr Rajeev Menon
The Westin Singapore

Mr Tan Hee Teck (EXCO Member), Mr Teo Ho Beng (Board Member) and Mr Ryan Sun (Board Member) had decided to step down and not be re-nominated for the new term (2023 – 2025). The SHA would like to thank them for their contributions to and support for the Association.

THE SHA SECRETARIAT



The SHA Secretariat Team headed by Ms Margaret Heng, Executive Director, comprised the following staff:

(From Left to Right)

Mr Tan Kok Liang	Financial Controller
Ms Li Shaoting	Manager
Ms Serene Ong	Assistant Manager
Ms Margaret Heng	Executive Director
Ms Jo Chong	Personal Assistant to Executive Director
Ms Shrestha Sook Yean	Senior Director (Membership and Industry Services)
Ms Anna Tan	Senior Finance Executive
Ms Jolyn Lin	Manager
Ms Charmaine Thiang	Senior Executive

NEW / REBRANDED MEMBERS 2023

SHA is pleased to announce the following new members and hotels that have rebranded for the year 2023:

Ordinary Members



Artyzen Singapore



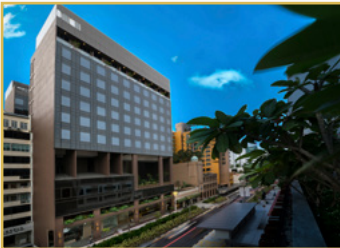
COMO Metropolitan Singapore



Holiday Inn Express & Suites Singapore Novena



Hotel Faber Park Singapore – Handwritten Collection



Hotel Mi Bencoolen



Mondrian Singapore Duxton



Novotel Singapore on Kitchener



Peninsula Excelsior Singapore, A Wyndham Hotel



Pan Pacific Orchard



Pullman Singapore Hill Street



The Robertson House by The Crest Collection



The Singapore EDITION Hotel

Associate Members

365Robot Pte Ltd

A Life By Design Holdings Pte Ltd

AAPC Singapore Pte Ltd

Amglow Water Systems Pte Ltd

Asiapay Payment Service Pte Ltd

Blue Pin Pte Ltd

Constellar Venues Ventures Pte Ltd

Cure Restaurant Pte Ltd

Diverse Supply Chain (SG) Pte Ltd

Go Power Trading Pte Ltd

Hospitality Resource Solutions Pte Ltd

Idea Ecosystems Pte Ltd

Keppel EaaS Pte Ltd

Knowcross Pte Ltd

Les Amis Holdings Pte Ltd

Lockton Companies (Singapore) Private Limited

M1 Net Ltd

Mireia Pte Ltd

MK Electric (Singapore) Pte Ltd

Mop Squad Pte Ltd

OUE Restaurants Pte Ltd

Puricare Private Limited

Rheem Manufacturing Company (Singapore) Pte Ltd

Robocore Technology Pte Ltd

Royal Kings Consultancy Pte Ltd

Salto Systems Pte Ltd

Singapore Ale Pte Ltd

Singapore Lifeguard Federation Pte Ltd

Singapore Telecommunications Ltd

The Mill International Pte Ltd

INDUSTRY BRIEFINGS FOR HOTELS

• **21 April 2023**

STB-SHA Online Briefing on SingapoRewards (SRW) for Hotels

The STB and SHA organised a dedicated online briefing on SingapoRewards (SRW) for hotels on 21 April 2023. The objective of the session was to brief hotels on SingapoRewards (SRW), an incentive programme for visitors and part of the larger SingapoReimagine international recovery campaign which was launched globally on 7 March 2023.

• **9 June 2023**

STB Online Briefing on Singapore Food Festival (SFF) for Hotels

STB organised an online briefing on Singapore Food Festival (SFF) for Hotels on 9 June 2023. The objective of the session was to brief hotels on SFF which marked its 30th anniversary with a celebration of Singapore's food culture and culinary talents.

• **24 July 2023**

SHA-STB Online Engagement Session on Pandemic Preparedness with Hotels

On 24 July 2024, the Singapore Tourism Board (STB) and SHA held an online engagement session on Pandemic Preparedness with Hotels. The session is part of continued effort to ensure the hotel industry's resilience against COVID-19 and future pandemics.

• **29 August 2023**

SHA-STB Industry Manpower Briefing

SHA and STB jointly organised an Industry Manpower Briefing on 29 August 2023 at JEN Singapore Tanglin by Shangri-La. On behalf of SHA, Mr Chris Teo, Co-Chair of the Human Capital Advisory Committee (HHCAC) delivered the opening remarks to an audience of around 100 HR practitioners who were from the industry.

The briefing updated hotels that housekeepers and porters were added onto the Non-Traditional Source – Occupation List (NTS OL) and would be effective from September 2023.

At the same briefing, Workforce Singapore (WSG) also shared on its Career Conversion Programme for Tourism Professionals and other available support for job redesign.

• **5 December 2023**

SHA/HPB Online Briefing on Additional Measures for Nutri-Grade for Freshly Prepared Beverages

SHA and Health Promotion Board (HPB) jointly organised an online briefing on additional measures for Nutri-Grade for freshly prepared beverages on 5 December 2023. A HPB representative went through the core elements, calculation and implementation of measures regarding the Nutri-Grade labelling requirements and advertising prohibitions being extended to freshly prepared beverages sold at specific retail and non-retail settings from 30 December 2023.

RESEARCH AND REPRESENTATION

Research and Representation on issues ranging from industry performance to manpower continued to take centre stage in order to keep members abreast of the industry's sentiments and developments.



Annual Hotel Industry Survey with Horwath

SHA once again commissioned Horwath HTL to publish the annual hotel performance survey report for financial year 2023.

In the 26th year of partnership between Horwath and SHA, we received 81 surveys. The participating hotels represented an average of approximately 31,108 rooms per day.

Offering valuable statistical information on the developments and trends of the hospitality industry, the annual hotel performance survey report would serve as a comprehensive guide to hoteliers and analysts in their planning and decision-making process.



Survey on Budget Wishlist for 2023

The SHA gathered feedback from members and submitted a Wishlist for the Budget 2023 to the Ministry of Finance.

Voice of the Industry

The year itself saw SHA engaging its members through in-person meetings and surveys to gather feedback on business sentiments and industry matters.

As the representative voice for members, the SHA will continue to work closely with the Government and Union in a tripartite manner to advance the industry.

INNOVATION, PRODUCTIVITY AND SERVICE EXCELLENCE

Innovation, productivity and service excellence continued to remain as the key focus in the series of projects and activities undertaken by SHA in 2023.



Hotel Innovation Committee

The Hotel Innovation Committee (HIC) is led by SHA and supported by the Singapore Tourism Board (STB). Set up in 2016, the HIC comprised representatives from hotels, agencies, educational institutions and the union.

Currently in its fourth term, the committee is co-chaired by Mr Brian Riady, SHA EXCO Member & Deputy CEO of OUE Limited and Mr Loh Lik Peng, Chairman, SHATEC & Founder / Director, Unlisted Collection.

HIC Overseas Study Trip to Toronto, Canada

Led by the Co-Chairs of HIC, a delegation comprising hoteliers and representatives from Government Agencies attended the Hospitality Industry Technology Exposition and Conference (HITEC) 2023 which was held in Toronto, from 26 to 29 June 2023.

For the study trip, the Association worked with Hospitality Financial and Technology Professionals (HFTP), organiser of HITEC, to curate a tour of the exhibition for the SHA delegation.

Key highlights of the trip included:

- VIP tour of HITEC
- E20X, HFTP's highly popular hospitality technology startup pitch competition
- Hospitality Educational Sessions
- Site visits to hotels and University of Toronto (St George Campus)

In a post-trip survey conducted by SHA, delegates commented that they now have a better understanding of core hotel management technology systems and also highlighted that the direct engagements with the exhibitors were beneficial in helping them to learn more about the available solutions.

In total, 22 delegates attended the study trip.



Technology Blueprint Taskforce

Under the guidance of the Hotel Innovation Committee, a taskforce on technology blueprint for hotels was formed.

Led by Mr Gill Iswinder of Far East Hospitality, the objective of the taskforce is to look into the requirements of the industry and develop a technology blueprint for vendors to better address the needs of our hotels.

In this regard, the taskforce has agreed to work on developing a blueprint for self check-in / self check-out solution for hotels.



29th Excellent Service Award (EXSA) – Star Presentation Ceremony

The 29th Excellent Service Award (EXSA) – Star Presentation Ceremony for the hospitality sector was held on 20 November 2023 at the University Cultural Centre, Ho Bee Auditorium. The Guest-of-Honour for the Award Ceremony was Mr Melvin Yong, Assistant Secretary-General, NTUC and Member of Parliament for Radin Mas SMC.

The key highlight of the ceremony was the unveiling of the two SHA Outstanding Star Winners for the Hotel and Non-Hotel Sectors.

EXSA 2023 (Hospitality Sector) recognized a total of 2,319 winners comprising 558 Star, 674 Gold and 1,087 Silver recipients from 138 organisations.



SHA/SKM Service Gold “National Kindness Award” cum Gracious Guest Recognition Event

The annual SHA/SKM Service Gold Award Ceremony was held on 1 November 2023 at M Hotel Singapore City Centre. Mr Alvin Tan, Minister of State for Trade and Industry & Culture, Community and Youth was the Guest-of-Honour at the event.

Into its 29th edition, this longstanding annual award is jointly organized by SHA and the Singapore Kindness Movement (SKM). The objective of the award is to promote kindness in the industry by encouraging hotels to give due recognition to their employees who have displayed gracious acts at the workplace.

A total of 128 employees from 78 participating hotels were recognized at the annual event. Two guests were also recognized as Gracious Guests for showing kindness to our service staff.



FDAWU/NTUC/SHA “Employee of the Year” Award Ceremony 2023

The FDAWU/NTUC/SHA “Employee of the Year” Award was presented to 82 hotel employees on 26 September 2023 at Devan Nair Institute for Employment and Employability.

The Guest-of-Honour for the event was Ms Yeo Wan Ling, Director, NTUC U SME and U Women and Family.

Prior to the award ceremony, award recipients were invited to attend a one-hour customised workshop titled “Preparing for the Future: Equipping Yourself for Success in the Evolving Hotel Industry”, which was conducted and sponsored by SHATEC.



Hotel Sustainability Committee

The Hotel Sustainability Committee (HSC) is led by SHA. Set up in 2020, the HSC comprised representatives from hotels and agencies.

Currently into its third term, the committee is co-chaired by Ms Jeanne Ng, Honorary Secretary of SHA and Ms Loh Su Kim, Senior Vice President, Sustainability, Resorts World Sentosa.

Hotel Sustainability Conference and Marketplace 2023

The 2nd Hotel Sustainability Conference and Marketplace, organized by SHA and supported by Singapore Tourism Board and Enterprise Singapore, took place on 5 October 2023 at Shangri-La Singapore. Insightful and engaging, the spotlight of the event was the unveiling of the Hotel Industry Sustainability Pledge where 136 hotels committed their support to “Minimise single-use packaging for drinking water and guest room amenities, while maximising use of recycled content by 2025”.

The event was graced by Ms Low Yen Ling, Minister of State, Ministry of Trade and Industry & Ministry of Culture, Community and Youth.

A key highlight of event was the launch of the online [Hotel Sustainability Playbook](#) which was developed under HSC’s guidance. The playbook aims to help hotels in their sustainability journey and support the Hotel Sustainability Roadmap.

The event also recognized 40 winners comprising 48 hotels with the Singapore Hotel Sustainability Award and they were as follows:

- Andaz Singapore
- Carlton City Hotel Singapore
- Concorde Hotel Singapore
- Conrad Singapore Orchard
- Crowne Plaza Changi Airport
- Dao by Dorsett AMTD Singapore
- Fairmont Singapore & Swissôtel the Stamford
- Far East - Village Hotel Sentosa, The Outpost Hotel, and The Barracks Hotel and Oasia Resort Sentosa
- Four Seasons Hotel Singapore
- Grand Copthorne Waterfront Singapore
- Grand Hyatt Singapore
- Grand Park City Hall
- Hilton Singapore Orchard
- Holiday Inn Express Singapore Clarke Quay
- Holiday Inn Singapore Little India
- JEN Singapore Orchardgateway by Shangri-La
- JEN Singapore Tanglin by Shangri-La
- lyf Funan Singapore
- M Hotel Singapore City Centre
- M Social Singapore
- Mandarin Oriental Singapore
- Marina Bay Sands
- ONE°15 Marina Sentosa Cove
- Orchard Hotel Singapore
- Pan Pacific Singapore
- Paradox Singapore Merchant Court
- PARKROYAL COLLECTION Marina Bay
- PARKROYAL on Beach Road
- Resorts World Sentosa (Crockfords Towers, Equarius Hotel, Equarius Villas, Hotel Michael, Hotel Ora & Hard Rock Hotel Singapore) and Genting Hotel Jurong
- Shangri-La Singapore
- Shangri-La Rasa Sentosa, Singapore
- Sheraton Towers Singapore
- Singapore Marriott Tang Plaza Hotel
- Sofitel Singapore City Centre
- The Fullerton Bay Hotel Singapore and The Fullerton Hotel Singapore
- The Ritz-Carlton, Millenia Singapore
- voco Orchard Singapore

For the Hotel Sustainability Impact Challenge, four start-ups pitched before a panel of judges to vie for the top prize of \$30,000 from Enterprise Singapore to fund a pilot with a hotel. The four companies shortlisted for the Challenge were EcoSense Enviro Solutions Pte Ltd, N&E Innovations Pte Ltd, Wasteviz Pte Ltd and Westcom Bio-Tech Pte Ltd. Each company delivered a 5-minute pitch and addressed questions from the judging panel which comprised:

- Mr Andy Tan, Senior Vice President, Global Operations & Partnership, Millennium Hotels & Resorts,,
- Ms Meridith Beaujean, Executive Director, Sustainability, Marina Bay Sands,
- Mr Sebastian Chung, Director of Safety, Health, Environment and Food Hygiene, Mandarin Oriental Singapore,
- Ms Christine Wong, Executive Director, Urban Solutions & Infrastructure Services, Circular Economy & Sustainability, Enterprise Singapore, and
- Ms Ong Huey Hong, Assistant Chief Executive and Chief Sustainability Officer, Singapore Tourism Board.

Congratulations to N&E Innovations Pte Ltd for emerging as the winner of the Challenge!

The Conference included a presentation on Sustainability Data Trends for Singapore by Mr Eric Ricaurte, Founder & CEO, Greenview, as well as a thought-provoking panel discussion titled “Circularity in Hotels – The New Frontier” which was moderated by Mr Robert Hecker, Managing Director, Horwath, HTL. The esteemed panelists comprised:

- Mr Andy Tan, Senior Vice President, Global Operations & Partnership, Millennium Hotels & Resorts
- Ms Meridith Beaujean, Executive Director, Sustainability, Marina Bay Sands
- Mr Sebastian Chung, Director of Safety, Health, Environment and Food Hygiene, Mandarin Oriental Singapore

Held alongside the Conference was a Marketplace where exhibitors showcased how their solutions could help to further drive sustainability at hotels. A total of 17 exhibitors participated in Marketplace 2023.

The event was well attended by about 200 attendees.



Sustainability Marketplace on Energy and Water Efficiency

More than 50 attendees from some 36 hotels gathered at the SHA dedicated Sustainability Marketplace for Hotels showcasing energy and water solutions. The event was held on 29 March 2023 at Carlton Hotel Singapore. It was an informative and productive 3 hours of networking and engagement session for our attendees!

Held in conjunction with the marketplace was a presentation on “Enabling a More Sustainable Hospitality Sector: Moving Towards Net Zero” by Mr Alex Chong, Director, Experimental Power Grid Centre (EPGC) and Smart & Sustainable Building Technologies (SSBT), Energy Research Institute at NTU.

A total of 15 solution providers took turns to deliver a short pitch to the attendees. The list of participating solution providers were as follows:

- 3M Singapore and Jetstac Pte Ltd
- Grundfos
- Comfort Management
- Hydroleap
- Ecolab
- Innovative Polymers
- ECOSOFTT
- Keppel
- Fluidlytix
- L-Energy
- Fu Luxe Pte Ltd
- Resync Technologies
- G-Energy
- Swisspro
- GFS Innovation



SHA-Deloitte “Sustainability – Reshaping Hotels for a Greener Tomorrow” Seminar

Together with our knowledge partner, Deloitte, the SHA organized a Sustainability Seminar for hoteliers on 23 August 2023 at Four Points by Sheraton Singapore, Riverview.

Titled “Sustainability – Reshaping Hotels for a Greener Tomorrow”, the seminar covered the following topics:

- Sustainability Trends & Regulatory Updates Pertinent to The Hotel Industry
- Effective Sustainability Communication Strategies
- Sustainability Reporting
- Solutions To Drive Sustainability Initiatives



The seminar which received positive feedback was attended by 58 attendees from 44 organisations.

SHA-SIT Sustainability 101 Workshop

SHA together with our knowledge partner from the Singapore Institute of Technology (SIT) specially curated a Sustainability 101 workshop.

Held on 23 November 2023 at Furama Riverfront Singapore, the objective of the workshop was to share the basics of understanding how hotels can begin their sustainability journey.

Associate Professors, Detlev Remy and Michael A. Kruesi covered the essentials of sustainability which comprised the following topics:

- What Exactly is Meant by Sustainability?
- The 3 Pillars of Sustainability
- The Relevance of Environmental, Social & Governance (ESG)
- Key Areas to focus on for Sustainability in Hotels
- Why Now? The Urgency of Sustainability
- Sustainability Self-Assessment

The workshop was well-attended by 24 participants.



MANPOWER AND TRAINING

Manpower, training and development remained as key agenda items on the SHA calendar of activities.



Hotel Human Capital Advisory Committee

The Hotel Human Capital Advisory Committee (HHCAC) is led by SHA and supported by the NTUC Hospitality and Consumer Business Cluster, Food, Drinks and Allied Workers Union (FDAWU), Singapore Tourism Board (STB) and Workforce Singapore (WSG).

Set up in 2018, the committee is currently into its 3rd term and chaired by Mr Chris Teo, Board Member of SHA and Ms Patsy Ng, Vice President Human Resources, Asia Pacific, Hilton International Asia Pacific.

Hotel Human Capital Conference cum Hotel Career Forum

SHA organised the Hotel Human Capital Conference cum Careers Forum on 18 May 2023 at PARKROYAL on Beach Road, Grand Ballroom 1-2.

Held in the morning, a key highlight of the Hotel Human Capital Conference was the launch of the Jobs Transformation Map (JTM) for the Hotel Industry by Guest-of-Honour, Dr Tan See Leng, Minister for Manpower & Second Minister for Trade and Industry.

Mr Chris Teo, Co-Chair of the Hotel Human Capital Advisory Committee (HHCAC) represented SHA in delivering the welcome address.



It was then followed by a keynote paper by Ernst and Young. There was also a panel discussion on “Hotel of Tomorrow and the Impact on Jobs & Skills” which was moderated by Mr Hammad Khan, Director, Ernst & Young Advisory Pte. Ltd.

The expert panelists comprised:

- Mr Arthur Kiong, CEO, Far East Hospitality and 1st Vice President, SHA,
- Ms Patsy Ng, Vice President Human Resources, Asia Pacific, Hilton International Asia Pacific,
- Mr Andreas Sungaimin, Senior Vice President, Human Capital and Development, Pan Pacific Hotels Group, and
- Mr James Walkden, General Manager, The Westin Singapore

Held alongside the Conference was a tabletop exhibition showcasing relevant human capital solutions for the hotel industry.

Targeted at hotel human capital practitioners, the Hotel Human Capital Conference was well attended by approximately 200 hotel representatives and industry partners.



Hotel Careers Forum

Following the half-day conference in the morning, a Hotel Careers Forum targeted at jobseekers, mid-career switchers and graduating students was held in the afternoon at the same venue.

The forum kicked off with an opening address by Ms Ong Huey Hong, Assistant Chief Executive, Policy & Planning Group and Chief Sustainability Officer, Singapore Tourism Board.

This was followed by a panel dialogue on “Hotel Leaders and their Career journey to spotlight on the diverse career opportunities and progression pathways within the sector.”

The esteemed panel which was moderated by Ms Margaret Heng, Executive Director of SHA, comprised:

- Mr Gino Tan, Country General Manager, The Fullerton Hotel Singapore and The Fullerton Bay Hotel Singapore,
- Ms Joyce Chua, Hotel Manager, InterContinental Singapore,
- Ms Edeline Tiong, General Manager, M Hotel Singapore, and
- Mr Norman Cross, General Manager, The Robertson House by The Crest Collection and Head, lyf brand

The next segment of the forum comprised 3 career talks on emerging job roles, namely Technology and Innovation, Sustainability and Place Making by the following industry speakers:

- Mr Kung Teong Wah, General Manager, PARKROYAL on Beach Road
- Mr Sebastian Chung, Director of Safety, Health, Environment and Food Hygiene, Mandarin Oriental, Singapore
- Ms Kennis Ong, Senior Culturist and Mr Ng Gian Heng, Director of Human Resources, Capella Singapore

Lastly, attendees were also given the opportunity to network with HR practitioners present to gain more insights on the career options available.

The Forum which received positive feedback saw close to 100 participants.

The event was supported by Singapore Tourism Board (STB), Workforce Singapore (WSG) and Food Drinks and Allied Workers (FDAWU).



Career Conversion Programme

SHA has been reappointed as a programme partner by Workforce Singapore (WSG) for the Career Conversion Programme (CCP) for Tourism Professionals.

The CCP which is open for applications until 31 December 2024 aims to support tourism companies to train new hires without relevant experience and reskill existing workers to take on redesigned job roles in the tourism-related sectors including Hotel, MICE, Attractions and Tour and Travel. Companies can receive up to 90% of salary support over the programme duration of up to 6 months.

As Programme Partner, SHA facilitates the onboarding of companies onto the CCP.

SHA Knowledge Series

Workshop on Digital Trends with Meltwater

SHA and knowledge partner, Meltwater Singapore Pte Ltd jointly organised a Workshop on Digital Trends for SHA hotel members on 4 May 2023 at The Masons Table.

Targeted at Marketing, Marcom and Public Relations Directors/Managers, as well as social media and digital managers, the workshop included the following presentations:

- Key findings on Singapore from the [2023 Global Digital Report](#) by Mr Weldon Fung, Area Director for Southeast Asia, Meltwater
- Influencer Marketing in 2023 by Ms Melissa Yik, Country Director, M&C Saatchi

A total of 40 hotel representatives attended the workshop.



Seminar on Driving Productivity in the Hotel Industry with KEENON

SHA organised a seminar on 5 May 2023 with our knowledge partner, KEENON, at the 6ixty 7even Restaurant and Bar.

Titled “Driving Productivity in the Hotel Industry with KEENON”, the seminar was targeted at General Managers and Directors of Procurement / Operations and included how adoption of robots could enhance job roles in the hotel industry.

The intimate event was attended by 25 representatives.

SHA-M1 Seminar on “Elevate your Hotel’s Success with Tech Solutions”

SHA with our knowledge partner, M1, jointly organised a seminar on “Elevate your Hotel’s Success with Tech Solutions” on 27 July 2023 at Distrii Singapore.

Attendees at the event had the opportunity to learn more about tailored tech solutions and gained valuable insights from industry experts on excelling in a dynamic tech-enabled hospitality landscape.

Targeted at the Directors of Information Technology or equivalent, the event had close to 40 attendees.



SAFETY AND SECURITY

Safety and Security continued to be an important focus on the SHA calendar of activities for 2023. The association continued to work closely with the Workplace Safety & Health Council (WSH Council), Singapore Police Force (SPF), Singapore Civil Defence Force (SCDF), National Crime Prevention Council (NCPC) and National Fire and Civil Emergency Preparedness Council (NFEC) to promote safety and security in hotels.



Hotel Security Awards and Conference 2023

The Hotel Security Awards Presentation Ceremony and Conference 2023 was held on 26 October 2023 at Furama RiverFront Singapore. Jointly organised by SHA, SPF (Singapore Police Force) and NCPC (National Crime Prevention Council), Mr Melvin Yong, Assistant Secretary-General, NTUC, who was the Guest-of-Honour, presented the awards to the recipients from 95 hotels and Special Mention recipients for the Hotel Security Awards – Individual categories (Bravery, Vigilance and Honesty). The 17 Special Mention recipients were selected from a total of 254 nominees.

Held in conjunction with the awards presentation ceremony was the Hotel Security Conference as well as a mini exhibition showcasing the latest security solutions and capabilities for the hospitality industry.

The following papers were presented at the conference that was themed “Fortifying Security with Technology and Training”:

- “Video Surveillance System Standard for Buildings” by Mr Chen Zhenhao, Assistant Director, Security Technologies, Centre for Protective Security, Singapore Police Force (SPF)
- “Emergency Preparedness and General Security Framework” by Ms Lam Jia Yen, 2 Operations Officer, Contingency Planning Division, Operations Department, SPF
- “Hospitality Security: Post-Hamas Attack on Israel” by D Rohan Gunaratna, Professor of Security Studies at the S. Rajaratnam School of International Studies, Nanyang Technology University

The event was well-attended by 159 hotel representatives.



SS545 Singapore Standard for Hotel Security Review

SHA and Enterprise Singapore formed a Working Group to review the SS545 Singapore Standard for Hotel Security. SS545 was first published in 2009 and the last update was in 2015.

Co-chaired by Ms Margaret Heng, Executive Director, SHA and Mr Tan Puay Kern, Vice Chairman, NCPC, members of the Working Group comprised Security and IT representatives from the following organisations:

- Capella Singapore
- Crowne Plaza Changi Airport
- Far East Hospitality
- Grand Mercure Singapore Roxy
- IHG Hotels & Resorts
- JW Marriott Singapore South Beach
- Millennium Hotels and Resorts
- PARKROYAL COLLECTION Marina Bay, Singapore
- Shangri-La Singapore
- Shangri-La Rasa Sentosa
- The Ritz-Carlton, Millenia Singapore

The Working Group had a total of four meetings. The 2-month call for public comments ended on 8 September 2023 and the revised SS545 is now available on the Singapore Standards eshop.

Protective Awareness Webinar for Hotels

The Protective Awareness Webinar for Hotels was held on 9 March 2023 via the Zoom platform. The event was jointly organised by SHA and CPS (Center for Protective Security), SPF.

Speakers from CPS, SPF shared on the following topics:

- “Terrorism Trends” by Ms Radhika Naidu, Assistant Director, Outreach & Engagement
- “TVRA (Threats, Vulnerabilities & Risk Assessment)” by ASP Mohamad Shahril Aman, Manager, Assessment & Review, Specialist Trainer and Adjunct Lecturer
- “Outcome-Based Contracting” by Ms Vivian Tan, Manager, Outreach & Engagement

There was an overwhelming attendance of more than 90 representatives from SHA member hotels.

SHA/NFEC Fire Safety and Civil Emergency Preparedness Committee Meeting

The SHA/NFEC (National Fire and Emergency Preparedness Council) Fire Safety and Civil Emergency Preparedness Meetings resumed after a 3-year break due to the pandemic. The first meeting was held on 30 January 2023 at the Shangri-La Rasa Sentosa Singapore, and the second meeting was held on 22 November 2023 at Grand Mercure Singapore Roxy.

Co-chaired by Ms Margaret Heng, Executive Director of SHA and Mr Chris Tan, Co-Chairman of Commercial Premises Committee of NFEC, the meetings were well received with over 70 hotel representatives present at each meeting.

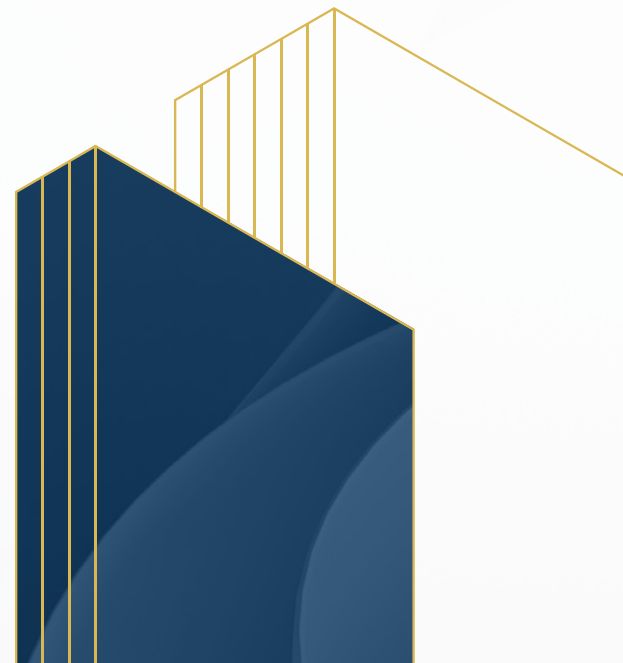
The following topics were shared:

First meeting on 30 January 2023

- “Fire Safety Management and Common Fire Hazards” by CPT Sonia Chin, Singapore Civil Defence Force (SCDF)
- “FC (Fire Certificate) Audit” by MAJ Muhammad Khairul Anwar Bin Khalil, SCDF
- “Shangri-La Safety & Security Competition” by Mr Thulasidas Nambiar, Security Manager, JEN Singapore Orchardgateway by Shangri-La

Second meeting on 22 November 2023

- “Fire Statistics & Case Studies” MAH MD Faizal B Mazlan, SCDF
- “Using Internet of Things (IoT) to Complement FSM (Fire Safety Manager) Duties” by MAJ Neo Jin Xiang, SCDF
- “Electric Vehicles” by SGY Ahmad Kafee, SCDF



COMMUNITY AND MEMBER RELATIONS

The SHA organized a range of activities to promote interaction and relationship building amongst hotel members. 2023 also saw the establishment of a SHA-SBF Foundation Compassion Fund for hotel members.



Industry Update & Networking Session for General Managers

The Industry Update and Networking Session for General Managers was held on 2 August 2023 at Genting Hotel Jurong.

In addition to the industry update by SHA, the other highlight of the event was a Technology Showcase and Presentation by Interlock Group on "Cutting-Edge AI Solutions – Redesigning Manpower Roles".

Close to 60 General Managers and Senior Hotel Management Representatives attended the session.



38th SHA Inter-Hotel Soccer Tournament 2023

After a hiatus of 3 years due to the pandemic, the SHA Inter-Hotel Soccer Tournament made a comeback with 19 participating teams. The matches started from 12 June 2023 and the Finals were held on 6 July 2023 at The Cage – Turf City.

The results of the 38th SHA Inter-Hotel Soccer Tournament 2023 were as follows:

- Champion Team: Andaz Singapore
- 1st Runner-Up: Hilton Singapore Orchard
- 2nd Runner-Up: Conrad Centennial Singapore
- 3rd Runner-Up: Novotel & Mercure Singapore on Stevens

The top four teams received cash prizes sponsored by SHA, while the "Man of the Match" winners of the 1st/2nd placing match and 3rd/4th match were presented with vouchers from Hilton Singapore Orchard and Novotel Singapore on Stevens.



38th SHA Inter-Hotel Bowling Tournament 2023

The SHA Inter-Hotel Bowling Tournament kicked-off with 57 participating teams from 32 hotels at Superbowl SAFRA Mount Faber. The Team Preliminary Round and Team Finals were held on 29 August 2023 and 5 September 2023 respectively, while the Masters event and prize presentation ceremony took place on 19 September 2023.

The results of the 38th SHA Inter-Hotel Bowling Tournament 2023 were as follows:

Challenge Trophy

- Champion Team: Resorts World Sentosa – Team 1
- 1st Runner-Up Team: JW Marriott Singapore South Beach - Team 2
- 2nd Runner-Up: Marina Bay Sands - Team 1

Challenge Shield

- Champion Team: Marina Bay Sands - Team 4
- 1st Runner-Up Team: Resorts World Sentosa – Team 3
- 2nd Runner-Up: Hotel Telegraph

Team High Game

- Champion Team: Resorts World Sentosa – Team 1
- 1st Runner-Up Team: Marina Bay Sands - Team 1
- 2nd Runner-Up: Marina Bay Sands - Team

Congratulations to all winners, who also took home cash prizes sponsored by SHA, prizes from SuperBowl Mount Faber as well as dining/accommodation vouchers which were kindly sponsored by the following members:

- | | |
|---|--|
| 1. Andaz Singapore | 15. One Farrer Hotel |
| 2. Carlton Hotel Singapore | 16. PARKROYAL COLLECTION Marina Bay, Singapore |
| 3. Copthorne King's Hotel | 17. Peninsula Excelsior Singapore, A Wyndham Hotel |
| 4. Fairmont Singapore & Swissôtel The Stamford | 18. Raffles Hotel Singapore |
| 5. Four Points by Sheraton Singapore, Riverview | 19. Resorts World Sentosa |
| 6. Grand Copthorne Waterfront Hotel | 20. The Ritz-Carlton, Millenia Singapore |
| 7. Grand Mercure Singapore Roxy | 21. Shangri-La Rasa Sentosa, Singapore |
| 8. Holiday Inn Express Singapore Serangoon | 22. Shangri-La Singapore |
| 9. Holiday Inn Singapore Little India | 23. Sheraton Towers Hotel Singapore |
| 10. InterContinental Singapore | 24. Singapore Marriott Tang Plaza Hotel |
| 11. JW Marriott Singapore South Beach | 25. Sofitel Singapore City Centre |
| 12. Marina Bay Sands Pte Ltd | 26. The St. Regis Singapore |
| 13. Mercure Singapore on Stevens | 27. voco Orchard Singapore |
| 14. Novotel Singapore on Stevens | 28. W Singapore – Sentosa Cove |



SHA-SBF Foundation Compassion Fund

To commemorate SHA's 60th anniversary in 2021, the association pledged S\$150,000 to render emotional and financial assistance for employees of SHA member hotels who may encounter unexpected crisis in their lives. To this end, the SHA partnered with the SBF Foundation to set up an industry-led compassion fund.

With SBF Foundation's dollar-for-dollar matching scheme, a total fund size of \$300,000 was pooled together to establish the SHA-SBF Foundation Compassion Fund. Beyond financial assistance, the fund serves as a safety net that provides a sense of security and referrals to longer-term community support where needed, as well as the assurance that SHA and our members care about our colleagues who are in need.

SHATEC — INDUSTRY SCHOOL

Vision:

To be the preferred institute of higher education
in Asia for hospitality studies.

Mission:

To nurture talents for rewarding hospitality
careers and support the skilled manpower
pipeline required by the industry.



International Engagement

SHATEC Global – Engagement with Papua New Guinea

From 7 to 11 January 2023, SHATEC conducted hospitality training in Papua New Guinea at Coral Sea Hotels with over 150 employees from Bird of Paradise Hotel and Apartment, Goroka, Ela Beach Hotel & Apartments, Port Moresby, and Grand Papua Hotel, Port Moresby.

Mr Peter Jensen, Senior Vice President & Group General Manager of Coral Sea Hotels shared that “Training is always very important [for hotels]. With SHATEC’s training, I hope employees will remember all the good stuff they have learnt, apply them in their daily tasks whether they are interacting with guests or their co-workers.”



SHATEC Global – Agreement Signing Ceremony in Saudi Arabia

In March 2023, an agreement signing ceremony was signed between SHATEC and Modern Hospitality Company. This is a first step for SHATEC to venture into the Middle-East in hospitality.



Cultural and Education Exchange in association with Education New Zealand

In February to March 2023, SHATEC was selected as the hosting institution for a cultural and educational exchange in collaboration with Education New Zealand. Ms Luaipouomalo Uliefu (Pou) seized a once-in-a-lifetime opportunity and was granted the six-week New Zealand Prime Minister's Scholarship. She had earned her initial SHATEC Certificate in Food Nutrition.



SHATEC Global Partnership with Nanjing Institute of Tourism and Hospitality

On 5 June 2023, SHATEC signed a Memorandum of Understanding (MOU) with Nanjing Institute of Tourism and Hospitality, Jiangsu, China, to promote international knowledge exchange and support the realisation of new hospitality leaders through a 3-year dual diploma programme track support for their students. Representatives from Jiangsu Province, China, came to visit SHATEC campus to gain a deeper insight into the school.



Training & Upskilling

5th SHATEC Hospitality Conference 2023: 'Sustainability, Fight or Flight'

The 5th SHATEC Hospitality Conference 2023 themed 'Sustainability: Fight or Flight' took place on 24 March 2024 at PARKROYAL COLLECTION Marina Bay, Singapore.

The conference kicked off with a welcome message from Mr Lim Boon Kwee, CEO of SHATEC. The Guest-of-Honour for the event was Dr Amy Khor, Senior Minister of State for Sustainability and the Environment.

There were 2 keynote presentations which were followed by panel discussions as follows.

Keynote Presentation 1:
Sustainability in Hospitality: Fight or Flight

Keynote Speakers

- Mr Jesper Palmqvist, Senior Director Asia Pacific, STR
- Mr Eric Ricaurte, Founder and CEO, Greenview

Panel Discussion 1:

Panelists

- Mr Jesper Palmqvist, Senior Director Asia Pacific, STR
- Mr Eric Ricaurte, Founder and CEO, Greenview
- Ms Tan Yen Nee, Director, Hospitality Division Policy & Planning Group, Singapore Tourism Board
- Ms Jeanette Ho, Vice President, Raffles Global Brand Strategy & Strategic Partnerships

Moderator

Ms Karen Yue, Group Editor, TTG Asia Media

Keynote Presentation 2:
Sustainability in Hospitality: Circular Journey from Waste to Wealth

Keynote Speakers

Mr Choe Peng Sum, Chief Executive Officer, Pan Pacific Hotels Group

Panel Discussion 2:

Panelists

- Mr Choe Peng Sum, Chief Executive Officer, Pan Pacific Hotels Group
- Mr John Timson, Vice President Sustainability and Safety - South East Asia, Japan and Korea, Accor Hotels
- Mr Chen Wenjie, Associate Director, Building System & Diagnostics
- Mr Jason Hoen, Global Sales & Marketing Director, Green Eco Technologies

Moderator

Ms Karen Yue, Group Editor, TTG Asia Media



SHATEC students also shared their reflection papers.

**Reflections 1:
Zero Food Waste**

Student Presenter

Nadya Jocelyn

WSQ Diploma in Food Services (Culinary Arts),
SHATEC

**Reflections 2:
Recycling Anew**

Student Presenter

Jason Pang

WSQ Diploma in Hotel and Accommodation
Services, SHATEC

The conference concluded with an urban farm tour of the hotel.

Excelling in Competition:

Young Talents Escoffier Service Competition APAC 2023

SHATEC hospitality student Benjamin Ong bagged Gold award in the prestigious competition. Organised by the Disciples Escoffier International Association and held at Food&Hotel Asia (FHA)-Food & Beverage from 25 to 27 April 2023, the competition spotlighted the best young talents in hospitality services before an internationally acclaimed panel of judges. His journey to success started with the worldskills training in November 2022 with guidance from talented trainers including Ms Melissa, Mr Mike, Mr Jason, Ms Eleen, Ms Charlene, Chef Gerald, Chef Val and Chef Pratheep from SHATEC.



**SHATEC Wins at the
National Cocktail
Competition 2023**

On 27 July 2023, SHATEC students excelled in the National Cocktail Competition 2023. In the Student Category, Emily Cheng secured the title of 1st Runner-Up and Grace Chieng received a Merit Award.



SHATEC Graduation

38th SHATEC Graduation at University Cultural Centre, NUS

The 38th SHATEC Graduation was held on 11 December 2023 at University Cultural Centre, Ho Bee Auditorium, National University of Singapore. The class of 2023 saw more than 200 full-time and part-time graduates who received their certificates and diploma qualifications. This joyous event was graced by Guest-of-Honour Mr Tan Kok Yam, Chief Executive, SkillsFuture Singapore.



The ceremony introduced the inaugural Mentoring Excellence Award 2023, honouring a group of devoted mentors who were nominated by their mentees.

The three award recipients were:

- Ms Jean Wong, Director of Front Office Operations, Fairmont Singapore
- Mr Edwin Leow, Executive Pastry Chef, voco Orchard Singapore
- Mr Chau Tuck Wai, Executive Chef, PARKROYAL Collection Marina Bay

Activities

HA-DiP Mentors Initiation

SHATEC commenced the Hotel Apprenticeship Diploma Programme (HA-DiP) mentors initiation on 28 February 2023. This programme was designed with a blend of academic study and On-the-Job-Training (OJT) between institutional training and workplace needs.



MOU Signing of SHATEC – SAFRA Sponsorship Programme

A MOU was signed between SHATEC and SAFRA on 16 June 2023. The SAFRA Education Scheme established a collaboration aimed at offering educational sponsorships in hospitality courses to SAFRA members who served as SAF NSmen. This joint initiative entailed an 18-month sponsorship without any bond obligations, allowing SAFRA members to enrol in hospitality and tourism courses as well as culinary and pastry arts. Participants have the option to undertake either a SHATEC Apprenticeship Diploma Course or a Full-Time Diploma Course, contributing to the development of a skilled workforce for Singapore’s vibrant tourism sector.



Mentoring @ SHATEC at Shangri-La Singapore

Empowering the Future Generation: A Successful Mentorship event was held at Shangri-La Singapore on 29 March 2023. This mentoring programme is to help SHATEC students be cognizant of and to move ahead in future workplace opportunities.



Mentoring @ SHATEC at PARKROYAL on Beach Road

A heartfelt appreciation to Mr Kelvin Tan from Riverside Hotel Robertson Quay and Chef Nixon Low from The Ascott Limited - The Robertson House for taking time off their hectic schedule to share their experience with our students during the Mentoring@SHATEC Initiation – Cycle 16.



Community Projects

Bento Meal Service for #LoveOurSeniors, in Conjunction with CapitaLand Hope Foundation (CHF)

Contributing to the community, SHATEC upheld its commitment as a supporter of CapitaLand's #LoveOurSeniors initiative, conducting a total of 9 sessions in 2023. More than 1,800 bento meals were meticulously prepared and distributed.

The dates of 9 sessions were as follows:

- 13 March 2023
- 4 April 2023
- 17 May 2023
- 22 June 2023
- 6 September 2023
- 20 September 2023
- 25 October 2023
- 15 November 2023
- 15 December 2023



Marketing and Outreach

SHATEC Open House 2023

The SHATEC Open House took place on 14 January 2023, attracting over 250 attendees, including parents and their children. During this event, participants actively interacted with our consultants and mentors across various disciplines such as culinary, pastry and bakery, and hospitality.



REGIONAL INVOLVEMENT

ASEAN Hotel & Restaurant Association

The SHA continues to be represented at the ASEAN Hotel & Restaurant Association (AHRA) through its Executive Director, Ms Margaret Heng, who holds the position of Secretary-General.

ASEAN Tourism Association Meeting

ASEAN Tourism Association (ASEANTA) is a non-profit tourism association comprising both public and private tourism sector organizations from ASEAN.

Ms Margaret Heng, Executive Director of SHA, is a board member of ASEANTA.



SHA Hotel Members

- 30 Bencoolen
- Aloft Singapore Novena (formerly known as “Ramada and Days Hotels by Wyndnam Singapore at Zhongshan Park”)
- Amara Sanctuary Resort Sentosa
- Amara Singapore
- AMOY Hotel
- Andaz Singapore
- Ann Siang House
- Aqueen Hotel Balestier
- Artyzen Singapore
- Ascott Orchard Singapore
- Ascott Raffles Place Singapore
- Capella Hotel, Singapore
- Capri by Fraser Changi City, Singapore
- Capri by Fraser China Square, Singapore
- Carlton City Hotel Singapore
- Carlton Hotel Singapore
- Citadines Connect City Centre
- Citadines Rochor Singapore
- COMO Metropolitan Singapore
- Concorde Hotel Singapore
- Conrad Centennial Singapore
- Conrad Singapore Orchard
- Copthorne King’s Hotel Singapore
- Courtyard by Marriott Singapore Novena
- Crowne Plaza Changi Airport
- Dao by Dorsett AMTD Singapore
- Dorsett Singapore
- D’Hotel Singapore
- Dusit Thani Laguna Singapore
- Fairmont Singapore
- five/6 Hotel Splendour
- Four Points by Sheraton Singapore, Riverview
- Four Seasons Hotel Singapore
- Furama City Centre Singapore
- Furama RiverFront Singapore
- Genting Hotel Jurong
- Goodwood Park Hotel
- Grand Copthorne Waterfront Hotel Singapore
- Grand Hyatt Singapore
- Grand Mercure Singapore Roxy
- Grand Park City Hall
- Hilton Garden Inn Singapore Serangoon
- Hilton Singapore Orchard
- Holiday Inn Express & Suites Singapore Novena
- Holiday Inn Express Singapore Clarke Quay
- Holiday Inn Express Singapore Katong
- Holiday Inn Express Singapore Orchard Road
- Holiday Inn Express Singapore Serangoon
- Holiday Inn Singapore Atrium
- Holiday Inn Singapore Little India
- Holiday Inn Singapore Orchard City Centre
- Hotel 81 (Dickson)
- Hotel Bencoolen Singapore
- Hotel Chancellor @ Orchard
- Hotel Faber Park Singapore – Handwritten Collection
- Hotel Fort Canning Singapore
- Hotel G Singapore
- Hotel Grand Central Singapore
- Hotel Grand Pacific
- Hotel Indigo Singapore Katong
- Hotel Mi Bencoolen
- Hotel Miramar Singapore
- Hotel Royal
- Hotel Royal @ Queens
- Hotel Soloha
- Hotel Telegraph
- Hotel Traveltine
- ibis budget Singapore Ruby
- ibis budget Singapore Sapphire
- ibis Singapore Novena
- ibis Singapore on Bencoolen
- ibis Styles Singapore Albert
- InterContinental Singapore
- InterContinental Singapore Robertson Quay
- Jayleen 1918 Hotel
- JEN Singapore Orchardgateway by Shangri-La
- JEN Singapore Tanglin by Shangri-La
- Ji Hotel Orchard Singapore
- JW Marriott Singapore South Beach
- KēSa House
- Link Hotel Singapore
- Lloyd’s Inn
- lyf Funan Singapore
- M Hotel Singapore
- M Social Singapore
- Mandarin Oriental, Singapore
- Marina Bay Sands
- Mercure Singapore Bugis
- Mercure Singapore on Stevens
- Momentus Hotel Alexandra
- Mondrian Singapore Duxton
- Naumi Hotel
- Nostalgia Hotel
- Novotel Singapore on Kitchener (formerly known as “PARKROYAL on Kitchener Road”)
- Novotel Singapore on Stevens
- Oasia Hotel Downtown, Singapore
- Oasia Hotel Novena
- Oasia Resort Sentosa
- One Farrer Hotel
- One°15 Marina Club
- Orchard Hotel Singapore
- Orchard Rendezvous Hotel, Singapore
- Pan Pacific Orchard
- Pan Pacific Serviced Suites Beach Road
- Pan Pacific Singapore
- Paradox Singapore Merchant Court at Clarke Quay
- Park Avenue Changi
- Park Avenue Rochester
- Park Regis Singapore
- PARKROYAL COLLECTION Marina Bay, Singapore
- PARKROYAL COLLECTION Pickering, Singapore
- PARKROYAL on Beach Road
- Peninsula Excelsior Singapore, A Wyndnam Hotel
- Perak Hotel

- Pullman Singapore Hill Street
- Pullman Singapore Orchard
- Raffles Hotel, Singapore
- RELC International Hotel
- Rendezvous Hotel Singapore
- Resorts World at Sentosa – Crockfords Tower
- Resorts World at Sentosa – Equarius Hotel
- Resorts World at Sentosa – Equarius Villas
- Resorts World at Sentosa – Hard Rock Hotel
- Resorts World at Sentosa – Hotel Michael
- Resorts World at Sentosa – Hotel Ora (formerly known as “Festive Hotel”)
- Royal Plaza on Scotts
- Shangri-La Singapore
- Shangri-La Rasa Sentosa, Singapore
- Sheraton Towers Singapore
- Singapore Marriott Tang Plaza Hotel
- Sofitel Singapore City Centre
- Sofitel Singapore Sentosa Resort & Spa
- South East Asia Hotel
- Studio M Hotel
- Swissôtel The Stamford
- Tai Hoe Hotel
- The Barracks Hotel Sentosa
- The Capitol Kempinski Hotel Singapore
- The Clan Hotel
- The Fullerton Bay Hotel Singapore
- The Fullerton Hotel Singapore
- The Outpost Hotel Sentosa, Singapore
- The Quincy Hotel
- The Ritz-Carlton, Millenia Singapore
- The Robertson House by The Crest Collection
- The Scarlet Hotel
- The Seacare Hotel Singapore
- The Singapore EDITION
- The St. Regis Singapore
- The Warehouse Hotel
- The Westin Singapore
- V Hotel Bencoolen
- Vibe Hotel Singapore Orchard
- Village Hotel Albert Court
- Village Hotel Bugis
- Village Hotel Changi
- Village Hotel Katong
- Village Hotel Sentosa
- voco Orchard Singapore
- W Singapore – Sentosa Cove
- Wanderlust
- York Hotel
- YOTEL Singapore Orchard Road
- YOTELAir Singapore Changi Airport

SHA Associate Members


- 365Robot Pte Ltd
- A Life By Design Holdings Pte Ltd
- AAPC Singapore Pte Ltd
- AirHost Pte Ltd

- Amglow Water Systems Pte Ltd
- Asiapay Payment Service Pte Ltd
- Assimilated Technologies (S) Pte Ltd
- Aston Food & Beverage Specialities Pte Ltd
- Automation Robotics Technology Pte Ltd
- Bespokedining Club Pte Ltd
- Blue Pin Pte Ltd
- BreadTalk Group Pte Ltd
- Certis Cisco Security Pte Ltd
- Chef Works Pte Ltd
- Constellar Venues Ventures Pte Ltd
- Cure Restaurant Pte Ltd
- Diverse Supply Chain (SG) Pte Ltd
- Ecolab Pte Ltd
- Elomart Pte Ltd
- Givex Singapore Pte Ltd
- Go Power Trading Pte Ltd
- Greenview Hospitality Pte Ltd
- GSME (S) Pte Ltd
- Hilton International Asia Pacific Pte Ltd
- Himawari Pte Ltd
- Horwath HTL
- Hospitality Resource Solutions Pte Ltd
- HPL Hotels & Resorts
- Hub OS Asia Pte Ltd
- Idea Ecosystems Pte Ltd
- Institute of Technical Education
- InterContinental Hotels Group (Asia Pacific) Pte Ltd
- Interlock Security and Investigation Services Pte Ltd
- Jones Lang Laselle Property Consultants Pte Ltd
- Keppel EaaS Pte Ltd
- Knowcross Pte Ltd
- Les Amis Holdings Pte Ltd
- Lockton Companies (Singapore) Pte Ltd
- M1 Net Ltd
- Members Only Hospitality Pte Ltd
- Mireia Pte Ltd
- MK Electric (Singapore) Pte Ltd
- Mop Squad Pte Ltd
- Nanyang Polytechnic
- National Service Resort & Country Club
- NEC Asia Pacific Pte Ltd
- Nextbeat Singapore Pte Ltd
- NTUC Club
- QUE Restaurants Pte Ltd
- Primewyn Management & Services Pte Ltd
- Puricare Pte Ltd
- Republic of Singapore Yacht Club
- Rheem Manufacturing Company (Singapore) Pte Ltd
- Rigel Technology (S) Pte Ltd
- Robocore Technology Pte Ltd
- Royal Kings Consultancy Pte Ltd
- RSM Chio Lim LLP
- SAF Warrant Officers and Specialist Club, The
- Salto Systems Pte Ltd
- SAS Institute Pte Ltd
- SATS Ltd
- Shatec Institutes Pte Ltd

- Sia Huat Pte Ltd
- Simmons (South East Asia) Pte Ltd
- Singapore Ale Pte Ltd
- Singapore Cricket Club
- Singapore Exhibition Services Pte Ltd
- Singapore Institute of Technology
- Singapore Lifeguard Federation Pte Ltd
- Singapore Recreation Club
- Singapore Telecommunications Ltd
- Softbank Robotics Singapore Pte Ltd
- Sommerville Singapore Pte Ltd
- Starhub Ltd
- Starwood Asia Pacific Hotels & Resorts P L
- STR Global Singapore Pte Ltd
- Swisspro Pte Ltd
- The American Club
- The British Club
- The Mill International Pte Ltd
- The Singapore Island Country Club
- The Tanglin Club
- TSA Training Services Pte Ltd
- Tuan Sing Holdings Limited
- Tung Lok Millennium Pte Ltd
- Unilever Singapore Pte Limited
- WeWatch Pte Ltd
- Young Women's Christian Association of Singapore



 9 Jurong Town Hall Road,
#02-05 Trade Association Hub,
Singapore 609431

 +65 6517 9510

 secretariat@sha.org.sg