



SINGAPORE HOTEL ASSOCIATION

Jan-Apr Issue 2018
MCI(P)020/02/2018

SHA UPDATE



SHA INAUGURAL GOLF TOURNAMENT 2018



- + YOUR SAY on Social Media Engagement in the Hotel Industry
- + SHA Welcomes New Members
- + SHA Welcomes New General Managers

Introducing the new ONE Platform which combines all existing services with the following up-coming releases for 2018



FastConnect

Going beyond traditional HSIA, FastConnect is a one-stop platform for advanced internet access with a rich array of features including social media integration, real-time guest engagement tools and many more

Key Features

- Social WiFi hotspot
- One Click / Social Media Login
- Customisable Captive Portal
- Bandwidth Management
- WiFi Analytics
- Cloud Managed

eCheck-In

Reduce waiting times, eliminate paper processing and enable your staff to serve your guests more efficiently with a new digitized method of checking in

Key Features

- VIP / Self Check-in Modes
- Passport Scanning
- Facial Recognition
- Credit Card Swipe
- Fast Check Out
- Mobile Key



GuestCast

Create the ultimate entertainment solution and add unlimited content possibilities by enabling your guests to stream their own content to the in-room TVs

Key Features

- Wireless Streaming / Mirroring
- Android & iOS devices
- BYOD
- Plug & Play
- Cloud Managed

Pal-RMS

Enhance the guest experience and increase their comfort and convenience with wireless automation controls while effectively minimizing energy wastage

Key Features

- Internet of Things
- Lights, Temperature, Curtains
- Energy Management
- Occupancy Detection
- Cloud Managed



CONTENTS



4



15



14



17



18

SHA NEWS

- 4** SHA Inaugural Golf Tournament 2018
- 7** Your Say on Social Media Engagement in the Hotel Industry
- 9** SHA Welcomes New Ordinary Members
- 11** SHA Welcomes New Associate Members
- 12** SHA Welcomes New General Managers
- 14** Industry Update and Networking Session for General Managers
HR Seminar on Disability Inclusive Hiring

SHATEC NEWS

- 15** Launch of Strategic Skills Series Programmes @ SHATEC
- 16** SHATEC @ Gulfood 2018, Dubai
Okinawa Study Trip 2018
- 17** Spotlight: Alex Yang

HOTEL CIRCUIT

- 18** Conrad Centennial Singapore Unveils Rejuvenated Guest Rooms and a Brand New Junior Ballroom
- 19** Debut of an e-Compendium Tablet is One of Many Digital Initiatives Building a "Smart Fullerton" at the Fullerton Heritage



16

Jan-Apr Issue 2018
MCI(P)020/02/2018

Chief Editor

Ms Margaret Heng

Writers

Ms Li Shaoting
Ms Shrestha Sook Yean
Ms Charmaine Thiang

Published by

Singapore Hotel Association

Design & Printed by

Colorcom Graphics Pte Ltd

Email

secretariat@sha.org.sg

Website

www.sha.org.sg

Address

17 Cantonment Road,
Singapore 089740



SINGAPORE HOTEL ASSOCIATION

SHA Update is the official publication of the Singapore Hotel Association and copies of SHA Update are not for sale. No part of this publication may be reproduced in any form or by any means without the written permission of the publisher. The views and opinions expressed are those of the authors and do not necessarily reflect those of the publisher.



SHA Inaugural Golf Tournament 2018

The SHA launched its Inaugural Golf Tournament at the Orchid Country Club, Aranda and Vanda 18-Hole Golf Course on 28 March 2018 with then Minister for Manpower, Mr Lim Swee Say as the Guest-of-Honour.



With the generous support from the industry, the debut edition saw participation from more than 100 hospitality stakeholders coming together to network over a fun-filled game of golf and also to raise some funds for needy students studying at SHATEC, the training arm of SHA.

The novelty games created much excitement for the golfers, especially the hole-in-one challenge in which the prize was a Mercedes-Benz GLA 180 sponsored by Daimler South East Asia Pte Ltd (Mercedes-Benz Singapore).

Despite the heavy thunderstorm in the late afternoon, the event ended on a high note with a networking dinner and great singing from emcee Mr Alfred George. Additionally, there were also fantastic lucky draw prizes with the top

prize being a trip for 2 (Irish Highlights with economy air passage) sponsored by TRAFALGAR.

Congratulations to the winners of the Tournament:

Champion	Dato Sri Chong
1st Runner-Up	Mr Tan Teck Lee
2nd Runner-Up	Mr Jeffrey Wong
Nearest the Pin (Aranda Hole 6)	Mr Karl Muir
Nearest the Pin (Vanda Hole 4)	Mr Eric Lai
Nearest the Pin (Vanda Hole 1)	Mr Khoo Peck Khoon
Longest Drive (Aranda Hole 7)	Mr Jeffrey Wong



Hole-In-One Sponsor

- Daimler South East Asia Pte Ltd (Mercedes-Benz Singapore)

Partner Sponsors

- California Laundry Pte Ltd
- Frasers Hospitality Trust
- Hotel Fort Canning
- Hotel Royal Limited
- Lee Bin Hong Pigs Supplier Pte Ltd
- Lim Sin Hoa (Mr)
- Pacific Sorby Pte Ltd
- Skytech Engineering Pte. Ltd.
- The Fullerton Hotel Singapore
- TungLok Group
- TY Enterprise Pte Ltd
- Unlisted Collection
- Vismark Food Industries Pte Ltd

Supporting Sponsors

- Coca-Cola Singapore Beverages Pte Ltd
- Pacific Beverages Pte Ltd
- Pernod Ricard Singapore Pte Ltd
- SunMoon Distribution & Trading Pte. Ltd.

Dinner Co-Sponsors

- ACCOR Hotels
- Millennium Hotels & Resorts
- EzyProcure

Lucky Draw Sponsors

- Andaz Singapore
- Aqua-Terra Oilfield Equipment & Services Pte Ltd
- Carlton City Hotel Singapore
- Concorde Hotel Singapore
- Elite Staff Management Pte Ltd
- Four Seasons Hotel Singapore
- Furama City Centre, Singapore
- Furama RiverFront, Singapore
- Golf Leisure
- Grand Hyatt Singapore
- Grand Park Orchard
- Hee Lai Ton Food Trading
- Hilton Garden Inn Singapore Serangoon
- Holiday Inn Express Singapore Clarke Quay
- Indoguna (S) Pte Ltd

- JW Marriott Hotel Singapore South Beach
- Marina Mandarin Singapore
- Montreux Patisserie Pte Ltd
- Novotel Singapore on Stevens
- Mercure Singapore on Stevens
- Orchard Hotel Singapore
- Orchid Country Club
- Pacific Beverages Pte Ltd
- Park Hotel Alexandra
- Park Hotel Clarke Quay
- Park Hotel Farrer Park
- SunMoon Distribution & Trading Pte. Ltd.
- The Scarlet Hotel Singapore
- The Seacare Hotel
- TRAFALGAR





E 200 - Fuel consumption: 6.3-6.6 l/100 km; VES band: B,
E 250 - Fuel consumption: 6.6 l/100 km; VES band: B,
E 300 - Fuel consumption: 6.9 l/100 km; VES band: B.

The E-Class. Masterpiece of Intelligence.

Logic vs Emotion: One car prevails. Your heart will admire its astutely sculpted elegance – a seamless weave of classic proportions and a sporty stance. Your head will acknowledge its breakthrough innovations – from MULTIBEAM LED headlamps that rapidly adapt to any road situation to PRE-SAFE® Sound that intelligently minimises the risk of hearing damage in the event of an accident. Both will come to an agreement as you take the wheel and experience a car with an intuition to impress. www.mercedes-benz.com.sg

Mercedes-Benz
The best or nothing.



YOUR SAY

on Social Media Engagement in the Hotel Industry

For this issue, SHA Update invited members to share their views on how hotels engage guests through social media.



Mr Steven Tang
General Manager
Capri by Fraser, Changi City / Singapore

The Capri by Fraser brand was launched in 2012 to cater to the digitally driven generation because we identified that technology was going to have a huge impact on the hospitality industry and guest experiences. Fast forward to today, technology remains at the core of our brand and social media is a very powerful tool for us to engage consumers.

For example, with the option to write reviews and comments on Facebook, guests can instantly send their feedback or compliments directly to our page via their smartphones. They can also easily share any interesting information that they enjoyed on our page with their friends through the click of a button. Since word-of-mouth recommendations are valuable, their comments and shares help to promote our property positively and build trust and confidence in our brand, which in turn will encourage others to choose us for their future hotel stays.

However, social media is a double-edged sword. We need to be prepared for negative feedback that can affect opinions of our establishment. It is useful to have processes in place to investigate complaints and gain a detailed understanding of the situation. Service recovery is thus a key component of our social media efforts.

As such, social media cuts across the entire marketing communications function, impacting everything from public relations to advertising. In response, we have also shifted more of our marketing focus to social media instead of traditional media in recent years. We are now actively engaging our customers on Facebook, Instagram, Twitter, LinkedIn and WeChat.

However, while social media gives companies the opportunity to target their audience more specifically through their internet surfing habits and browsing history, it has gotten harder for brands to stand out in an increasingly crowded advertising marketplace. Users have grown accustomed to advertisements and are able to block them out with third-party software. We are therefore exploring how we can maximise our outreach through different advertising channels.



Ms Vathsala Subramaniam
General Manager,
Hotel Jen Tanglin Singapore

Hospitality is all about being a good host and that experience begins even before a guest makes a booking with the hotel. Compared to the traditional means of marketing, social media is the way to go to interact with a wide audience on our product and service. At Hotel Jen Tanglin Singapore, we seize this as the best way to put ourselves out there and

communicate what we want in a most friendly way, as if we are personally inviting them to give us a try over any service they are interested from us.

The popular and trendy use of social media platforms such as Facebook, Instagram, Google+ to name a few, is really an asset for us as it's a very effective communication and marketing

tool; allowing sharing of experiences from user and viewer in real-time. The comments and ratings from others will influence guests to form a perception of the hotel even before their stay. And this can catapult to a wider landscape, reaching a wider market.

Social media has become a power to reckon with as it is instantaneous, easy-to-use and the user can manipulate how to use it, when to use it, how much to use, where to focus (target market, audience, etc). The user has the ultimate choice which saves time and money. It has become the handy-marketing tool to sell and buy product, services and lifestyles; to build awareness, to build brand and reputation and above all, connecting people both the known and the unknown.

My personal assessment is that social media has done wonders for people doing business, especially in the hospitality industry; a simple posting can spiral and link us to the world. How we optimize it, is the key to success.



Mr Tarun Kalra
General Manager,
The Warehouse Hotel

Social media forms a core part of our marketing efforts at The Warehouse Hotel.

In this day and age, social media helps our hotel connect with potential consumers and the community in an interactive

and engaging way. Two-way communication can be established with little effort and is further enhanced by a strong focused social media strategy.

Besides helping cement a long-term relationship with any individual, social media also enables the property to have a wider audience reach. It is real-time and instant, which increases efficiency, engagement and purpose. It has also helps yield measurable data and accountability across all the different fields that assist us to elevate experiences.



Mr Krister Svensson
General Manager,
W Singapore - Sentosa Cove

W Singapore – Sentosa Cove has maintained a strong social media presence since we opened five years ago. Being in the hospitality industry, guest interaction is of utmost importance and thus our social media strategy focuses largely on engagement.

On a weekly basis, we utilize a social media engagement tool called HYP3R, which allows us to not only monitor guests' postings around our hotel vicinity but also engages with them through likes and comments. Our engagements vary from user-generated content (UGC) requests to light-hearted comments such as asking how their stay is or wishing them if they're celebrating their birthday or anniversary with us. Through the use of HYP3R, we can initiate WOW moments,

such as surprising them with a birthday cake or if they are facing a negative experience, we can activate service recovery. The UGC requested from our guests are usually reposted on our Instagram account as we aim to provide our followers with more lifestyle content that they can relate to. We have noticed that such posts tend to receive a higher engagement as compared to promotional posts.

With the prevalence of social media, we receive collaboration requests from travel bloggers around the world who have seen our hotel on their social feeds. In exchange for their stay, these social influencer will create beautiful content ranging from lifestyle photos and videos to drone shots of the property. Apart from utilizing their content on our social media platforms, the posts on their personal accounts help to further generate awareness of our hotel to their followers. Some successful collaborations we've had in the past year include Mike Chen (@haveadumpling) and Chris Fynnes (@wethefoodsnobs).



GRID's VoicePing Push-To-Talk Application Increase Productivity with Cost Effectiveness Enjoy as low as \$15.00 a month!

Our solution integrates with reliable carrier-deployed networks or WiFi to provide the widest coverage area.



Neffos X1 | **Neffos X1 Max**
RRP \$218* | RRP \$268*

*RRPs exclude 7% GST



Instant PTT communication for single/group users



One to one personal calls



Island-wide communications capability



Group voice calls



Send/receive photos, voice recordings and text messaging



Instant user configuration when required

Contact us now to find out more about our VoicePing solution!



+65 6486 8777



enquiry@grid.net.sg



www.grid.net.sg

SHA Welcomes New Ordinary Members

five/6 Hotel Splendour

five/6 Hotel Splendour is a luxurious hotel in the illustrious area of Geylang. This particular road - Lorong 6 Geylang is on the city fringe close to the City Centre (Orchard), Central Business District (Shenton Way) and Marina Bay Sands. The area surrounding Hotel Splendour, Geylang, is popular amongst locals & tourist for the diverse & delicious food scene, architecture (Lorong 24A Shophouse Series), and temples. Diagonally opposite is Singapore Sports Hub - the most expensive stadium in the world. Hotel Splendour's spacious rooms are one of the largest when compared to similarly priced three star property.

The hotel's vision is to transform the impression of this area in Geylang by offering high end rooms, stylish design and attentive service. 10 different room designs are offered over 3 rooms



categories. But no matter the category of the room, the hotel has invested in quality beddings for our guests in search for a good night's sleep, high-end Serta mattresses, complete with soft 380 thread count sheets and plush

pillows. Premium TV channels, fast fibre WiFi, complimentary minibar, full amenity kit, weighing scale, hairdryer and in-room safe are all standard across all rooms.

Novotel Singapore on Stevens and Mercure Singapore on Stevens

AccorHotels announces the launch of Singapore's newest integrated lifestyle hub with the opening of Novotel Singapore on Stevens and Mercure Singapore on Stevens. Developed by Oxley Holdings Limited, the complex features 772 guest rooms, 14 dining outlets, two outdoor pools, a tennis court and a function space that can accommodate more than 500 guests.

Strategically located at the edge of Orchard Road, the two hotels offer guests an integrated range of gastronomy, health, fitness and lifestyle options in the precinct close to the city's best shopping and entertainment, conveniently accessible via the hotel's shuttle service.

Featuring 254 guest rooms, Novotel Singapore on Stevens offers three dining outlets: L'Apéritif Tapas Bar serving signature cocktails and European and Asian tapas; Food Exchange featuring Thai, Indian, European and Singaporean cuisine;



and for a refreshing cocktail by the pool, head to the Novotel Infinity Pool. Infused with local design and inspiration, the 518-room Mercure Singapore on Stevens features a gourmet café, Fudebar, which serves superfoods including a healthy choice of salads, sandwiches and artisanal

coffees, while Winestone restaurant offers Mediterranean food and a wide range of signature wines from around the world.

The complex also features a series of pods housing an additional 9 dining outlets offering local and international cuisines from around the world.

Sofitel Singapore City Centre

Sofitel Singapore City Centre officially opened its doors in October 2017 and is the AccorHotels group's landmark 800th property in Asia Pacific. Nestled amidst historic shop houses and towering skyscrapers, the 223-room luxury hotel is elegantly designed, reflecting Singapore's rich cultural heritage with undeniable French flair.

The hotel's interiors elegantly juxtapose vibrant rose gold accents with striking design features and botanical motifs, inspired by the sublime geometry of a traditional jardin à la française and the rich green spaces of Singapore, also known as the Garden City.

Guests may choose from 223 well-appointed rooms and suites featuring floor to ceiling windows; complimentary minibars serviced by the hotel's very own droid butler – Sophie The Robot; Sofitel's luxurious MyBed; a Handy Phone which provides access to free local and



international calls to 10 countries and wifi on the go; Smart TVs and Bose Sound systems; large soaking tubs with separate rain showers and luxurious Lanvin or Hermes amenities.

Sofitel Singapore City Centre offers several dining outlets including

Racines, helmed by award-winning Executive Chef Jean-Charles Dubois, which will offer both French and Chinese cuisines prepared by two distinct culinary brigades across four open kitchens for a truly interactive culinary experience.

YOTEL Singapore Orchard Road

Located in the heart of Orchard Road, YOTEL Singapore promises a brilliant experience for travellers with their wide range of cabin types to suit every budget and every occasion.

Inspired by the glamour of first class airline travel, YOTEL combines the essential elements of luxury hotels into smartly-designed spaces. YOTEL provides a seamless and intuitive guest experience by giving guests what they need and nothing they don't.

All cabins include YOTEL's signature adjustable SmartBed™ featuring Serta Gel mattresses for optimum comfort, rejuvenating rain showers, and a 'Technowall' with relaxing mood lighting.



SHA Welcomes New Associate Members

Horwath HTL

At Horwath HTL, our focus is one hundred percent on hotel, tourism and leisure consulting. Our services cover every aspect of hotel real estate, tourism and leisure development.

Our clients choose us because we have earned a reputation for impartial advice that will often mean the difference between failure and success.

Each project we help is different, so we need all of the experience we have gained over our 100-year history.

We are a global Brand with 45 offices, who have successfully carried out over 20,000 assignments for private and public clients.

We are part of the Crowe Horwath network, a top 10 accounting and financial services network. We are the number one choice for companies and financial institutions looking to invest and develop in the industry.

We are Horwath HTL, the global leader in hotel, tourism and leisure consulting.

STR

STR is the source for premium global data benchmarking, analytics and marketplace insights. We provide data that is confidential, reliable, accurate and actionable, and our comprehensive reports empower our clients to strategize and compete within their markets.

Founded in 1985, STR's presence has expanded from the corporate North American headquarters in Hendersonville, Tennessee to 15 countries, including an Asia Pacific headquarters in Singapore.

The cornerstone of our business from the start has been the hotel industry. Today, we receive data from more than 59,000 hotels across 180 countries, leveraging our experience as the leader in competitive benchmarking and analytics for the sector. STR's vision for the future is to be a trusted advisor, partner and innovator for any global industry that relies on data.

Today, our range of products includes data-driven solutions, daily and historic analytics, unrivalled market insights - all to help our clients make better business decisions via our accuracy and confidentiality.

SHA Welcomes New General Managers



Mr Bruno Cristol

*General Manager
Crowne Plaza Changi Airport*

Crowne Plaza Changi Airport announces the appointment of Mr Bruno Cristol as General Manager of Crowne Plaza Changi Airport.

A hotel veteran, Mr Bruno Cristol has spent his last 20 years in the Asia Pacific region working in Australia, Hong Kong, Malaysia and Philippines, and has vast experience in opening, renovating and repositioning upscale and luxury properties.

During his career, Mr Cristol has had experience with various hotel groups, including IHG,

having been Director of Food & Beverage at InterContinental Carlton Cannes. Prior to his move to Singapore, Mr Cristol was the General Manager of Dusit Thani Manila and worked with Hyatt Hotels, Ritz-Carlton and Shangri-La Hotels and Resorts for more than a decade.

With great enthusiasm and his strength of experience specifically in the Asia Pacific, Mr Cristol will continue to drive performance at Crowne Plaza Changi Airport and lead the world's best airport hotel to greater heights.



Mr Felix Yeo

*General Manager
Four Points by Sheraton
Singapore, Riverview*

Mr Felix Yeo has over 30 years of expertise and proven track records in all hospitality areas with prestigious international hotel groups, such as AccorHotels, Banyan Tree, COMO, Hilton, InterContinental and Pan Pacific.

With a dynamic and successful background in managing economy, mid-range and luxury hotels in China, Hong Kong, Malaysia, Maldives and Singapore, Mr Yeo brings a versatile approach and experience in adapting changes

and ideas to drive growth in highly competitive and mature markets.

A Singaporean by nationality, Mr Felix Yeo is a member of Chartered Institute of Marketing UK and has a Master's Degree in Hospitality from Glion Institute of Higher Education in Switzerland. His hobbies are squash, running, golfing and swimming. He is also an avid PADI Master scuba diver with over 500 dives and holds a black belt in Aikido.



Mr Kevin Bossino

*General Manager
Novotel and Mercure
Singapore on Stevens*

Mr Kevin Bossino is the Vice President of Operations for all AccorHotels Midscale and Economy Hotels in Singapore and the General Manager of the Novotel Singapore on Stevens and Mercure Singapore on Stevens.

Mr Bossino comes with over 30 years of experience in the hospitality industry. His experience includes opening various Century International Hotels in Hong Kong, Indonesia, Vietnam, and the Philippines. He has also worked in a variety of iconic hotels around the world including The Rock Hotel in Gibraltar,

the Bauer Hotel in Venice, The Connaught in London, The Savoy, London Hotel, La Manga Club Resort, Spain and Grand Hyatt Hong Kong.

In 2005, Mr Bossino moved to Singapore, where he led the Grand Mercure Roxy and Novotel Singapore Clarke Quay as Area General Manager. Thereafter, in 2015, he was appointed as the Vice President of Operations, Food & Beverage Standards, and Luxury and Upscale brands in Asia Pacific for AccorHotels Asia Pacific.



Ms Jeane Lim

*General Manager
PARKROYAL on Pickering*

Pan Pacific Hotels Group is pleased to announce the appointment of Ms Jeane Lim as General Manager of PARKROYAL on Pickering.

With a career spanning 30 years, Ms Jeane Lim is a leading industry professional with extensive experience in Singapore's hospitality sector. Ms Lim spent 18 years at Grand Hyatt Singapore, where she accumulated experience in Guest Services, Business Development, and Sales.

In her 12 years at Millennium Hotels & Resorts, Ms Lim was the Director of Sales & Marketing

for six years at Copthorne King's Hotel before being promoted to General Manager, a role which she assumed after six months as Executive Assistant Manager. She then took up the role of Vice-President Global Sales, Asia at Millennium Hotels & Resorts' Corporate Office, where she set up the company's first global sales office in Singapore and managed its sales offices in Taiwan, Hong Kong and China. Ms Lim was most recently the General Manager of Destination Singapore Beach Road.



Mr Bipan Kapur
General Manager
Shangri-La Hotel, Singapore

Shangri-La Hotels and Resorts has appointed Mr Bipan Kapur as General Manager of Shangri-La Hotel, Singapore.

In his new role, Mr. Kapur is responsible for the success of the group's first Shangri-La hotel comprising 792 guestrooms and suites in three distinctive wings set amidst 15 acres of tropical gardens. Mr Kapur also oversees Shangri-La Apartments and Shangri-La Residences.

Mr Bipan Kapur joins this flagship hotel with more than three decades of hospitality management experience across an extensive portfolio of hotel brands in Asia; most recently

at the Westin Resort Nusa Dua Bali and the Bali International Convention Centre (BICC), where he was Managing Director since 2008.

During his extensive career, Mr. Kapur garnered multiple accolades for implementing value-added strategies to achieve each hotel's performance. He commenced his illustrious hospitality career in 1982 with the Oberoi Group, followed by a stint at The Sheraton Mirage in the Gold Coast, and as General Manager of multiple hotels in diverse locations throughout Australia, Brunei, China, India, Indonesia, Malaysia and the Middle East, under the Sheraton and Westin brands.



Mr Wouter De Graaf
General Manager
Sofitel Singapore City Centre

Born and raised in The Netherlands, Mr Wouter De Graaf has 30 years of experience in the hospitality industry and has held senior roles at various international hotels in the USA, New Zealand and Singapore.

Mr De Graaf's professional hospitality journey truly started when he enrolled for his Bachelor Degree of Business Administration in Hospitality Management at Hotelschool 'The Hague' – International Institute for Hospitality Management. This spurred his passion for the industry and he joined various hotel operational and management roles thereafter.

He is a true entrepreneur at heart owning a number of businesses over a 6-year period before returning to his first passion of hotels. Mr Wouter De Graaf first joined Accor Hotels in 2008 as a General Manager at the Sofitel Queenstown Hotel & Spa and subsequently became the Area General Manager of Sofitel New Zealand to do the takeover of now Sofitel Auckland Viaduct Harbour and to start the development of Sofitel Wellington and So Sofitel Auckland.

In May 2016, Mr De Graaf was selected to be the opening General Manager for the new flagship Sofitel Singapore City Centre and has since led the hotel from pre-opening to its successful opening today.



Mr Xavier Gonzalez
General Manager
St.Regis Singapore

The St. Regis Singapore has appointed Mr Xavi Gonzalez as the new General Manager from January 2018. With nearly 20 years of international experience in the hospitality industry and highly regarded as an outstanding leader with Marriott International, Mr Gonzalez brings a wealth of knowledge and expertise in leading multi-faceted luxury establishments.

Hailing from Barcelona, Spain, his career began in 1998 at the Hotel Arts Barcelona, a property managed by the Ritz-Carlton Hotel Company, where he undertook Food & Beverages

and Catering Sales positions. His dynamic personality and impressive leadership qualities led him to assume management roles within the group including The Ritz-Carlton Penha Longa Golf & Spa Resort, Portugal, The Ritz-Carlton Shanghai Pudong, as well as The Ritz-Carlton Jakarta, Pacific Place. He also played an instrumental role in several rebranding and launch projects including the opening of the New York EDITION, and most recently led the successful opening of The Sanya EDITION – the first EDITION property in Asia Pacific.



Mr Brendan Daly
General Manager
YOTEL Singapore

Mr Brendan Daly joined YOTEL in April 2016 to lead the pre-opening and launch activities for Orchard Road, the first YOTEL to open in Asia.

With over 25 years' experience in the hospitality industry, Mr Daly has been based in Australia and Asia throughout his career working for several respected hotel companies within the region including Starwood, Accor and Onyx Hospitality in both pre-opening and operating capacities.

Mr Daly's most recent hotel launch was the opening of Aloft Bangkok in 2012, the first for the brand in Southeast Asia. He is driven to deliver more than just financial results with a focus on building strong relationships with owners, guests and his team in order to achieve operational excellence.

Industry Update and Networking Session for General Managers

The first Industry Update and Networking Session for General Managers took place on 12 April 2018, at PBA Singapore.

In addition to an industry update session for hotel members by Ms Margaret Heng, Executive Director of SHA, attendees were also given a tour to gain more insights on robotics automation and AGV warehousing solution, as well as how these applications can be extended to hotels.

In addition to General Managers, senior management hotel representatives were also invited to this informative session.



HR Seminar on Disability Inclusive Hiring

SHA and SG Enable jointly organised a seminar on disability inclusive hiring on 25 April 2018 at the Enabling Village.

The event kicked off with a tour of the Enabling Village to allow HR practitioners to learn more about SG Enable, its facilities, programmes and design.

Following the tour, the second segment of the seminar saw the sharing of topics below:

“What is disability and business case of inclusive hiring”

by Mr Edwin Lum, Senior Executive, SG Enable

“Inclusive Hiring”

by Mr Steven Laine, Resident Manager, Pan Pacific Singapore

“Schemes and programmes for inclusive employers”

by Ms Shirin Kwek, Manager, SG Enable



It was a very insightful session for the attendees.

Launch of Strategic Skills Series Programmes @ SHATEC

SHATEC kick-started its first two programmes under the Strategic Skills Series with Customer and Social Media Engagement in Hospitality and Digital in Marketing. Participants were able to learn how to better leverage technology to engage their guests in our increasingly tech-savvy world.

“Customer and Social Media Engagement in Hospitality” was held on 1, 2, 28 February and 6 March 2018, while “Digital Marketing in Hospitality” was conducted on 22, 23, 28 February and 7 March 2018. Both programmes were conducted at the Enabling Village.

As part of the programme, participants attended a Best Practice Seminar where they gained further insights from a panel of distinguished speakers which included Mr George Cao, CEO of Dragon Trail Interactive, Mr Alex Tan, Vice President – Sales & Operations from Asia Pacific Trust You and Mr Daan Suijlen, Senior Account Manager (Travel) from Google, APAC.

Participants in this programme even had the opportunity to visit the TripAdvisor’s office and learned about ways to maximise their presence on TripAdvisor!



Mr. Alex Tan, VP Sales & Operations APAC (TrustYou HQ, Singapore) sharing insights on the importance of reviews for the hospitality industry.



Ms Joanna Johan from TripAdvisor sharing tips on how hospitality organisations can maximize their marketing strategies on TripAdvisor's platform.



Mr. Suneet Nigale, from TripAdvisor giving tips on how to better respond to feedback.

Group photo of the participants at TripAdvisor's office.



SHATEC @ Gulfood 2018, Dubai

SHATEC was engaged by Singapore Food Manufacturers' Association (SFMA) to prepare food using products from exhibiting Singapore food companies at Gulfood 2018 held in Dubai from 18 to 22 February 2018.

A pop-up café was set up to indulge visitors with authentic Asian flavours and also to showcase iconic dishes from Singapore. Chef Samson Lin and his student, Ray Ho from Diploma in Culinary Skills (DCS 717I) prepared a mouth-watering selection of iconic dishes to pamper the visitors and clients at the event.



Team SHATEC in action at Gulfood 2018

Okinawa Study Trip 2018

Students from SHATEC went on a study trip to Okinawa from 7 January to 13 January 2018. It was indeed a very good overseas learning experience for the students. They gained new perspectives through school and hotel visits, as well as hands-on activities.

Additionally, our students were proud to be able to apply their knowledge and skills which they have acquired from SHATEC to the various activities that were planned for them during the trip.



Team SHATEC arrival at Okinawa



Students learning how to make Japanese maki!



Group photo of team SHATEC and trainers after traditional Japanese snacks making session



Students learning how to make purple sweet potato tarts

Spotlight: Alex Yang

In this issue, Mr Alex Yang, Executive Assistant Manager of Mercure Singapore Bugis was invited to share with us his journey to success.

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

I have had many great takeaways from SHATEC and being taught by inspiring teachers like Ms Raihan who always have the student's interests at heart was certainly one of them. Coming from a different background and culture, SHATEC gave me opportunities to be surrounded by people who constantly encouraged me and whom I can actively learn from. All of these helped me to adapt into a new environment.

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

SHATEC has not just provided me with the foundational knowledge of hospitality training, but also served as a valuable stepping-stone to the industry by equipping me with the necessary skills and practical understanding on what to expect in a hospitality career.

Furthermore, the constant emphasis on placing people in the heart of what you do is a great message that SHATEC aims to bring across to its students. I am definitely thankful that SHATEC encourages students to have a diverse hands-on experience instead of pure "textbook style" learning which is inadequate for the working world. During my attachment, I used it to fully equip myself with the essential skills needed to perform well on the job. Within the first two months, I mastered the duties required at the front office and constantly assisted the duty manager. This provided more opportunities for me to be tasked with heavier duties that I learned greatly from.

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

What is great about the current generation is their confidence to express their ideas and their drive to get out there and seize opportunities. However, it is important to be well-prepared before taking the leap as a fast decision without a solid grounding and preparation may not lead to the best results. Always aim to strike a fine balance between being bold and being steady.



Furthermore, I believe that personal success depends equally on your own effort as well as your mentor's. In particular, I would like to recognise Ms. Tina Sim (Ex-GM of Parkroyal on Pickering) and Mr. Peter Wong (Ex-GM of Hard Rock Hotel in RWS) who were always able to bring out the best of me by challenging me to achieve nothing less than perfection in whatever I do. It is important to listen and learn from your mentor while adapting to the changing environment. Change is the only constant and with the fast changing hospitality industry landscape, you need an open and flexible mind-set to keep yourself up to date with the latest trend.

Another thing to keep in mind is the importance of understanding the organisation well. We should always align the hotel's interests with our own. I believe that anything can be achieved as long as you are not afraid to work hard. Focus on what you want to achieve, work for it and you will naturally be rewarded.

Finally, having the passion to serve lies in the heart of hospitality and we should always remember that.

Conrad Centennial Singapore Unveils Rejuvenated Guest Rooms and a Brand New Junior Ballroom

Conrad Centennial Singapore announced the completion of its rooms rejuvenation project. This refurbishment comprises the redesign of 511 guest rooms and suites, as well as the introduction of a new event space, a glass-enclosed junior ballroom – The Pavilion.

“We are committed to provide our guests with the finest service and facilities, and to do that we needed to evolve. We listened to their feedback and when the decision for a major refurbishment came, the ideas were implemented. It was befitting to undergo a major redesign to stay relevant and competitive, but most importantly, to offer our guests a rejuvenated experience”, says Mr. Heinrich Grafe, General Manager, Conrad Centennial Singapore.

Rejuvenated Rooms and Suites

To incorporate a new style of contemporary design whilst maintaining Asian touches, the hotel reached out to acclaimed interior designer, Jaya Ibrahim Design. The rejuvenated look unveils 487 guest rooms measuring 40-43 square-meters – some of the largest standard rooms in Singapore – and 24 Centennial Suites.

The new design features the use of quality natural materials throughout the room, exuding a crisp, smart and refreshed look. The luxurious atmosphere gets reinvigorated with clean lines and a soft, neutral palette of fine linens and elegant finishes. The window coverings are made of a natural jute fiber framing the views of Marina Bay and the city landscape. Details of the custom-made carpets reflect contemporary Peranakan-inspired patterns. The black-and-white prints of US-based architect and photographer, Gene



Nemeth, were commissioned by the hotel for the guest rooms. The images add a distinct character with their portrayal of Asian architecture and decorative accents, complementing the room interiors in an unexpected yet elegant fashion. To transition seamlessly from work to relaxation mode, all rooms feature movable tables and daybeds.

Technology made its mark in the renovated rooms as well. Each room comes with a 55-inch HDTV mounted on a special crushed egg shell design feature wall. When it comes to lighting a motion sensor to activate electricity in the room has also been included as an environmental conservation feature. Guests, who prefer a cozy ambience in the day, need to press a button or tug the drapes to trigger them to close automatically.

Debut of an e-Compendium Tablet is One of Many Digital Initiatives Building a “Smart Fullerton” at the Fullerton Heritage



Elevating Guest Experiences with an e-Compendium Tablet and In-room Hospitality Technologies

By doing away with printed collateral and guest letters in all 500 rooms and suites across both The Fullerton Hotel and The Fullerton Bay Hotel Singapore, guest communication is now digitalised by way of a new e-Compendium tablet, 55- to 65-inch Ultra-high Definition (UHD) resolution smart televisions with Internet Protocol Television (IPTV), and a complimentary Handy Phone service with unlimited mobile data that is placed in every guestroom.

By adopting new digital touch points like an in-room e-Compendium tablet, The Fullerton Heritage is reinventing its hospitality experience for the modern traveller who is constantly on the go, while optimising its human resource deployment. From the moment a business or leisure traveller checks into the heritage setting of The Fullerton Hotel - Singapore's 71st National Monument - or is welcomed by the waterfront surrounds of The Fullerton Bay Hotel, a “Smart Fullerton” experience awaits.

Cavaliere Giovanni Vitale, General Manager of The Fullerton Heritage commented: “We want ‘Smart Fullerton’ to deliver an increasingly seamless experience for our guests so that they have more time for both work and play during their stay. The Fullerton Hotel and The Fullerton Bay Hotel Singapore are the first hotels in Southeast Asia to launch Tapendium – a digital concierge solution hosted on an in-room tablet that places access to hotel-wide guest services right in the guest's palm.” He continued,

“ Through digitalisation, we also create more time for our service teams to deliver personalised experiences with high human touch.”

All three guest-facing solutions have instant messaging capabilities, with an additional feature on the e-Compendium that gives both hotels the flexibility to send a tailor-made message to just one guestroom, a group of rooms, or to all 500 rooms across The Fullerton Hotel and The Fullerton Bay Hotel Singapore.

Additionally with the replacement of guest letters and brochures which require months of preparation and time to print, both the hotels' staff are now able to communicate hotel updates to their guests in real-time while saving paper and deriving long-term cost savings.

Introducing the E-Compendium Tablet with digital concierge services

The e-Compendium tablet effectively replaces its printed version to provide the convenience of a digital concierge service at your fingertips. Features on the e-Compendium include an in-room dining menu that takes room service orders and intuitively recommends complementing French fries, salads or juices.

The new e-Compendium service at The Fullerton Hotels has replaced phone calls made to the hotels' Concierge for the request of hotel information and services, which translates to a gain in manpower hours that can be redeployed towards creating exceptional guest experiences in high touch service areas within both hotels.



THE SHA HOTEL MEMBERS

30 Bencoolen
 Andaz Singapore
 Amara Sanctuary Resort Sentosa
 Amara Singapore
 Amoy Hotel
 Aqueen Hotel - Balestier
 Ascott Orchard Singapore
 Ascott Raffles Place Singapore
 Bay Hotel Singapore
 Beach Hotel
 Bencoolen Hotel
 Broadway Hotel
 Capella Hotel, Singapore
 Capri by Fraser Changi City, Singapore
 Carlton City Hotel Singapore
 Carlton Hotel
 Concorde Hotel Singapore
 Conrad Centennial Singapore
 Copthorne King's Hotel Singapore
 Courtyard by Marriott Singapore Novena
 Crowne Plaza Changi Airport
 Days Hotel Singapore at Zhongshan Park
 Dorsett Singapore
 Destination Singapore Beach Road
 The Elizabeth Hotel
 Fairmont Singapore
 five/6 Hotel Splendour
 Fortuna Hotel
 Four Seasons Hotel
 Four Points by Sheraton Singapore, Riverview
 Fragrance Hotel - Ruby
 Fragrance Hotel - Sapphire
 The Fullerton Hotel
 The Fullerton Bay 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 Roxy Hotel
 Grand Park City Hall
 Grand Park Orchard
 Hangout @ Mount Emily
 Hilton Singapore
 Hilton Garden Inn Singapore Serangoon
 Holiday Inn Express Singapore Clarke Quay
 Holiday Inn Express Singapore Orchard Road
 Holiday Inn Express Singapore Katong
 Holiday Inn Singapore Atrium
 Holiday Inn Singapore Orchard City Centre
 Hotel 1929
 Hotel 81 (DICKSON)
 Hotel 81 (GEYLANG)
 Hotel 81 (STAR)
 Hotel Chancellor @ Orchard
 Hotel Clover 33 Jalan Sultan
 Hotel Fort Canning Singapore
 Hotel G Singapore
 Hotel Grand Central
 Hotel Grand Pacific
 Hotel Indigo Singapore Katong
 Hotel Jen Orchardgateway Singapore
 Hotel Jen Tanglin Singapore
 Hotel Kai
 Hotel Miramar (S) Ltd
 Hotel Re! @ Pearl's Hill
 Hotel Royal
 Hotel Royal @ Queens
 Hotel Supreme
 ibis Singapore on Bencoolen

ibis Singapore Novena
 Innotel Hotel
 Jayleen 1918 Hotel
 JW Marriott Singapore South Beach
 Klapstar Boutique Hotel
 InterContinental Singapore
 InterContinental Singapore Robertson Quay
 Link Hotel
 Lloyd's Inn
 M Hotel Singapore
 M Social Singapore
 Mandarin Orchard Singapore
 Mandarin Oriental, Singapore
 Marina Bay Sands
 Marina Mandarin Singapore
 Marrison Hotel
 Mercure Singapore Bugis
 Mercure Singapore on Stevens
 Moon 23 Hotel
 Le Meridien Singapore Sentosa
 Naumi Hotel
 Naumi Liora
 Nostalgia Hotel
 Novotel Singapore Clarke Quay
 Novotel Singapore on Stevens
 Oasia Hotel Downtown Singapore
 Oasia Hotel Novena, Singapore
 ONE°15 Marina Club
 One Farrer Hotel & Spa
 Orchard Hotel
 Orchard Parade Hotel
 Orchid Hotel
 Pan Pacific Orchard
 Pan Pacific Singapore
 Parc Sovereign Hotel - Albert St
 Park Avenue Changi
 Park Avenue Rochester
 Park Hotel Alexandra
 Park Hotel Clarke Quay
 Park Hotel Farrer Park
 Park Regis Singapore
 PARKROYAL on Beach Road
 PARKROYAL on Kitchener Road
 PARKROYAL on Pickering
 Peninsula Excelsior Hotel
 Perak Hotel
 Quality Hotel Marlow
 The Quincy Hotel
 Raffles Hotel
 Ramada Singapore at Zhongshan Park
 The Regent Singapore
 RELC International Hotel
 Rendezvous Hotel Singapore
 Resorts World at Sentosa (Beach Villas, Crockfords Tower, Equarius Hotel, Festive Hotel, Hard Rock Hotel, Hotel Michael)
 The Ritz-Carlton, Millenia Singapore
 Robertson Quay Hotel
 Royal Plaza on Scotts
 Sandpiper Hotel
 The Scarlet Hotel
 The Seacare Hotel
 Shangri-La Hotel Singapore
 Shangri-La's Rasa Sentosa Resort & Spa, Singapore
 Sheraton Towers Singapore
 Singapore Marriott Tang Plaza Hotel
 Sofitel Singapore Sentosa Resort and Spa
 SO Sofitel Singapore
 Sofitel Singapore City Centre
 South-East Asia Hotel
 The St Regis Singapore
 Studio M Hotel
 Swissotel Merchant Court, Singapore
 Swissotel The Stamford, Singapore
 V Hotel Lavender

The Vagabond Club, Singapore, A Tribute Portfolio Hotel
 Village Hotel Albert Court
 Village Hotel Bugis
 Village Hotel Changi
 Village Hotel Katong
 W Singapore Sentosa Cove
 Wanderlust Hotel
 Wangz Hotel
 The Warehouse Hotel
 The Westin Singapore
 XY Hotel Bugis
 York Hotel
 YOTEL Singapore Orchard Road

THE SHA ASSOCIATE MEMBERS

The American Club
 Auric Pacific Marketing Pte Ltd
 Aqua-Terra Oilfield Equipment & Services Pte Ltd
 Bakerzin Holdings Pte Ltd
 Batam View Beach Resort
 Bekins Commercial Installation Asia Singapore Pte Ltd
 The British Club
 Creative Eateries Pte. Ltd.
 CS Tay Foods Pte Ltd.
 Destino Gastronomic Pte Ltd
 dnata Singapore Pte Ltd
 DP Architects Pte Ltd
 Himawari Pte Ltd
 Horwath HTL
 Hospitality Resource Solutions Pte Ltd
 HPL Hotels & Resorts
 Institute of Technical Education (ITE)
 Keppel Land Hospitality Management Pte Ltd
 Nanyang Polytechnic
 National Service Resort & Country Club
 NTUC Club
 Orchid Country Club
 Oxley Thanksgiving Residence Pte Ltd
 Palvision (Singapore) Pte Ltd
 Republic of Singapore Yacht Club
 Republic Plaza City Club (S) Pte Ltd
 The SAF Warrant Officers and Specialists Club
 Sceptre Hospitality Resources Pte Ltd
 Select Group Ltd
 Sentosa Development Corporation
 Sia Huat Pte Ltd
 Simmons (Southeast Asia) Pte Ltd
 Singapore Institute of Technology
 Singapore Island Country Club
 Singapore Meritus International Hotels Pte Ltd
 Singapore Recreation Club
 Singapore Swimming Club
 Skycom Satellite Systems Pte Ltd
 Somerville (Singapore) Pte Ltd
 Starhub Ltd
 STR Global Singapore Pte Ltd
 The Tanglin Club
 Trane Distribution Pte Ltd
 TKHS Group Singapore Pte Ltd
 UBM SES
 Unilever Singapore Pte Ltd
 Wine Trade Asia Pte Ltd
 YHS (Singapore) Pte Ltd

(as at 30 Apr 2018)