

EDITORIAL TEAM

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ASEAN Green Hotel Award 2014 - Hotels' Green Efforts Recognised at Regional Level



Photo Credit: Ministry of Tourism and Culture, Malaysia

On 19 January 2014, 10 hotels from Singapore were presented with the ASEAN Green Hotel Award 2014 at an award ceremony which was held alongside the ASEAN Tourism Forum. Held at Pullman Hotel, Kuching, Sarawak, the 10 winners from Singapore received this prestigious award from Mr Lionel Yeo, Chief Executive of Singapore Tourism Board.

The biennial ASEAN Green Hotel Award recognises environmentally-friendly hotels, which have adopted good green practices in accordance to the ASEAN Green Hotel Standard. Hotels were evaluated based upon 11 criteria, such as environmental policy and action, use of environmentally friendly products, training, engagement of stakeholders in green efforts, solid waste management, energy efficiency and water efficiency.

A total of 86 hotels in the ASEAN namely, Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam were presented with this prestigious regional award.

Our heartiest congratulations to the following SHA hotel members, in alphabetical order, for receiving the ASEAN Green Hotel Award 2014:

1.	Conrad Centennial Singapore
2.	Crowne Plaza Changi Airport
3.	Furama City Centre Singapore
4.	Furama Riverfront Singapore
5.	Grand Hyatt Singapore
6.	Holiday Inn Singapore Atrium
7.	InterContinental Singapore
8.	Park Hotel Clarke Quay
9.	Swissôtel Merchant Court, Singapore
10.	Regent Singapore

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YOUR SAY: Innovative Ways to Manage the Existing Manpower Challenge

In recent years, the shortage of manpower in the hotel industry has become even more acute than ever before.

SHA Update finds out from members what are some of the innovative ways that they have put in place to manage this manpower challenge.



Mr Jagdeep Thakral

General Manager,
Holiday Inn Singapore Orchard City Centre

Some of the innovative ways that Holiday Inn Singapore Orchard City Centre has put in place to manage the manpower challenge are:

1) Increase the recruitment of Persons with Disabilities and mature workers

The Persons with Disabilities (PWDs) are one of the key human resource pillars for the hotel representing 20% of the hotel's workforce. Currently they are placed in stewarding, call centre, kitchen, housekeeping and doorman roles. Over the years, some of them have progressed in their career, moving from back of house to front of house roles. Mature workers are being recruited in the housekeeping and security departments.

2) Increase multi-tasking among team members.

We have merged our room service team with the kitchen/stewarding team as they have complementary peak hours. Also our security team members help out the concierge especially during busy periods.



Ms Angeline Tan

General Manager,
Park Hotel Clarke Quay

Park Hotel Clarke Quay manages the existing manpower challenge by investing in human capital and improving productivity through new technologies.

As human capital is key to service delivery, our people remain the key asset. We are constantly developing, grooming and caring for our people through various avenues. This benefits employees and provides them with the opportunity to enhance their work skills, while cultivating a sense of belonging.

With the establishment of the Park Hotel Group's official training and development faculty - Park Hotel Academy in 2011, our employees are constantly groomed to advance their skill sets through training and self-development opportunities. Employees are also able to assess their career options with a dedicated Career Service Centre.

We have implemented multi-skilling job schemes - Hotel Operations Specialist Team (HOST) to manage the manpower challenge. This job redesign scheme introduced in 2012 allows for the deployment of specially recruited staff across Housekeeping, Food & Beverage and Front Office on a shift rotation basis. This increases flexibility in staff deployment, optimizes limited resources and enhances operational performance. We are also increasing our recruitment channels by collaborating with hospitality schools and education institutions and have introduced a structured management development programme to develop and fast-track fresh, service-oriented graduates to assume mid management functions.

That's not all. We are leveraging advanced technologies such as passport scanners, iPads and eziMaid, new software solutions such as Triton, and enhancing the hotel's Property Management System, to maximise the productivity of our current manpower.



Mr Tony Cousens

General Manager,
Ramada and Days Hotels Singapore At Zhongshan Park

1) Build a more sustainable manpower pipeline, be proactive and work on forward looking manpower planning

2) Improve productivity and efficiency to augment business competitive advantage.

Some examples are :

- Cross deployment of our employees;

One good example will be our Masters of Experience programme (ME in short), employees are cross-deployed between departments.

- Variable and flexible manpower planning with :

i. A balance between in-house and outsourced manpower

ii. Utilization of part-timers and casuals (e.g. housewives and retirees may be interested to work for a few hours a day)

- Create awareness of our brand and as the employer of choice to attract people to join us. We have invested heavily in creating employment-specific branding in order to appeal to today's talent pool.
- Stay abreast of market situation. Benchmark, review compensation & benefits package to stay competitive.
- Stay engaged with our employees - communicate career development opportunities, learning & development roadmap, regular chat sessions.
- Create fun and encourage work-life flexibility through activities driven by our recreation club which is entirely chaired and spearheaded by associates from various departments instead of Human Resources and department heads. This ensures that feedback "from the ground" is taken into consideration when organizing events for them.



Mr Steven Long

General Manager,
Sheraton Towers Singapore Hotel

Today, the workers have many choices and great job opportunities within the tight labour market. So, what can we do to address our manpower challenges? To begin, I would like to quote Richard Branson, CEO Virgin Group: "Train the people well enough so they can leave, treat them well enough so they don't want to". And this is what Sheraton aims to do.

With the current labour market situation, one of the best strategies is to maintain a Singaporean Core and continue to retain and attract talents with the right skills set and attitude. We also need to value every worker and make our workplace more conducive for all to learn, develop and grow.

At the Sheraton, our focus is on living the brand by building "A Chain of Care". What we meant is as follows:

"If I take good care of my associates,
they take good care of the hotel,
they take good care of each other, and
they take good care of our guests,
the bottom line takes care of itself

And We Win - All Round"

All our business and people strategies stem from the principle of this "Chain of Care". We believe that in this highly competitive market, others can replicate our strategies and programmes but they can never replicate our care culture for our people - "I am Sheraton, I make the difference".

SHA Welcomes New Ordinary Members

AMOY

AMOY is the first boutique hotel in Singapore to incorporate a museum that traces the footsteps of early immigrants from China. Aptly located within Far East Square, a heritage conservation project in the heart of the Central Business District and along the original shoreline where early migrants first landed.

As part of AMOY's authentic experience, guests will enter the contemporary hotel via Fuk Tak Chi, Singapore's first street museum that was formerly a temple and the headquarters for the Hakka and Cantonese communities in the 1800s. The guest experience is further enhanced by the hotel's

intricate interior design tailored to enhance each room's unique layout. In addition to distinct blueprints, each room is emblazoned with a Chinese family name on the door, an ode to the contribution of Singapore's early migrants who lived around the area.

Guest staying at the smoke-free, 37-room hotel can enjoy the convenience and value of being in close proximity to business, leisure, and dining locations, and the Raffles Place MRT station. Apart from being in the heart of Singapore's Central Business District, the hotel is a 10-minute walk to shopping and leisure areas like Clarke Quay, Boat Quay and Chinatown.



Holiday Inn Express Singapore Clarke Quay

The new Holiday Inn Express Singapore Clarke Quay is located minutes away from the Central Business District and the trendiest riverside nightspots and dining options. Clarke Quay and Chinatown train stations offer quick access to Singapore's most popular tourist attractions, including Universal Studios, Sentosa Island, Gardens by the Bay and the world famous shopping district of Orchard Road.

Guests can relax in one of the hotel's 442 well-designed rooms with

floor-to-ceiling windows and stay productive with free high speed Wi-Fi throughout the hotel. In addition, the hotel provides guests with a free Express Start Breakfast or Grab and Go option to kick-start their day.

The award-winning green-designed hotel offers bright and airy landscaped social spaces, 24-hour access rooftop fitness room, 40m swimming pool and 2 jacuzzis overlooking Clarke Quay and Robertson Quay.



Holiday Inn Express Singapore Orchard Road

Located in the heart of the Singapore's vibrant shopping district and entertainment hub, Holiday Inn Express Singapore Orchard Road features 221 modern queen-bedded and twin-bedded rooms. Being just steps away from the MRT, guests enjoy easy accessibility to the Central Business District and the rest of Singapore.

All rooms come with complimentary Express Start Breakfast. The hotel

also offers guests a "Grab & Go" breakfast option for guests who require convenience on the go.

To ensure guests remain connected at all times, complimentary wifi is available throughout the hotel.

Other features of the hotel include a meeting room that can accommodate up to 12 persons, self-service laundry and ironing facilities and a bar counter.



Hotel Kai Singapore

Nestled in a historic location where art and culture intersect, Hotel Kai captures the quintessence of Singapore's colonial times to the present. Once home to early Hainanese immigrants from China who contributed to the development of Singapore, this pre-war shophouse has now been thoughtfully transformed into a blend of rich heritage and modern boutique Hotel which is ideal for business travellers and tourists alike.

Conveniently located in the heart of the Civic District, Hotel Kai is also

a stroll away from some of the most iconic dining destinations, offering fine dining gourmets and street-side foodies a plethora of sublime local and international cuisines. For casual and serious shoppers, a wealth of choices await at nearby Raffles City Shopping Centre and in the Bugis vicinity; both areas are easily accessible from the Hotel with just about a 10 minute walk.



Marrison Hotel

Nestled in the heart of Singapore's bustling city amidst extravagant shopping, entertainment and central business district, Marrison Hotel is a 7-storey hotel offering 96 guestrooms across 3 categories.

Welcoming their guests into the cosy and relaxing ambience of the lobby, guests are able to enjoy a restful and fuss-free stay while they explore the sunny island be it for leisure or business.

Navigating around the beautiful lion city from Marrison Hotel has never been easier with public transportations located right beside or at the very most, just a stone's throw away. With an endless array of shopping malls, restaurants and entertainment around Marrison Hotel, you will be spoilt for choice!

Promoting a greener, healthier environment, Marrison Hotel is a strictly non-smoking property.



The Westin Singapore

As Singapore's first-ever integrated hotel located within an office building, The Westin Singapore occupies levels 32 to 46 of the brand new Asia Square Tower 2 commercial development in Marina Bay, the heart of Singapore's bustling financial district. The hotel enjoys a high profile status with the highest lobby in Singapore, while providing the premium Westin experience with signature amenities and services designed to inspire balance and well-being.

Embracing the Westin brand's promise For a Better You, The

Westin Singapore offers services and facilities that leave guests feeling better than when they arrived. Located on the 32nd floor, the lobby features 11 meter tall floor-to-ceiling windows with plenty of natural light and expansive views of Marina Bay - a renewal experience for the senses.

Each of the hotel's 305 guestrooms and suites feature floor-to-ceiling windows, soothing tones and signature amenities that are designed to create an intuitive feeling of home, with all the conveniences and comfort to maintain a healthy balance of work and pleasure.



SHA Welcomes New Associate Member

Rentokil Initial Singapore Pte Ltd

Rentokil Initial operates in all major continents in Europe, North America, Asia Pacific and Africa. The organisation provides a wide range of solutions and services in over 50 countries, where the "Rentokil" and "Initial" brands represent innovation, expertise, quality service.

Some of these solutions include washroom services, pest control and facilities services. Localising the agility of the respective local companies, Rentokil Initial is focused on delivering service excellence to our customers.

SHA Welcomes New General Managers



Mr. Vernon Lee

General Manager,
Capri by Fraser, Changi City/ Singapore

Fraser Hospitality Pte Ltd (Fraser's) has appointed Mr. Vernon Lee as the new General Manager for Capri by Fraser, Changi City/ Singapore. In his new role, Mr. Lee will oversee the management and operations of Fraser's award-winning flagship hotel residence catered to e-generation travelers.

Mr. Lee joins Capri by Fraser, Changi City/ Singapore from Far East Hospitality where he was the Hotel Manager for Village Hotel Albert Court Singapore and prior to that Head of Service & Operations of the Serviced Residences division, Far East Organization.

Mr. Lee started his career in the travel and hospitality industry with Singapore Airlines where he served for nine years as a Station Manager across several key cities. These include Frankfurt, Zurich, Cairo, New York, Houston and Singapore, where he was responsible for the airline's ground operations, station budgets and local safety programmes.



Mr. Tom Meyer

Regional Vice President, FRHI Hotels & Resorts, Asia Pacific and Managing Director Fairmont Singapore & Swissotel The Stamford

Mr. Tom Meyer oversees several properties in the region and works closely with the respective hotels' general managers on strategic and financial issues in his role as regional vice president, Asia Pacific. As managing director of Fairmont Singapore and Swissotel the Stamford, he will lead the two iconic hotels which also encompass the

Raffles City Convention Centre as well as 15 award-winning restaurants and bars.

Mr Meyer has 30 years of hospitality experience, including more than two decades with InterContinental Hotels Group where he held several progressive positions including Area General Manager for the InterContinental Hotels Group in Bali, as well as Director of Operations and Area General Manager for InterContinental Dubai Festival City. Most recently, he was the Managing Director for Raffles Makati and Fairmont Makati, the company's second luxury multi-brand development in Asia Pacific.



Mr. Klaus Gottschalk

General Manager,
Grand Mercure Singapore Roxy

Mr. Klaus Gottschalk, a German National with over 35 years of hospitality industry experience has been appointed General Manager of Grand Mercure Singapore Roxy.

Mr Gottschalk commenced his career in Germany and has since worked in senior management positions in Europe, the Middle East, Australia, New Zealand, Indonesia, China and Malaysia. He joined Accor in 1994

as Deputy General Manager for the Novotel Twin Waters Resort at Australia's Sunshine Coast. He was then transferred to Indonesia first as Hotel Manager for Ibis Slipi Jakarta and later as General Manager for Ibis Jakarta Mangga Dua.

Mr Gottschalk relocated back to Asia in 2009 as the General Manager of the Pullman Shanghai Skyway followed by a transfer to Kuala Lumpur, Malaysia in 2011 where he was in charge of the pre-opening and opening of Accor's Pullman Kuala Lumpur Bangsar which opened in 2013.



Mr. Mark Winterton

Area General Manager
Holiday Inn Express Singapore Clarke Quay

Holiday Inn Express Singapore Clarke Quay appoints Mr. Mark Winterton as Area General Manager, Holiday Inn Express Singapore & Malaysia, and General Manager, Holiday Inn Express Singapore Clarke Quay in April 2013.

Mr. Winterton joins Holiday Inn Express Singapore Clarke Quay from Crowne Plaza Bangkok Lumpini Park where he has served as a General Manager and rebranded the hotel in five weeks. Prior to that, he was also the pre-opening General Manager for Crowne Plaza Changi Airport back in 2007.

Having worked for IHG for 18 years, Mr. Winterton has acquired a wealth of experience in hospitality across United Kingdom, London, Thailand and Singapore.



Mr. Najeib Kurungottu

General Manager,
Holiday Inn Express Singapore Orchard City Centre

Mr. Najeib Kurungottu brings with him a 14-year experience in the hotel industry with multiple hotel groups across the United Kingdom including IHG, Hilton and Radisson.

During his 5 years with IHG, Mr Najeib Kurungottu has been involved with various IHG re-branding and hotel opening projects including the hotel opening of Holiday Inn Express London-Heathrow Terminal 5.

He has grown as a leader having transferred from the United Kingdom to take up his new role in Singapore by successfully opening Singapore's first Holiday Inn Express Hotel.



Ms Cecilia Lim

General Manager,
M Hotel Singapore

Millennium & Copthorne International has announced the appointment of Ms Cecilia Lim as General Manager of M Hotel Singapore effective 25th February 2014. With over 18 years of hospitality experience spanning Sales & Marketing, Ms Lim brings a fresh perspective to M Hotel Singapore as General Manager.

Well versed in all aspects of hospitality management and strong ability to drive the sales and revenue team to achieve their goals, Ms Lim has contributed by playing vital roles in spearheading the Sales/Marketing and Revenue in Asia.

Before joining MCIL, Ms Lim also held operations, sales and revenue roles at CairnHill Hotel and Choice Hotel International.

SHA Welcomes New General Managers



Mr. Alvin Fernz

*Hotel Manager
Marrison Hotel*

The East Malaysian born Singapore PR brings with him a wealth of experience and knowledge in hotel operations after having served with renowned hoteliers IHG, PPHG, and the Far East Organization.

Mr. Fernz now manages both of Marrison's properties with a third 'Boutique Hotel' in the works scheduled for completion late 2015.



Mr. Gino Tan

*General Manager,
PARKROYAL on Pickering*

Pan Pacific Hotels Group is pleased to appoint Mr. Gino Tan as General Manager of PARKROYAL on Pickering in Singapore.

A seasoned hospitality professional with 20 years' experience, Mr Gino Tan has managed Millennium & Copthorne and Raffles Hotels & Resorts hotels in Singapore, London and China, consistently leading the properties

under his charge to deliver significant improvements in financial performance and higher levels of guest satisfaction.

A born and bred Singaporean, Mr Tan spent the first 15 years of his hospitality career building a strong Sales & Marketing foundation with Omni Marco Polo Hotel, Merchant Court Hotel and Raffles Hotel in Singapore, as well as Swissotel Beijing and Raffles Hotel Beijing in China.



Mr. Melvin Lim

*Area General Manager,
The Quincy Hotel, Orchard Parade Hotel and The Elizabeth Hotel*

Far East Hospitality is pleased to announce the appointment of Mr. Melvin Lim as Area General Manager, Orchard Cluster. In his new role, Mr Lim will oversee the performance of Far East Hospitality's hotels in the Orchard district including The Quincy Hotel, Orchard Parade Hotel and The Elizabeth Hotel.

Mr Lim will be working closely with the respective Hotel Managers to ensure high standards of Singapore-inspired hospitality. He will also play a critical role in driving the business and in the strategic planning of Far East Hospitality's portfolio.

Mr Lim brings with him over 20 years of experience working in the hospitality industry. Prior to joining Far East Hospitality, he was the Vice President of an international hotel group, and had held senior management positions at several international luxury hotels and serviced residences within the Asia Pacific region.



Mr. Reto Klauser

*Vice-President & General Manager,
Shangri-La Hotel Singapore*

Shangri-La Hotels and Resorts has appointed Mr. Reto K. Klauser as vice president and general manager of Shangri-La Hotel, Singapore. Mr. Klauser will also oversee Shangri-La Apartments and Shangri-La Residences.

Prior to this appointment, Mr. Klauser held a similar position at Shangri-La Hotel, Kuala Lumpur.

A Swiss national with more than 20 years of hospitality experience, Mr. Klauser has played an instrumental role in the growth of Shangri-La Hotels and Resorts in China, Malaysia, the Philippines and Singapore.

No stranger to Singapore, Mr. Klauser served as Shangri-La's Rasa Sentosa Resort's hotel manager in 2001, before he was promoted to general manager of Shangri-La's Rasa Ria Resort, Kota Kinabalu in Malaysia.

Mr. Klauser's first Shangri-La appointment was director of food and beverage at the former Portman Shangri-La, Shanghai in 1995. His tour of duty took him to Malaysia, where he was conferred the Tourism Minister's Special Award for outstanding contribution to Sabah's tourism.



Mr. Lance J Ourednik

*General Manager,
The Westin Singapore*

Mr Lance J Ourednik is the General Manager of The Westin Singapore, and in his current role he will be spearheading the operations of The Westin Singapore, a landmark for the brand's reestablishment in the market, as well as driving its post-opening phase.

Originally from New Zealand, Mr Ourednik is a veteran with over 39 years of experience in the hospitality space.

In a noteworthy career with Starwood spanning 25 years, he has held several key appointments across New Zealand, Australia, China, Malaysia, India and now Singapore. Most recently, he held the post of General Manager of The Westin Mumbai Garden City, where he led the team to launch the hotel successfully.

A keen follower of Formula One, Mr Ourednik is widely travelled and finds exploring different cultures deeply enriching.

Industry Update and Networking Session for General Managers

The first Industry Update and Networking Session for General Managers for the year 2014 took place on 4 March 2014 at Ramada Singapore at Zhongshan Park.

The session started with an interaction and industry update session by Ms Margaret Heng, Executive Director of SHA.

Directors of Human Resource from member hotels were also invited to join for the second half of the session which consisted of the following presentations :

- **Briefing on Changes to Employment Act** by Saksama Djingga, Senior Assistant Director, Workplace Policy and Strategy Division, Ministry of Manpower
- **Collaboration with Community Chest** by Jean Bristow, Associate Director, Relations & Engagement, Community Chest



SHA Annual General Meeting

The 2014 SHA Annual General Meeting was held on 25 June 2014 at Grand Hyatt Singapore.

After the Annual General Meeting, Mr Damien Little, Director of Horwath HTL shared with SHA members on the “Key Findings of the Hotel Industry Study for Financial Year 2013”. Currently into its 17th edition, this annual study is commissioned by SHA.

SHA would like to thank members for their attendance at the Annual General Meeting.



Resorts World Sentosa Crowned Champion Team at SHA Inter-Hotel Soccer League 2014

Held on 27 May 2014, the Finals saw league regulars, Conrad Centennial Singapore competing against Shangri-La's Rasa Sentosa Resort in the 3rd and 4th placing match.

This was followed by an exciting battle between Resorts World Sentosa and defending champion Marina Bay Sands for the Champion Team title.

Fans of the 32nd SHA Inter-Hotel Soccer League 2014 cheered as they waited in eager anticipation for a goal. A first after many years, the match ended in a draw after 90 minutes and proceeded into "2 x 10 minutes" extra-time.

After an intense competition, Resorts World Sentosa was crowned the Champion Team of the 32nd SHA Inter-Hotel Soccer League 2014 with a score of "1 – 0".



Results of the 32nd SHA Inter-Hotel Soccer League 2014 were as follows:

Awards	Winners 2014
The Champion Team	Resorts World Sentosa
The 1 st Runner-Up Team	Marina Bay Sands Pte Ltd
The 2 nd Runner-Up Team	Conrad Centennial Singapore
The 3 rd Runner-Up Team	Shangri-La's Rasa Sentosa Resort & Spa, Singapore
1 st /2 nd Placing "Man of the Match"	Dinie Fitri Bin Sukri (Jersey No: 6) Resorts World Sentosa
3 rd /4 th Placing "Man of the Match"	Mazlan Bin Ahmad (Jersey No: 11) Conrad Centennial Singapore



Marina Bay Sands Emerges Victorious at the SHA Inter-Hotel Athletic Meet 2014!

Cheers erupted and the beating of drums intensified as Marina Bay Sands (MBS) was crowned the Champion at 33rd SHA Inter-Hotel Athletic Meet 2014.

Perserverance and team work indeed paid off for MBS. In addition to the championship title, MBS also bagged two special awards namely, "Best Individual Performance (Men)" and "Best Team (Men)".

Held on 17 May 2014 and 14 June 2014 for the Heats and Finals of the 33rd SHA Inter-Hotel Athletic Meet 2014 respectively, this year's Meet saw a total of 17 teams competing in various track and field events at the Hougang Stadium.

Supporters remained high-spirited despite the passing shower during the Finals event as they cheered on for their team-mates and General Managers who took part in the highly anticipated 100M GM Race.

The results of the 100M GM Race were as follows:

Placing	Name	Hotel
Champion	Peter Webster	Hilton Singapore
1 st Runner-Up	Chen Chang Zheng	Link Hotel Singapore
2 nd Runner-Up	Ian Wilson	Marina Bay Sands Pte Ltd

Winners of The 33rd SHA Inter-Hotel Athletic Meet 2014

Champion Hotel	Marina Bay Sands Pte Ltd
1 st Runner-Up Hotel	Resorts World Sentosa
2 nd Runner-Up Hotel	RC Hotels (Pte) Ltd
Best Team (Men)	Marina Bay Sands Pte Ltd
Best Team (Women)	Resorts World Sentosa
Best Individual Performance (Men Athlete)	Indika Bandara Marina Bay Sands Pte Ltd
Best Individual Performance (Women Athlete)	Nur Amalina Binte Ngadia Capella Singapore

Congratulations to Mr Peter Webster, General Manager of Hilton Singapore, who won the Champion title of the 100M GM Race!



DePaul University-SHATEC Executive Development Programme (EDP)

SHATEC in collaboration with DePaul University has launched an Executive Development Programme (EDP).

Initiated by the Asia Travel Leaders Summit Working Group, the programme is targeted at travel and tourism professionals based in Singapore and the region. The programme is also supported by the Singapore Tourism Board and Workforce Development Agency (WDA).

The programme comprises four standalone modules over an eight-month period.

The duration for each module is 3.5 days, inclusive of a half-day site visit and talk by an industry leader for each module.

The first module on 'Leadership' which was conducted by Professor Thomas Maier, was held from 24 to 27 March 2014.



Group photo of participants with Professor Thomas Maier at the Leadership Workshop



Group photo of participants with Mr Michael Lynch at the Sales and Marketing workshop

The second module on 'Sales & Marketing' of the EDP which was conducted from 26 to 29 May 2014 received the participation of 21 executives from various hotels and resorts.

Facilitated by Mr. Michael Lynch, Director of Loyalty Marketing and Market Research at Lettuce Entertain You Enterprises, participants were given case studies and hands-on group activities to build their own marketing plan. The module ended with a half-day visit to the Google Singapore office.

The next two modules, "Human Resources Management – The Cultural Approach" and "Financial Acumen & Profit Maximisation" will be held from 1 to 4 September and 13 to 16 October 2014 respectively. Do sign up if you have not done so! For more information, please contact Ms Kwek Lay Keng at email: laykeng@shatec.sg, Tel: 64153508.

PAssionArts Festival 2014

The annual PAssionArts Festival was held on 25 May 2014, Sunday at Tiong Bahru Park this year. With the event focusing on culinary arts, the CET team together with a pastry trainer and a group of students set up a booth to create awareness to the residents on the various culinary and pastry programmes and workshops offered by SHATEC.

The team also conducted two types of demonstrations; mini cupcakes decoration and the art of napkin folding as hands-on activities for the attendees to participate in.



Talk by Chef Gissur Gudmundsson, President of World Association of Chefs Societies

SHATEC was honoured to welcome Chef Gissur Gudmundsson, President of World Association of Chefs Societies to our Bukit Batok campus on 7 April 2014. Upon arrival to the campus, Chef Gissur was received by Ms Margaret Heng (Chief Executive, SHATEC), Mr. Alan Lowe (Academic Director, SHATEC), Mr. Niwaz (Manager, Culinary Studies). The guests were also served welcome drinks by SHATEC's F&B students.



After the warm welcome, the team proceeded to show Chef Gissur around the campus. The visit concluded with Chef Gissur sharing his invaluable industry experience and also words of encouragement to our culinary students.

Talk by Distinguished SHATEC Alumni and Chairman of World Chefs Without Borders

On 24 April 2014, SHATEC welcomed Chef Willment Leong, Chairman of World Chefs Without Borders (part of World Association of Chefs Societies) as well as two of SHATEC's distinguished alumni, Chef Tony Khoo, Executive Chef of Marina Mandarin Hotel, Singapore and Chef Leons Tan, Corporate & Business Development Chef for the group of Sarika Connoisseur Café to our SHATEC campus.

Chef Leong, Chef Khoo and Chef Tan gave an inspiring talk on the World Chefs Without Borders Organization to four classes of culinary students at SHATEC who found the session not only interesting but beneficial as well.



Spotlight

In this issue, Mr. Kenneth Low, General Manager of Grand Park City Hall was invited to share with us his journey to success.

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

Attending SHATEC was the key to unlocking my career in the hospitality industry.

I remember very vividly the hard work and sleepless nights we had to put into our projects, trying to learn new skills, outdo each other and constantly looking for new ideas to do well to impress our lecturers (and peers). Not forgetting the personal satisfaction I gained each time I achieved that.

These unforgettable experiences formed a foundation for me as they are not so different with what we go through in our personal life and our careers.

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

SHATEC's wide training provided me with the fundamentals that I still find useful to this day, especially as a General Manager of Grand Park City Hall where my daily activities revolve around all areas of the hotel operations.

In the early stages of my career, the knowledge obtained in SHATEC enhanced my ability to absorb new skills quickly.

In other words, doing new things were not so scary and you have just that little bit more courage to go on.

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

I believe in always having an undying thirst for more knowledge, more responsibility and take more calculated risks. You really need to love what you do.

In the moments of greatest stress or low morale, your passion for what you do will help you sail through some of the most challenging hours.

The demands of the industry are much higher these days and you have to be innovative to face challenges and competition.

I would urge current SHATEC students not to think outside the box, they have to think without a box.



*Mr Kenneth Low,
General Manager, Grand Park City Hall*

SHA Hotel Members Show Support for Earth Hour 2014!

On 29 March 2014, hotels in Singapore showed their support for Earth Hour 2014 by switching off or dimming lights in the hotels for an hour to demonstrate their commitment to the planet.

Kudos to the following SHA Hotel Members for pledging their support for Earth Hour 2014:

1	Ascott Raffles Place Singapore	19	Novotel Singapore Clarke Quay
2	Carlton City Hotel Singapore	20	Orchard Hotel Singapore
3	Concorde Hotel Singapore	21	Pan Pacific Singapore
4	Conrad Centennial Singapore	22	Park Regis Singapore
5	Dorsett Singapore	23	PARKROYAL on Pickering
6	Fairmont Singapore	24	Ramada and Days Hotels Singapore
7	Furama City Centre	25	Royal Plaza on Scotts
8	Goodwood Park Hotel	26	Shangri-La Hotel
9	Hilton Singapore	27	Singapore Marriott Hotel
10	Holiday Inn Singapore Atrium	28	Swissotel Merchant Court
11	Hotel 1929	29	Swissotel the Stamford
12	Hotel Fort Canning	30	The Fullerton Bay Hotel
13	InterContinental Singapore	31	The Fullerton Hotel Singapore
14	Mandarin Oriental Singapore	32	The Ritz-Carlton, Millenia Singapore
15	Marina Bay Sands	33	The Westin Singapore
16	Mandarin Mandarin Singapore	34	W Singapore - Sentosa Cove
17	Naumi Liora Hotel	35	Wanderlust Hotel
18	New Majestic Hotel		

(Source: WWF Singapore)

In addition, over at the hotels' restaurants, 21 on Rajah (at Days Hotel Singapore) and Flavours at Zhongshan Park (Ramada Singapore), complimentary canapés, made using ingredients from the hotels' garden, were handed out with every order of the hotels' Earth Hour Drink, the Adam Cran, a mocktail made with apple and cranberry juice.



Royal Plaza on Scotts

Royal Plaza on Scotts supported Earth Hour 2014 by switching off lights in the hotel for an hour as a gesture of its commitment to protecting the planet.

Lights in various parts of the hotel such as the lobby, corridors and its award-winning restaurant, Carousel, were dimmed or switched off from 8.30pm to 9.30pm in support of the worldwide movement. This is the fifth time the hotel has participated in this initiative. In-house guests were encouraged to do their part by switching off the electrical devices in their rooms, and diners at Carousel lit environmentally-friendly soy candles on their tables.



Ramada and Days Hotels Singapore At Zhongshan Park

On 29 March 2014, the Ramada and Days Hotels Singapore At Zhongshan Park joined individuals and organisations in Singapore and around the world in the one-hour lights out event, as a pledge of our commitment to conserving the planet we live on.



Apart from dimming the lights across lobbies as well as the external façade lights of both hotels, the hotels' engineering team pitted their resources and creativity together and built their very own Earth Hour mascot from recycled materials. The mascot which made its rounds across the two hotels on the day of Earth Hour was very popular with the guests. Guests were also encouraged to show support to protect the Earth by signing on a pledge board at Ramada and Days Hotels Singapore.



Marina Bay Sands is Singapore's first ISO 20121 certified venue

Marina Bay Sands has added another achievement in the area of sustainability by becoming the first MICE facility in South East Asia to obtain the ISO 20121 Sustainable Events Management System certification. This certification is a testament to Marina Bay Sands' long-term commitment to environmental protection and sustainable event planning and puts Marina Bay Sands at the forefront in the MICE industry.



"Achieving the ISO 20121 Sustainable Events Management System certification and being the first venue in Singapore to do so is a significant milestone for Marina Bay Sands. Our organization is committed to integrating our business operations with sustainable practices, and this certification

helps strengthen our position in both the meeting industry as well as the community we operate in. We hope that our efforts in environmental protection will inspire our clients, partners and stakeholders to adopt responsible environmental and social practices as well as drive the industry in that direction in the future," said Mr George Tanasijevich, President and Chief Executive Officer of Marina Bay Sands.

The ISO 20121 certification is awarded by BSI, an independent certification body for management systems. To achieve this certification, Marina Bay Sands considered internal and external stakeholders' opinions in enhancing its sustainability programme. It also integrated the event management system into its daily operations, taking into consideration social, environmental and economic aspects. A strong monitoring and reporting system is also put in place and will be continually reviewed and improved upon to maintain programme integrity.



Photo Credit : Marina Bay Sands

Gwendolyn Chia of The St. Regis Singapore Awarded International Receptionist of the Year 2014

Gwendolyn Chia of The St. Regis Singapore has won the coveted David Campbell Trophy, clinching the top spot at the 19th edition of the prestigious 'AICR International Receptionist of the Year 2014' at the award ceremony that took place in Hamburg, Germany earlier in January of this year.

With her outstanding professionalism and exceptional service, Gwendolyn was first awarded the Alcatel-Lucent Challenge Trophy for Hotel Receptionist of the Year in Singapore by the Association of Rooms Division Executives (ARDE), Singapore in November 2013. She achieved a Workforce Skills Qualifications (WSQ) certification in Hotel and Accommodation as well as won for herself, a sponsorship by Workforce Development Agency (WDA) to pursue the WSQ Diploma in Tourism.

Following her win in Singapore where she outshone 39 participants from more than 30 hotels, Gwendolyn went on to represent her country at this international competition where she did herself proud and also brought distinct honor to The St. Regis Singapore. For Singapore, Gwendolyn's win at the award marks the fifth time that the country has made it into the honor rolls; making Singapore the country with the most number of winners at this international award to date.

Gwendolyn Chia is currently 21 years of age. She joined The St. Regis Singapore in March 2012, following her graduation from Temasek Polytechnic in Hospitality and Tourism Management.



Department heads served dinner as part of 40th anniversary celebration for Royal Plaza on Scotts

Royal Plaza on Scotts celebrated its 40th anniversary. To mark this milestone, the hotel launched a week-long of exciting activities. A special appreciation dinner was held on Friday, 28 March, for its 16 long-time associates who have been with the hotel for 40 years. 19 department heads gathered to whip up delectable dishes and serve dinner for 45 associates and their loved ones.

Mr Patrick Fiat, General Manager, led a team of 8 other department heads as the Chief Butler, putting his F&B knowledge and skills to good use. The rest of the management team took charge of different areas, including Hot Kitchen, Cold Kitchen and Pastry Kitchen to cook up a storm. Mr Liew Pin Pong, Chief Engineer, shared, "I am very excited to whip up this special dinner for our long service associates along with the rest of the department heads. It expresses our gratitude and appreciation for these individuals who have contributed to the success of the hotel. It is a great opportunity to meet up with my team members' loved ones and thank them for their support." Family members also took the opportunity to meet the associates' co-workers and learn more about the hotel. They also indulged in a weekend staycation with their loved ones in the Royal Club Premiere room, inclusive of club benefits.

All departments came together on 24 March and expressed their creativity in a cake decorating competition. Each

department was given a slab of irregularly shaped cake to decorate within 30 minutes. The decorated slabs were then placed together to form the number 40, signifying the role each department has played in the hotel's journey to date. Associates also showed their spirit of togetherness by donning a specially designed jersey.

All associates of the hotel were also accorded with special perks during the week, such as an international feast with seafood highlights from its award-winning restaurant, Carousel. Not forgetting the less privileged, the hotel also engaged visually-handicapped masseurs from Singapore Association of the Visually Handicapped, a beneficiary of Community Chest, to treat all associates to pampering head and shoulder massages and foot reflexologies. A mini fun fair at S.E.R.V.I.C.E. Square, the associates' cafeteria, also brought much fun and joy to the hotel as associates bonded over exciting games and delicious snacks.



Darren Ong, Executive Sous Chef and Juliana Ong, Director of HR serving Chef Concierge, Mr Ibrahim and wife.



RP associates celebrate hotel turning 40 Royal Plaza on Scotts.

Concorde Hotel Singapore Offers Easy Access from Orchard Road to Hotel Lobby



Concorde Hotel Singapore has announced the completion of its project to install two new escalators, thereby bringing guests' comfort and accessibility to a whole new level.

Concorde Hotel Singapore's Guests can now enjoy easy access to the Hotel Lobby (Level 3) straight from Orchard Road (Level 1). This landmark initiative is testament to Concorde Hotel Singapore's commitment to meet and exceed Guests' expectations.

"Over recent years, many Guests have expressed a desire to have easier access to and from Orchard Road, and I am delighted to announce the completion of our upgrading project, which will bring greater comfort and convenience to our Guests," said Mr. Leo Llambi, General Manager of Concorde Hotel Singapore.

This escalator project commenced in August 2013, and was completed on 18 March 2014.

Deserving Employees Recognised by Riverview Hotel

On 6 February 2014, 26 staff were recognised for their dedication as they received the Long Service Award from Riverview Hotel at the hotel's annual Long Service Award Ceremony. These deserving employees have at least 5 years of service with the hotel with the longest service period being 25 years.

A noteworthy recipient of the Long Service Awards is Anne Chan, Reservations Manager. Since joining the hotel on 2 November 1988, she has conscientiously served in the Sales & Marketing Department through the highs and lows of the industry, including the financial crisis in 1997 and SARS epidemic in 2003. In recognition of her loyal service, she was presented a Long Service Award certificate and a cheque of \$2,500 by the chairman of Keck Seng Group, which owns the Riverview Hotel.



In addition, Riverview held its annual Good Service Awards ceremony on 20 February 2014 to recognise staff for their good service. To encourage staff to provide good service to guests, compliments received through various channels (eg. cards, letters, emails, Tripadvisor) are recorded. A total of 75 staff were recognised and the highest number of compliments went to Ms Ameely Wong, Assistant Manager at the River Garden Coffee House. Ms Wong received a total of 75 guest compliments for the year and received a Good Service Award certificate plus a cash reward of \$320.

After the ceremony, staff were treated to a sumptuous high tea spread and enjoyed an afternoon of camaraderie.



TOURIST TRACKS

Singapore celebrates 50 years of tourism development and promotion

Singapore, 4 March 2014 – The Singapore Tourism Board (STB) today unveiled a series of events and activities to commemorate 50 years of tourism development and promotion in Singapore this year.

Through a three-phased plan- Reminisce, Rediscover, Celebrate- to reach out to the local residents, STB hopes to raise awareness and appreciation of past and present tourism developments, encourage public interest and participation, and celebrate the journey to the next phase of development for the tourism sector.

Singapore's tourism landscape has changed dramatically over the last 50 years. When the Singapore Tourism Promotion Board was first established in 1964, we received only 91, 000 visitors; now we welcome more than 15 million visitors. This journey of transformation has also resulted in the creation of world class

attractions, year-round exciting events and vibrant precincts that are enjoyed not only by visitors, but also local residents. Tourism50, our year of commemoration, is about celebrating the relationships that have sustained the growth of tourism and Singapore as a great home to live, work and play.

"Tourism has been a major player in the storied transformation of Singapore over the past 50 years. Not only has it shaped Singapore into a compelling destination with strong local character, it has also helped make Singapore an enjoyable home that we can be proud of. These achievements are made possible in no small part by the passion, dedication, and contribution of the people who work in our tourism sector and industry partners, as well as the support of local residents," said Mr. Lionel Yeo, Chief Executive of STB.

"Through our events and activities for

this year of commemoration, we hope to highlight to local residents the work of our industry partners, kindle their passion for local tourism developments, and harness their ideas and energies in building an ever more exciting Singapore."

For the media launch of Tourism50 today, STB invited three luminaries- Mrs. Pamela Lee, Senior Tourism Consultant, Mr. Kevin Cheong, Chairman of the Association of Singapore Attractions, and Mrs. Geraldene Lowe-Ismail, pioneer tourist guide- who have made significant contributions to Singapore's tourism landscape over the years to share their personal stories and memories of attractions and tourism developments, and discuss the role of tourism in Singapore.

Singapore retains spot as World's Top International Meeting Country and City

Frankfurt, 20 May 2014 –Singapore has retained its position as the leading meeting city and country in the world according to the Union of International Associations (UIA) 2013 Global Rankings. Named Top International Meeting Country for the third year running and Top International Meeting City for the seventh consecutive year, Singapore has once again been recognised as a choice international meeting destination.

In 2013, 994 of the meetings hosted in Singapore met UIA's stipulated qualifying criteria, a 4.4 per cent increase from 952 in 2012. It also formed 9.4 per cent of UIA's database of meetings, which was represented by 174 countries and 1,465 cities.

The UIA ranking is the latest in a list of accolades for Singapore as M.I.C.E destination. This year, Singapore was also named Asia's Top Convention City for the 12th consecutive year, by the International Congress and Convention Association (ICCA). Singapore's record of 175 ICCA events in 2013 was a 16.7 per cent increase from 150 in 2012, the strongest year-on-year growth since 2005.

Singapore's combination of excellent infrastructure, efficiency, vibrant business ecosystem, knowledge networks, and strategic location in Asia are key attributes for meeting planners selecting the city as a host destination for their events.

"Singapore not only impressed our delegates with its well established infrastructure but also its efficiencies as a city," commented Dr Shirlena Soh, Director of Operations, Human Genome Organisation (HUGO) International who organised the Joint Conference of Human Genome Meeting 2013 and the 21st International Congress of Genetics. "The tremendous support shown by the local scientific community was also extremely overwhelming with more than 50 thought-leaders in the areas of Genetics and Genomics speaking in this Joint Congress. Local delegates and international academic interest-groups were able to use this meeting in Singapore as a platform for ideas and to interact."

Calendar of Conventions & Exhibitions

Calendar of Conventions & Exhibitions		
Date: From	To	Event:
04 Aug	08 Aug	12th Asian Network for Quality Congress - Singapore
04 Aug	05 Aug	Crowdfunding Asia 2014
21 Aug	24 Aug	Singapore International Choral Festival 2014
22 Aug	24 Aug	10th Asia Pacific Congress in Maternal Fetal Medicine
27 Aug	29 Aug	Safety & Security Asia 2014
28 Aug	30 Aug	BoP World Convention & Expo 2014
01 Sep	03 Sep	International Green Building Conference 2014
04 Sep	07 Sep	XXII International Pigment Cell Conference (IPCC 2014)
09 Sep	11 Sep	Medical Fair Asia 2014
09 Sep	11 Sep	MICE Medical Manufacturing Asia 2014
09 Sep	11 Sep	Asia Trade Finance Week 2014
11 Sep	12 Sep	Enabling Genomic Technologies and Screening Asia 2014
14 Sep	19 Sep	Interspeech 2014 (The 15th Annual Conference of the International Speech Communication Association)
15 Sep	18 Sep	HIMSS AsiPac 14 – Digital Healthcare Week
23 Sep	26 Sep	Spikes Asia
24 Sep	26 Sep	ISATE 2014
25 Sep	27 Sep	Aesthetics Asia & 1st Aesthetic Anti-Aging Medicine Asian Congress (AMAC)

(Source: STB Calendar of Events)

Kindness At Work Goes A Long Way

By Dr William Wan, General Secretary, Singapore Kindness Movement

Today, we often emphasize the importance of kindness in our homes, schools, public places, and even to strangers. We are challenged to help others — the less fortunate, people in developing countries, those who are physically or mentally challenged. But not much has been said about kindness at the workplace.

Working adults have told us that they have so many things on their hands that there is no time to be kind. Others have said that kindness does exist in their workplace, but not beyond teamwork. It's almost as though we chuck our humanness aside when we enter the office, because we are so focused on productivity and the bottom line.

In the hospitality industry, kindness is actually part and parcel of one's job. We smile and greet our guests and customers, and we do our best to make them feel welcomed. Did you know that the definition of hospitality, according to The Collins English dictionary, is "kindness in welcoming strangers or guests"? Very interesting, isn't it?

Kindness is a simple virtue to practice, and kind people can inspire co-workers to bond, engage and excel, and as a result, build a healthy and productive workforce. When kindness is rooted in an organisation's culture, it will define the way staff conducts themselves, leading to more fulfilling relationships with each other as well as with its guests.

Mother Theresa once said, "Let no one ever come to you without leaving better and happier. Be the living expression of kindness in your face, kindness in your eyes, kindness in your smile." When each of us internalises kindness, we naturally show it in our words and actions – a warm smile, a caring attitude or a kind word. Not only do our guests leave happier, but we too feel more positive.

Many studies have shown a clear link between happiness and kindness. When we are kind to others, our brains reward us by releasing a mixture of chemicals, including dopamine, which makes us feel good. In fact, it has been found that doing a kind act not only bestows a sense of satisfaction on the receiver, but also the one who performs the act, and all those who witnessed it.

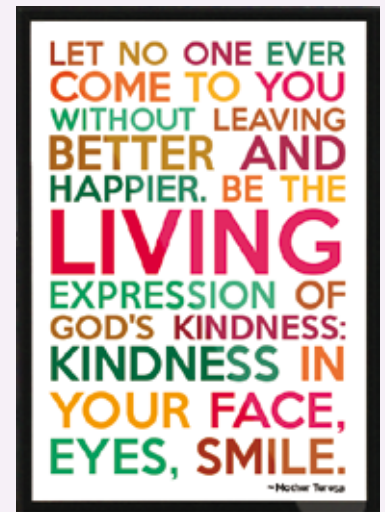


CEO Breakfast Talk on Kindness@Work at Novotel Singapore Clarke Quay

One way to show kindness to your colleagues is simply to be a friend. Research has shown that strong social connections at the office makes employees more engaged and passionate about their work, and can boost productivity. Friends give us a sense of belonging and help pull us through during the day-to-day challenges of work. It is more than just having a lunch partner. It is about showing compassion and looking out and caring for one another. If your colleague is struggling with his workload, you can offer to help him. In return, send a "thank you" note to appreciate a colleague who has helped you. Simple acts like saying "Good morning" when you enter the office and "Good bye, see you tomorrow!" before you leave, or smiling and greeting colleagues along the corridors, can make your work environment more pleasant and welcoming.

The amazing thing about kindness, is that there is no end to it. If you are kind to someone today, they will be kind to you, and tomorrow to somebody else. Kindness is dynamic in naturally paying it forward. Scott Adam astutely observes, "Remember there's no such thing as a small act of kindness. Every act creates a ripple with no logical end." Kindness inspires kindness, and it takes only a handful of individuals to make a difference in your workplace.

When we practice kindness at work and recognise others' acts of kindness, we can generate a happier, more gracious workplace environment. Make a commitment today to choose to be kind. Next time you see an opportunity to show kindness to someone at work, don't hesitate to do it! You could make someone's day, and yours in the process.



The Kindness@Work programme, an initiative of the Singapore Kindness Movement, encourages staff to practice kindness to oneself, colleagues and the community through practical Kindness activities. These activities include writing Thank You cards to fellow colleagues to appreciate them, setting up Kindness Corners in the office, and organising a Kindness Week or Month.

For more information about the Kindness@Work programme, please email the Singapore Kindness Movement at kindness@kindness.sg. We are here to help facilitate kindness at your workplace.

THE SHA HOTEL MEMBERS

Amara Sanctuary Resort Sentosa
Amara Singapore
Amoy Hotel
Aqueen Hotel - Balestier
Ascott Raffles Place Singapore
Bay Hotel Singapore
Bayview Hotel Singapore
Beach Hotel
Bencoolen Hotel
Broadway Hotel
Capella Hotel, Singapore
Capri By Fraser Changi City, Singapore
Carlton City Hotel
Carlton Hotel
Concorde Hotel Singapore
Conrad Centennial Singapore
Cophorne King's Hotel Singapore
Crowne Plaza Changi Airport
Days Hotel Singapore at Zhongshan Park
Dorsett Singapore
The Duxton Hotel
The Elizabeth Hotel
Fairmont Singapore
Fortuna Hotel
Four Seasons Hotel
Fragrance Hotel - Ruby
Fragrance Hotel - Sapphire
The Fullerton Hotel
The Fullerton Bay Hotel Singapore
Furama City Centre Singapore
Furama RiverFront Singapore
The Gallery Hotel
Goodwood Park Hotel
Grand Cophorne Waterfront Hotel Singapore
Grand Hyatt Singapore
Grand Mercure Roxy Hotel
Grand Park City Hall
Grand Park Orchard
Hangout @ Mount Emily
Hilton Singapore
Holiday Inn Express Singapore Clarke Quay
Holiday Inn Express Singapore Orchard Road
Holiday Inn Singapore Atrium
Holiday Inn Singapore Orchard City Centre

Hotel 1929
Hotel 81 (DICKSON)
Hotel 81 (GEYLANG)
Hotel 81 (STAR)
Hotel Fort Canning Singapore
Hotel Grand Central
Hotel Grand Chancellor
Hotel Grand Pacific
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
Klaptops, The Boutique Hotel
InterContinental Singapore
Link Hotel
M Hotel Singapore
Mandarin Orchard Singapore
Mandarin Oriental, Singapore
Marina Bay Sands
Marina Mandarin Singapore
Marisson Hotel
Moon Hotel
Movenpick Heritage Hotel Sentosa
Naumi Hotel
Naumi Liora
New Majestic Hotel
Nostalgia Hotel
Novotel Singapore Clarke Quay
Oasia Hotel
ONE*15 Marina Club
Orchard Hotel
Orchard Parade Hotel
Pan Pacific Orchard
Pan Pacific Singapore
Parc Sovereign Hotel
Park Avenue Changi
Park Avenue Rochester
Park Hotel Clarke Quay
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
Riverview Hotel
Robertson Quay Hotel
Royal Plaza on Scotts
Santa Grand Hotel East Coast
The Scarlet Hotel
The Seacare Hotel
Shangri-La Hotel
Shangri-La's Rasa Sentosa Resort & Spa, Singapore
Sheraton Towers Singapore
Singapore Marriott Hotel
The Singapore Resort & Spa Sentosa
Sloane Court Hotel
South-East Asia Hotel
The St Regis Singapore
Studio M Hotel
Swissotel Merchant Court, Singapore
Swissotel The Stamford, Singapore
Traders Hotel
V Hotel Lavender
Value Hotel - Thomson
Village Hotel Albert Court
Village Hotel Bugis
Village Hotel Changi
Village Hotel Katong
W Singapore Sentosa Cove
Wanderlust Hotel
Wangz Hotel
The Westin Singapore
York Hotel

THE SHA ASSOCIATE MEMBERS

The American Club Singapore
Auric Pacific Marketing Pte Ltd
Batam View Beach Resort
Cofely Southeast Asia Pte Ltd
Docomo Intertouch Pte Ltd
Himawari Pte Ltd
HPL Hotels & Resorts
Institute of Technical Education (ITE)
Keppel Land Hospitality Management Pte Ltd
Nanyang Polytechnic
NTUC Club
Orchid Country Club
Pasta Fresca Da Salvatore Pte Ltd

Pinedale Trading Pte Ltd
The Quayside Group Pte Ltd
Rentokil Initial Singapore Pte Ltd
Republic of Singapore Yacht Club
Republic Plaza City Club (S) Pte Ltd
S A Hotel Management Pte Ltd
The SAF Warrant Officers and Specialists Club
Select Group Ltd
Sia Huat Pte Ltd
Simmons (Southeast Asia) Pte Ltd
Singapore Exhibition Services Pte Ltd
Singapore Island Country Club

Singapore Meritus International Hotels Pte Ltd
Singapore Recreation Club
Singapore Swimming Club
Singapore Telecommunications Limited
Somerville (Singapore) Pte Ltd
Starhub Ltd
The Tanglin Club
Trane Singapore
Unilever Singapore Pte Ltd
YHS (Singapore) Pte Ltd