

SHA UPDATE

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EDITORIAL TEAM

Chief Editor : Ms Margaret Heng
Writers : Ms Clare Yeo, Ms Li Shaoting & Ms Shrestha Sook Yeon
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17 Cantonment Road, Singapore 089740 Email : secretariat@sha.org.sg Website : www.sha.org.sg

Congratulations to 727 EXSA Star Award Winners - You are the Best!

The Excellent Service Award - Star Presentation Ceremony for the Hospitality Sector took place on the afternoon of 20 October 2014 at the University Cultural Centre (UCC) Hall. The annual event was graced by Mr Heng Chee How, Senior Minister of State, Prime Minister's Office.

In commemoration of the 20th anniversary of EXSA, the SHA specially commissioned a star-shaped cushion with the tagline - You are the Best! for all award winners to congratulate them for their excellent service and professionalism. In addition, the audience were wowed by a song performance and a Wushu (Chinese martial arts) act that were specially put up by two of our SHATEC students for this milestone event.

This year, a total of 727 Star Award winners were recognised at the presentation ceremony for going the extra mile for service.

Out of these Star Award winners, 46 of them were nominated by their respective organisations for the SHA Outstanding Star Award. Each nominee was presented with a trophy by the Guest-of-Honour, Mr Heng Chee How.

Amidst strong competition, the SHA Outstanding Star Award eventually went to Mr Ng Tze Wei Kenneth for the Hotel Category and Mr Mohamed Kaiash Bin Mohamed for the non-hotel category.



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Congratulations to 727 EXSA Star Award Winners - You are the Best!

The nominees of the SHA Outstanding Star Award 2014 in (alphabetical order) were as follows:

Organization	Nominee
Amara Sanctuary Resort Sentosa	Fong Guo Rung
Amara Singapore	Mohd Amin Bin Seepon
Bayview Hotel Singapore	Kumarah A/L Tandewani
Capri by Fraser Changi City, Singapore	Chandrakumari A/P R.Ellumalai
Carlton Hotel Singapore	Mohamad Izhar Bin Ismail
Chinese Swimming Club	Law Fang Ying
Concorde Hotel Singapore	Koh Geok Hwee Rita
Costa Sands Resort (Downtown East)	Jasrinda Bte Jamaludin
Crowne Plaza Changi Airport	Muhammad Fazli Bin Abdul Latiff
Fairmont Singapore & Swissôtel The Stamford	Myra Tablada Balagtas
Fraser Place Fusionopolis, Singapore	Cheah Heng Khan
Fraser Place Robertson Walk, Singapore	Kamaruddin Bin Abdul
Fraser Residence Orchard Pte Ltd	Castro Catherine Cortez
Fraser Suites River Valley, Singapore	Nirwati Bte Sahmat
Furama City Centre, Singapore	Baek Eunyoung Serena
Furama RiverFront, Singapore	Ma Jaycel Cuaderno Laguna
Grand Park Orchard	Mohd Fazli Bin Mohd Ali
Holiday Inn Singapore Atrium	Wendy Cai Mei Ying
Holiday Inn Singapore Orchard City Centre	Anantha Krishnan A/L Gopal
Hotel Jen Singapore	Argonza Gemmichah Grith Garcia
Hotel Royal Limited	Ragunathan A/L Raman
InterContinental Singapore	Mohamad Hifni Bin Abdul Kadar Maricar
M Hotel Singapore	Nadia
Mandarin Orchard Singapore	Tan Choo Kek Cecilia
Marina Bay Sands Pte Ltd	Govindasamy A/L Muniandy



Organization	Nominee
Mövenpick Heritage Hotel Sentosa	Yap Siew Kuan Alicia
NTUC Club	Jeremiah Kang De Wen
Orchard Hotel Singapore	Ibrahim Bin Hamid
Park Hotel Clarke Quay	Wee Siew Ying
PARKROYAL on Beach Road	Michael Noe Sabando Anastacio
Peninsula.Excelsior Hotel	Pathmanathng A/L Ratnam
Quebec Leisure International Pte Ltd	Qin Peng
Raffles Hotel Singapore	Michelle Tan Kah Poh
Riverview Hotel Singapore	Wong Poh Liang Ameely
Royal Plaza on Scotts	Jalilah Binte Jantan
Resorts World at Sentosa Pte Ltd	William Baklin Bin Liew Kong Fook
Shangri-La Hotel, Singapore	Yang Mei
Shangri-La's Rasa Sentosa Resort & Spa, Singapore	Veronica Leong Shen Ying
Singapore Cruise Centre Pte Ltd	Mohamed Kaiash Bin Mohamed
Singapore Marriott Hotel	Teo Siew Tee
Singapore Recreation Club	Elim Liau
The Pan Pacific Hotel Singapore	Charles Chow Suen Foong
The Quincy Hotel (Far East Hospitality)	Zydney Joyce Parsad
The Ritz-Carlton, Millenia Singapore	Leong Soke Yin
Treetops Executive Residences	I Gusti Agusetiawarman



Cheers to 20 Years of Service Excellence!

To celebrate the 20th anniversary of the Excellent Service Award (EXSA), the 7 sectors behind the EXSA movement jointly organised a commemorative event to mark this milestone.

Held on 21 November 2014 at the Stamford Ballroom, Raffles City Convention Centre, the EXSA 20th anniversary commemorative event was graced by Guest-of-Honour, Mr Lim Swee Say, Minister, Prime Minister's Office. Some 300 award recipients and guests across 7 sectors (attractions, transport, public service, restaurants, hotels, retail and banks) attended the event.

In conjunction with the 20th Anniversary of EXSA, special recognition was accorded to 191 participating companies of EXSA which had supported this movement for 5 or more consecutive years. Each recipient company was presented with a plaque to recognise their support for EXSA.

Congratulations to the following 57 participating organisations from the hospitality sector for being a consistent supporter of the EXSA movement:

1	Amara Sanctuary Resort Sentosa	35	PARKROYAL on Beach Road
2	Amara Singapore	36	Peninsula Excelsior Hotel
3	Bayview Hotel Singapore	37	Quality Hotel Marlow
4	Carlton Hotel Singapore	38	Quebec Leisure International Pte Ltd
5	Chinese Swimming Club	39	Raffles Hotel Singapore
6	Concorde Hotel Singapore	40	Regency House (Far East Hospitality)
7	Costa Sands Resort (Downtown East)	41	Royal Plaza on Scotts
8	Costa Sands Resort (Pasir Ris)	42	Shangri-La Hotel, Singapore
9	Costa Sands Resort (Sentosa)	43	Sheraton Towers Singapore Hotel
10	Crowne Plaza Changi Airport	44	Singapore Cruise Centre Pte Ltd
11	Fairmont Singapore & Swissôtel The Stamford	45	Singapore Marriott Hotel
12	Fraser Place Robertson Walk, Singapore	46	Singapore Recreation Club
13	Fraser Suites River Valley, Singapore	47	Swissôtel Merchant Court, Singapore
14	Furama City Centre, Singapore	48	The Elizabeth Hotel (Far East Hospitality)
15	Furama RiverFront, Singapore	49	The Fullerton Hotel Singapore
16	Goodwood Park Hotel Ltd	50	The Pan Pacific Hotel Singapore
17	Grand Copthorne Waterfront Hotel Singapore	51	The Quincy Hotel (Far East Hospitality)
18	Hangout @ Mount Emily	52	The Ritz-Carlton, Millenia Singapore
19	Holiday Inn Singapore Atrium	53	The Scarlet Singapore
20	Holiday Inn Singapore Orchard City Centre	54	Treetops Executive Residences
21	Hotel Jen Tanglin Singapore	55	Village Hotel Albert Court (Far East Hospitality)
22	Hotel Miramar (S) Ltd	56	Village Hotel Bugis (Far East Hospitality)
23	Hotel Royal @ Queens (S) Pte Ltd	57	Village Hotel Changi (Far East Hospitality)
24	Hotel Royal Limited		
25	InterContinental Singapore		
26	Link Hotels International Pte Ltd		
27	Mandarin Orchard Singapore		
28	Mandarin Oriental, Singapore		
29	Marina Mandarin Singapore		
30	NTUC Club		
31	Orchard Hotel Singapore		
32	Orchard Parade Hotel (Far East Hospitality)		
33	Orchard Parksuites (Far East Hospitality)		
34	Park Hotel Clarke Quay		



A Commemorative e-Book, titled "Our Service Excellence Journey", was also launched at the event by Minister Lim Swee Say. The e-book highlights the EXSA movement's milestones and profiles of past award winners, and is available to the public via the SHA website, www.sha.org.sg.

The lead bodies for the 7 sectors under EXSA are the Association of Singapore Attractions (ASA), Land Transport Authority (LTA), Public Service Division (PSD), Restaurant Association of Singapore (RAS), Singapore Hotel Association (SHA), Singapore Retailers Association (SRA) and The Association of Banks in Singapore (ABS). EXSA is supported by SPRING Singapore and also comes under the umbrella of GEMS (Go-the-Extra-Mile-for-Service) Up.



SHA and SKM celebrate 20th Anniversary of the Service Gold Award

The SHA/SKM Service Gold - The National Kindness Award took place on 26 November 2014 at the Canning Ballroom, Raffles City Convention Centre.

Into its 20th edition, the event which was graced by Mr K. Shanmugam, Minister of Foreign Affairs and Minister of Law, was well attended by close to 300 award recipients and guests.

96 award recipients from 56 participating hotels were recognised at the award ceremony. Each winner received a certificate and collar pin from the Guest-of-Honour, Mr K. Shanmugam. Inaugurated at the same event last year, the Gracious Guest recognition, which seeks to appreciate guests who have exhibited exemplary graciousness to the service staff, received a total of 7 nominations from the hotels this year.

Out of the 7 nominations received for the award, 2 of our local guests – Mr Francis Wong (nominated by the Hotel Michael – Resorts World Sentosa) and Mr Yusof



Lateef (nominated by Royal Plaza on Scotts), were singled out for the award for showing appreciation, empathy, understanding and thoughtfulness towards service staff.

In conjunction with 20th anniversary of the event, the SHA and SKM worked with Boys' Town to organise an educational visit to SHATEC on 12 November 2014 where the boys learned how to make cookies and sandwiches; a simple but important life skill for them. Thereafter, the boys visited one of the participating

hotels of the award, Royal Plaza on Scotts, for a hotel tour as well as a high-tea session graciously hosted by the hotel.

A commemorative video was also put together to mark the special milestone; it was shared at the SHA/SKM Service Gold - The National Kindness Award presentation ceremony.

To view the video, please visit the SHA website at www.sha.org.sg.

Kindness Benefits You!

It is our privilege to be in partnership with SHA for 20 years. We have both been blessed with the joy of seeing our National Kindness Gold Service Award grow to where we are today.

I passionately believe that kindness is good for all of us, not only from the perspective of gold service at work, but also from the perspective of personal health. That is why I wrote the booklet *Five Amazing Benefits of Being Kind* which was given to all participants at the conference. This booklet is available without charge to any of your companies in large quantities. You can use it as a door gift for your corporate events or as an encouragement to your management and staff to practice kindness at your workplace.

In the booklet, I have summarized how kindness leads to personal happiness; how it contributes to happy families; how the chemistry of good health is activated by acts of kindness; how it fosters success at work; and how kindness breeds kindness. These are not my ideas. I simply summarized the findings of social scientists who have painstakingly done research in these areas.

In 2008, for instance, the Foresight Mental Capital and Wellbeing Project was published by the UK Government Office for Science. The Final Project Report collating data from a wide range of disciplines relating to mental health concluded that one of the "5 ways to mental wellbeing" was to "Give."

"Do something nice for a friend or a stranger. Thank someone. Smile. Volunteer your time. Join a community group. Look out, as well as in. Seeing yourself, and your happiness, as linked to the wider community can be incredibly rewarding and creates connections with the people around you."

In the same year, a study by scientists from my alma mater, the University of British Columbia, showed that spending money on others makes the spender happier. 632 people were asked to make a daily record of how they spent their money over the period of one month. They were to note everything from paying bills to shopping, eating lunch and giving donations to charities and gift to others. At the same time they were required to rate their general level of happiness. They found that those who spent the most money on others were the happiest and those who spent the least on others were



the unhappiest. Clearly, the more we give, the happier we become.

In an earlier study (2008) by Professor Sonja Lyubomirsky from the University of California, researchers found that kindness results in happiness on the part of the person who shows kindness. Participants perform five random acts of kindness on a specific day once a week over a ten-week period. The research concludes that acts of kindness made the participants happier.

It is beneficial to be kind. So be kind to your staff, associates and colleagues. Be kind to your guests. Share this booklet with them. Help spread kindness and we will live, work and play in a better world. Call Janet Puah at 68379954 or email her at janet_puah@kindness.sg. Let her know how many you need and she will arrange for you to have them.

3R Efforts Recognised at Inaugural 3R Awards for Hotels 2014

The inaugural SHA-NEA 3R Awards cum Seminar for hotels was held on 23 October 2014 at Crowne Plaza Changi Airport, and we were honoured to have Ms. Chew Gek Khim, Chairman of the National Environmental Agency to grace the event.

The award was launched in recognition of the efforts of hotels that have performed well in solid waste minimisation and management. This award is an extension of the 3R (Reduce, Reuse, Recycle) Programme for Hotels.

Our heartiest congratulations to the following winners of the inaugural 3R Awards for Hotels 2014:

Winners of 3R Awards for Hotels 2014 – Distinction

- 1) Crowne Plaza Changi Airport
- 2) Mandarin Oriental, Singapore

Winners of 3R Awards for Hotels 2014 – Merit

- 1) ibis Singapore on Bencoolen
- 2) InterContinental Singapore
- 3) Novotel Singapore Clarke Quay
- 4) Pan Pacific Singapore
- 5) Ramada and Days Hotels Singapore at Zhongshan Park
- 6) RC Hotels (Pte) Ltd – Fairmont Singapore & Swissôtel the Stamford
- 7) Swissôtel Merchant Court, Singapore



Following the award ceremony, distinction award winners, Crowne Plaza Changi Airport and Mandarin Oriental, Singapore were invited to do a short sharing of their hotel's best 3R practices.

Held in conjunction with the award ceremony was a 3R seminar for Hotels which covered the following presentations:

• “Reducing Food Waste in Hotels through Food Donation”

by Mr Nicholas Ng, Co-Founder, The Food Bank Singapore

• “Corporate Social Responsibility through Lamp Recycling”

by Mr Shawn Leo, Managing Director, Global Lamp Recyclers

• “Guide to Mandatory Waste Reporting”

by Ms Carrie Wong, Manager (Planning & Development), National Environment Agency

A mini-exhibition showcasing waste minimisation solutions was also held alongside the event.

The event concluded with an insightful mini-tour of Crowne Plaza Changi Airport for participants to learn more about the hotel's 3R best practices.



Safeguarding Your Hotel: A Concerted Effort

82 hotels received the Hotel Security Awards from Guest-of-Honour, Mr Masagos Zulkifli, Senior Minister of State, Ministry of Home Affairs and Ministry of Foreign Affairs on 14 November 2014 at the Furama RiverFront Singapore. A record of 65 hotels were awarded the Hotel Security Excellence Award, while another 17 hotels were presented with the Hotel Security Award.



This is the 19th year that the Singapore Hotel Association, the Singapore Police Force and the National Crime Prevention Council are jointly organising the annual Security Conference.

In addition, a total of 206 individual employees were commended for their honest, brave and vigilant acts. Their exemplary acts were recorded in a booklet that was distributed to all attendees of the event.

For the second half of the event, which was the hotel security conference, the SHA invited the following 4 speakers to share on safeguarding hotels through a concerted effort:

“Overview of Crime Situation in Hotels in Singapore”

by Mr Lee Yock Kin, Community Involvement Division, Operations Department, Singapore Police Force

“Current and Emerging Terrorist Threats”

by Dr Rohan Gunaratna, Head, International Centre for Political Violence and Terrorism Research, S. Rajaratnam School of International Studies, Nanyang Technological University

“The ABCs of Suspicious Tell-Tale Indicators for the Hotel Industry”

by Mr Patrick Ong, Commanding Officer, TOPSIS Core Group, Centre for Protective Security Studies, Home Team Academy

“Hotel Security Report Card 2014”

by Mr Jon Knight, Director, ROCAM International Pte. Ltd

Winners of the Hotel Security Excellence Award 2014:

1	Amara Sanctuary Resort Sentosa	34	M Hotel Singapore
2	Amara Singapore	35	Mandarin Orchard Singapore
3	Bayview Hotel Singapore	36	Mandarin Oriental, Singapore
4	Beach Villas	37	Marina Bay Sands Pte Ltd
5	Carlton Hotel Singapore	38	Marina Mandarin Singapore
6	Concorde Hotel Singapore	39	Hotel Michael
7	Conrad Centennial Singapore	40	Novotel Singapore Clarke Quay
8	Copthorne King's Hotel Singapore	41	Oasia Hotel Singapore
9	Crockfords Tower	42	Orchard Hotel Singapore
10	Crowne Plaza Changi Airport	43	Pan Pacific Orchard, Singapore
11	Days Hotel Singapore at Zhongshan Park	44	Pan Pacific Singapore
12	Equarius Hotel	45	Park Hotel Clarke Quay
13	Fairmont Singapore & Swissôtel The Stamford	46	Park Regis Singapore
14	Festive Hotel	47	PARKROYAL on Beach Road
15	Four Seasons Hotel Singapore	48	PARKROYAL on Kitchener Road
16	The Fullerton Hotel Singapore & The Fullerton Bay Hotel Singapore	49	Raffles Hotel Singapore
17	Furama City Centre, Singapore	50	Ramada Singapore at Zhongshan Park
18	Furama RiverFront Singapore	51	Regent Singapore
19	Gallery Hotel Singapore	52	RELC International Hotel
20	Goodwood Park Hotel	53	Rendezvous Hotel Singapore
21	Grand Copthorne Waterfront Hotel Singapore	54	The Ritz-Carlton, Millenia Singapore
22	Grand Hyatt Singapore	55	Hotel Royal Ltd
23	Grand Mercure Roxy Singapore	56	Royal Plaza on Scotts
24	Hotel Grand Pacific	57	Shangri-La Hotel, Singapore
25	Grand Park City Hall	58	Shangri-La's Rasa Sentosa Resort & Spa, Singapore
26	Grand Park Orchard	59	Sheraton Towers Singapore Hotel
27	Hard Rock Hotel	60	Singapore Marriott Hotel
28	Hilton Singapore	61	The Singapore Resort & Spa Sentosa Managed by Accor
29	Holiday Inn Singapore Atrium	62	Swissôtel Merchant Court, Singapore
30	Holiday Inn Singapore Orchard City Centre	63	Village Hotel Bugis
31	ibis Singapore on Bencoolen	64	Village Hotel Changi
32	InterContinental Singapore	65	The Westin Singapore
33	Hotel Jen Tanglin Singapore		

Winners of the Hotel Security Excellence Award 2014:

1	AMOY Hotel by Far East Hospitality	10	PARKROYAL on Pickering
2	Capri by Fraser Changi City, Singapore	11	Peninsula Excelsior Hotel
3	Carlton City Hotel Singapore	12	The Quincy Hotel
4	Dorsett Singapore	13	Riverview Hotel
5	The Elizabeth Hotel	14	The St. Regis Singapore
6	Hangout @ Mt Emily	15	Village Hotel Albert Court
7	Link Hotel Singapore	16	W Singapore – Sentosa Cove
8	Mövenpick Heritage Hotel Sentosa	17	York Hotel Pte Ltd
9	Orchard Parade Hotel		



A Toast to Singapore's 50th Birthday!



(Left) Winning cocktail "Singapura Nacional" by Regent Singapore.
(Right) Winning mocktail "Golden Harvest" by Grand Hyatt Singapore.

In celebration of Singapore's 50th birthday, SHA organised the SG50 "A Toast to the Nation" competition to invite hotels to come up with a cocktail and mocktail that best represent the spirit of Singapore.

The competition was managed by SHATEC and supported by the SG50 Partnership Committee, International Bartenders Association and the Association of Bartenders & Sommeliers Singapore.

The competition saw 35 hotels submitting a total of 61 cocktails and mocktails for the qualifying rounds which were held on

2 December 2014 at Recipes - A bistro by SHATEC. A total of 12 cocktails and 8 mocktails were shortlisted for the final round of competition.

The SG50 "A Toast to the Nation" finals were held on 15 December 2014 at M Hotel Singapore. It was an exciting afternoon as competitors took meticulous care to prepare a cocktail / mocktail that is visually appealing, tasty and more notably representative of Singapore.

The Guest-of-Honour for the competition was Mr. Sam Tan, Minister of State, Prime Minister's Office and Ministry of Culture, Community and Youth. After sampling the

finalist drinks, Mr Tan presented trophies and prizes to the top 3 winners for both the Mocktail and Cocktail categories.

After an intense round of competition, the champion cocktail and mocktail were finally unveiled!

Congratulations to Regent Singapore for their Champion Cocktail "Singapura Nacional" and to Grand Hyatt Singapore for their Champion Mocktail named "Golden Harvest".

SHA would also like to extend its appreciation to all the hotels which participated in this competition.

Industry Update and Networking Session for General Managers

The third Industry Update and Networking Session for General Managers for the year 2014 took place on 10 December 2014 at The Westin Singapore.

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

Senior Management representatives from member hotels were also invited to join in the session which included the following presentations :

- "Update on Hotel Industry"

by Ms Toh Sork Lee, Assistant Director, Hotel Industry Development, Singapore Tourism Board (STB)

- "Occupiers' Liability"

by Mr Koh Tien Gui, Partner, Rajah & Tann LLP



Unlocking New Value Through Innovation

Held on 14 October 2014 from 1.00pm to 5.00pm at Novotel Singapore Clarke Quay, the inaugural SHA/STB Hospitality Summit was graced by Dr. Amy Khor, Senior Minister of State, Ministry of Health and Ministry of Manpower.

Organised by the Singapore Hotel Association (SHA) and supported by the Singapore Tourism Board (STB), the Hospitality Summit is part of the calendar of events under the National Productivity Month (NPM) in October 2014.

A key highlight of the event was the award presentation to the winners of the inaugural Hospitality Summit Challenge 2014. Tertiary students worked in teams of four to come up with creative solutions to manage real-life operational issues faced by hotels. The teams wasted no time in engaging their assigned mentors through meetings and site visits for a better understanding of their challenges.

The champion team eventually went to SHATEC's Team Imagine while Ngee Ann Polytechnic's Team Boleh walked away with the 1st Runner-up and Temasek Polytechnic's Hospitality Commando Squad claimed 2nd runner-up. All three teams received cash prizes and certificates of achievements from the Guest-of-Honour, Dr Amy Khor.

It was indeed an insightful afternoon with an exciting line-up of speakers who shared their different perspectives on how hotels can innovate to unlock new value. Three papers were shared at the conference:

Keynote Paper "Dare to Innovate"

by Mr Liak Teng Lit, Group CEO, Alexandra Health

"The Andaz Story"

by Ms Cornelia Samara, General Manager, Andaz 5th Avenue

"Staying Ahead of the Competition"

by Mr Terence Ronson, Managing Director, Pertlink



The last segment of the event saw an engaging panel discussion on the topic "Towards a Paradigm Shift in Hotel Service Delivery" which was moderated by Mr Andrew Chan, CEO, ACI HR Solutions. In addition to the 3 speakers, the following panellists were invited to share their perspectives :

Mr Arthur Kiong,

CEO, Far East Hospitality

Mr Clifford Weiner,

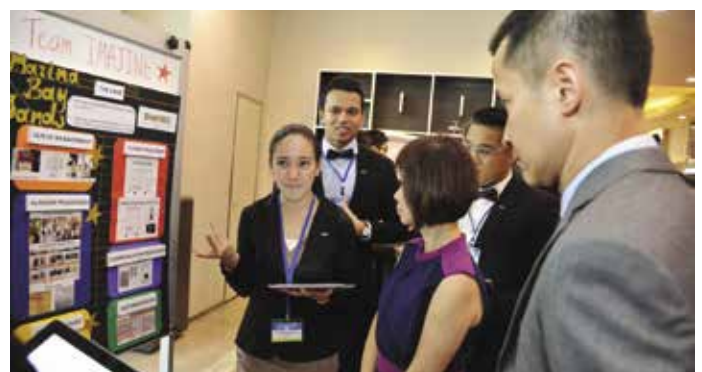
General Manager, Hotel Jen Tanglin Singapore

Mr Samy Mardolker,

Managing Director (Singapore), ORC International

As part of the industry's efforts to promote the co-creation of productivity ideas, a mini-exhibition comprising hotel productivity solutions and winning entries of the Hospitality Summit Challenge were held alongside the Conference.

The half-day summit saw the participation of more than 120 attendees.



Your Say: Top 3 Wishes for 2015

As we usher in the New Year, SHA Update finds out from members their top three wishes for the Singapore hotel industry in 2015.



Ms. Jolene Chong
General Manager
Hotel Re! @ Pearl's Hill

My top and only wish for the Singapore Hotel Industry, one which I believe is crucial and pressing, is for our macro environment leaders to come to appreciate that the operation of a hotel or any service industry is very much unlike that of a factory or the manufacturing industry.

Over the past years, our macro policies were focused on increasing staff productivity, something which has become more of an obsession than a focus. It is widely acknowledged

that there is slack in the industry practices previously which could be tightened up with better processes and improved technology. However, it comes to a point whereby the concept of service is compromised with achieving productivity. We can replace doormen with automatic door sensors, receptionists with automated check-in machines, concierge with computer terminals for information search. However, we lose the warm feel of doormen greeting you at the door, the casual chatter of receptionists asking about your day, the friendly advice and customized street-smart tip that a concierge can provide.

As much as operators appreciate the emphasis on increasing productivity and moving Singapore industries higher up the value chain, policy makers eventually have to realize that while moving up the higher tiers of needs of consumers like providing automation and technological advancement, we should not be forsaking the pre-existing needs like positive human interaction and service levels. The progression should be in an overall aspect without regression to the basics.

Therefore, in 2015, I wish for the macro policies affecting our Singapore Hotel Industry to take a more liberal approach, allowing for freer market forces to determine the industry's progress. I believe this can be facilitated through a strong and coordinated effort amongst our members led by SHA. Finally, I sincerely look forward to seeing my Singapore continue to welcome record numbers of visitors to our humble country with enhanced service levels through the provision of sufficiently trained and wholehearted service personnel.

1. Improvement of 'Quota' for foreign workers
2. Freeze on further hotel development approvals
3. Maximise Marketing and Public Relations Exposure for SG50 by the Singapore Tourism Board (STB)



Mr. Klaus Gottschalk
General Manager
Grand Mercure Singapore Roxy

1. For a more stable Singapore dollar against the currencies of competing neighbouring destinations. The Singapore dollar has appreciated making Singapore comparatively more expensive for tourists to visit than say, Bangkok and Malaysia.
2. More aid and support for hotels from the government to innovate in product and services so as to better compete for tourists against neighbouring destinations
3. Greater incentives for hotels to go green, especially in areas of being more energy efficient and minimising pollution to the environment.



Ms. Cyndi Ng
General Manager
Amara Sanctuary Resort Sentosa

1. Tourism growth - My first wish for the hospitality industry is that Singapore can attract a double digit tourist growth rate so that it can mitigate the expected increase in the supply of hotel rooms. The trend of tourism arrivals growth rate has tapered for the last 5 years and this may create a sense of business uncertainty with the continued surge in new players in the market.
2. Labour Deployment - As Singapore continues to face labour shortage and productivity decline, it is clear that the challenges remain and some manpower policies need to be reviewed. There is a mismatch in our manpower planning strategy and the requirement in the service industry. I hope the authority can continue to engage the industry leaders and prescribe impetus specific to the need of the hospitality industry instead of a one size fits all solution.
3. Capital Deployment - As our city becomes more matured and land becomes increasingly scarce, I wish that the authority is more accommodating in granting GFA permits and allowance for operational efficiency and asset enhancement.



Mr Philip Wong
General Manager
Dorsett Singapore

SHA Welcomes New Ordinary Members



Adonis Hotel

Adonis Hotel seeks to offer a premium hospitality experience suited for the cosmopolitan traveller, while providing a glimpse into Singapore's unique heritage with its traditional shop-house structure that has a rich history dating back to the 1900s. As a tribute to the heritage, guests will be greeted with a table of delectable nostalgic snacks available throughout the day for guests to enjoy. The familiar array of snacks, such as Hawthorn flakes, colourful gem biscuits and traditional soda crackers, will take local guests on a trip down memory lane while giving international guests a glimpse into Singapore's past.

Purposeful amenities and services of the 19-room premium boutique hotel include complimentary breakfast, mini bar, cocktail and Wifi. Nespresso machines and pampering rain showers are also available in all rooms, to provide an all-encompassing experience that will cater to the needs of guests from all walks of life.

Nestled in the heart of Singapore, Adonis Hotel is located within close proximity to facilities such as the City Hall MRT station, Singapore Art Museum and the bustling shopping scene in the Bugis and Suntec City district.

Hotel Jen Orchardgateway Singapore

Hotel Jen Orchardgateway Singapore is the world's first Hotel Jen and the most vibrant place to stay in Singapore. Located right in the heart of Orchard Road, its energy beats to the rhythm of the vibrant city. Say hello to a seamless, weather-proof shopping experience right from your hotel door as it is interconnected to four shopping malls, namely, Orchard Central, 313@Somerset, Centrepoint and Orchardgateway. No more struggling to hail a taxi as it also provides direct access to Somerset MRT station offering effortless connectivity all around Singapore.

At Hotel Jen Orchardgateway Singapore, there is everything you need from a 24-hour fitness centre, range of dining options, free coffee and snack-box-to-go after breakfast, access to over 2,500 newspapers and magazines on PressReader app to laundry wash service at one price for unlimited items in the laundry bag.

Last but not least, your stay would not be complete without experiencing the sensational rooftop pool, perfect for a leisurely dip or afternoon cocktail, with panoramic views of the Singapore skyline.



SHA Welcomes New General Managers



Mr. Sunshine Wong
Crowne Plaza Changi Airport
General Manager

Piloting the Crowne Plaza Changi Airport in its journey to new heights is Mr. Sunshine Wong as General Manager.

Crowne Plaza Changi Airport is the brand's flagship hotel in the region and first international brand in Eastern Singapore. Mr. Wong will oversee all operations of the hotel and continue building a winning team, creating a Great Hotel Guests Love. He will also lead the dynamic Crowne Plaza Changi Airport team in achieving greater success, supported by his strong background and knowledge in operations as well as sales and marketing.

Prior to his appointment, he headed the Commercial team for Japan and Korea of InterContinental Hotels Group (IHG) from 2012 to 2014 and boasts 11 years of experience as a General Manager within IHG properties alone, across both Crowne Plaza and Holiday Inn brand families.



Ms. Tash Tobias
InterContinental Singapore
Regional General Manager

InterContinental Singapore announces the return of Ms. Tash Tobias to InterContinental Singapore as General Manager, while taking on an expanded role as Regional General Manager for Singapore, Malaysia and Batam.

With over 18 years of experience in the hospitality industry, of which 12 years have been with IHG, Ms. Tobias brings with her a wealth of experience from her operational leadership roles across South East Asian Markets including Vietnam, Thailand and Singapore as well as leading the revenue management and sales and marketing functions in Australasia.

Prior to Ms. Tobias' return to Singapore, she was the Area General Manager of Bangkok and General Manager of Crowne Plaza Lumpini Park, overseeing Holiday Inn Silom, Holiday Inn Pattaya and the soon-to-open Hotel Indigo Wireless Road.

SHA Welcomes New General Managers



Mr. Herve Duboscq
Hotel Jen Orchardgateway Singapore
General Manager

Mr. Duboscq was appointed the General Manager for the opening of Hotel Jen Orchardgateway Singapore in 2013. He is responsible for the launch of the first Hotel Jen and oversees the operation of the 499-room hotel.

Previously, he was the Hotel Manager of Shangri-La Resort and Spa Oman. Originally from France, Mr. Duboscq studied at a Hospitality business school in France, Bordeaux and began his career as a chef. He gradually progressed to become a Food & Beverage Director and subsequently a Hotel Manager.

Having held management positions in the Middle East, India Ocean, Pacific, USA, and Europe, Mr. Duboscq brings with him 19 years of worldwide hotel experience to his first post in Asia at Hotel Jen Orchardgateway Singapore.



Mr. Ithin Osman
Innotel Hotel
General Manager

Mr. Ithin Osman is the General Manager of Innotel Hotel, and in his current role he would be spearheading the operations of Innotel Hotel.

Mr. Osman first began his career in the hospitality sector as a guest service officer at the Regalis Court Hotel in 2002, and subsequently moved on to join the Frasers Hospitality picking up a new role as a Supervisor. Mr. Osman joined Innotel Hotel in 2010 as the Assistant Front Office Manager, and quickly rose to the role of a Front Office Manager in 2011 prior to his current appointment as the new General Manager of Innotel Hotel in November 2014.

The constant thirst for knowledge is the key to Mr. Osman's success.



Mr. Wilson Wong
Moon 23 Boutique Hotel
General Manager

Mr Wilson Wong has been appointed General Manager of Moon 23 Boutique Hotel. Prior to his appointment, Mr. Wong held the role of Hotel Manager at both Hotel Grand Central Limited and Hotel Grand Chancellor Singapore. During this

period, he was also involved in the redevelopment of Hotel Grand Central to two 10-storey Hotels of 264 keys and 488 keys respectively.

With 20 years of experience in the hospitality industry, Mr. Wong is set to bring Moon 23 Boutique Hotel to greater heights.



Mr. Christy Guna Desa
Naumi Hotel and Naumi Liora
Hotel Manager

Naumi Hospitality announces the appointment of Mr Christy Guna Desa as Hotel Manager with effect from 1 December 2014. In his new capacity, Mr Christy will oversee its two properties in Singapore, Naumi Hotel at Seah Street and

Naumi Liora at Keong Saik Road. He will also provide strategic leadership to the current teams in hotel administration, operations, sales and marketing as well as driving business and service standards.

Mr Christy brings with him 11 years of experience in the hospitality industry with stints in Singapore and Asia. Prior to joining Naumi Hospitality, he was a key member in hotel operations for international brands such as Best Western and Marriott International.

Part of the pre-opening team for two hotel properties in Bali, Mr Christy was most recently the Director of Room Operations at Marriott International's The Stones Hotel in Bali.



Mr. Gilbert Madhavan
One Farrer Hotel & Spa
General Manager

A seasoned professional with more than 35 years in the hospitality industry, Mr. Madhavan has held seven senior leadership positions with hotels in Asia, Australia, and the Caribbean, spending the last 17 years with Raffles Hotels & Resorts.

Prior to this appointment, Mr. Madhavan was General Manager of Raffles Tianjin, contributing to the successful launch of the city's first penthouse hotel in 2010. He was also formerly General Manager of Raffles Resort Canouan Island, The Grenadines, which under his leadership, hosted illustrious events such as a private concert by operatic pop group Il Divo and Grammy award winning artist José Feliciano in aid of The Prince's Trust and the Trump Million Dollar Invitational golf tournament. During Mr. Madhavan's tenure, the hotel was accorded the prestigious five-star Diamond Award by America Academy of Hospitality Sciences.

For his outstanding achievement in the hospitality industry, Mr. Madhavan was presented the International Management Action Award by the Chartered Management Institute, Singapore and SPRING Singapore, in 2004.

Celebrating SHATEC Graduation 2014

On 24 November 2014, the SHATEC graduation ceremony was held at the University Cultural Centre (UCC). Attended by over 500 graduands, SHATEC's 29th Graduation 2014 was packed with proud parents, family members, industry partners and faculty, all gathered to celebrate this momentous occasion with the graduating cohort.

The event was graced by Mr Ng Cher Pong, Chief Executive of the Singapore Workforce Development Agency (WDA). Members of the SHATEC Advisory Council and Board of Directors, were also present to congratulate the graduands at the ceremony. The UCC hall reverberated with applause as each deserving graduate strode on stage to collect his /

her certificate or diploma. The ceremony also showcased the varied talents of SHATEC students - from a Wushu routine to music performances, much to the delight of everyone in the house. The day was capped off with a sumptuous buffet prepared by SHATEC's very own student chefs coupled with service par excellence by none other than our management students.

Equipped with the skills and knowledge that a SHATEC diploma / certificate provides, the graduates of 2014 will have many opportunities ahead of them. Truly, the hospitality world is at their feet.



SHATEC Student Syahir B Osman Receives The Goh Chok Tong Youth Promise Award (Merit)

SHATEC is proud to share that Syahir B Osman from DCS-05-14U has been awarded the Goh Chok Tong Youth Promise Award (Merit).

Syahir received the award from the Minister for Communications and Information and Minister-in-charge of Muslim affairs, Dr Yaacob Ibrahim at an award ceremony held on 18 October 2014 at the Singapore Botanic Gardens.

Introduced in February 2005, the Goh Chok Tong Youth Promise Award is presented to outstanding youths in the Malay-Muslim community who excel in the academic, music, arts and sports field. Currently, there are two categories of awards - distinction for overseas study and merit award for local study.

This marks a special achievement for SHATEC as Syahir is the first ever culinary student to receive this accolade. Past winners have traditionally emerged from the sports, arts, music and design & technology backgrounds.



SHATEC Signs MOU with Hong Kong Polytechnic University, School of Hotel and Tourism Management

21 November 2014 marked a milestone for SHATEC as the school inked a memorandum of understanding (MOU) with the School of Hospitality Management, Hong Kong Polytechnic University.

Chief Executive of SHATEC, Ms Margaret Heng and Director of School of Hotel and Tourism Management, Professor Kaye Chon signed a MOU on a degree pathway in Hotel Management which will cater to both SHATEC students and working professionals alike.

Commenting on the partnership with SHATEC, Professor Chon shared, "Both SHTM and SHATEC see this as an innovative international collaboration. One of the unique strengths of the SHTM is its internationalism, both in the make-up of its teaching staff and students. With SHATEC's strong support, we will ensure our collaboration becomes a success and together we'll make greater contributions to the development of the industry in the years ahead."

Ms. Heng said, "SHATEC is proud to collaborate with SHTM in providing quality hospitality and tourism education for the hotel industry. As the Singapore hotel industry embarks on its productivity and capability enhancement initiatives, the SHATEC-SHTM collaboration will provide opportunities for everyone in the industry to learn from one of the most



innovative hospitality schools in Asia. This fits in nicely with SHATEC's mantra to develop talents with deep skills and knowledge of the trade. With SHTM, SHATEC has taken another step ahead in its endeavour to support the industry with new and innovative programmes."

SHATEC Excels at the Star Chef Competition 2014

SHATEC emerged as the overall champion under the category of Aspiring Chefs, Western Cuisine at the Star Chef Competition 2014, organized by the Restaurant Association of Singapore and Singapore Chefs Association.

The competition was held on 13 September 2014 at SHATEC and 20 September 2014 at ITE College West for the Western and Asian categories respectively.

Results were announced at the Epicurean Star Award Gala Dinner 2014 on 25 September 2014, at the Raffles City Convention Centre. Our heartiest congratulations to Khong Jia Ming, Derek Wong, Kyrene Lee and Elanda Chua on Clinching the champion title. Well done to the SHATEC team and keep up the great work!



SHATEC Junior Chef Challenge



SHATEC students were happy to have the opportunity of giving back to the community by creating nutritious and economical recipes in SHATEC Junior Chef Challenge 2014 in partnership with Food Connect @ South West.

The participants were required to create nutritious and affordable meals for the residents in the South West CDC.

A total of 18 teams were shortlisted to compete for the final round of the competition on 13 October 2014. In addition to

a judging panel comprising SHATEC alumni, there was also a great deal of excitement with the beneficiaries voting for their favourite dish.

Congratulations to SHATEC students, Tang Weiwen and Benjamin Lim for winning the GOLD award.

SPOTLIGHT

In this issue, Ms. Sharmini Moganasundram, General Manager, PARKROYAL on Kitchener Road was invited to share with us her journey to success.



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

The most memorable experiences were the practical examinations where we were tested and assessed on our Food and Beverage Flambé skills, and playing the role of the restaurant's Maitre d'hotel. Those experiences have all been useful in my career when I started.

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

SHATEC's lecturers were truly inspirational as opposed to being regular teachers. I have had bosses who weren't bosses but mentors, and these mentors inspire you to perform passionately. I have also been extremely fortunate to be with The Pan Pacific Hotels Group which believes in internal development - the driving force of my success.

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

To summarize in one word, PASSION.

Sheraton Towers Singapore Hotel is the First Hotel to be Awarded The Work-Life Sustained Excellence Award 2014



Sheraton Towers Singapore Hotel is proud to announce that it is the first and only hotel to be conferred the Work-Life Sustained Excellence Award by the Tripartite Committee on Work-Life Strategy. This is the fifth time the hotel is recognised for its efforts in promoting work-life harmony, having been conferred the Work-Life Achiever Award in 2006, and the biennial Work-Life Excellence Award in 2008, 2010 and 2012.

The Work-Life Sustained Excellence Award is a new award which celebrates exemplary organisations that have consistently demonstrated outstanding success in work-life

strategies and have been awarded the Work-Life Excellence Award over three consecutive award periods.

Recognising the importance of being an employer of choice, Sheraton Towers Singapore has put forth work-life excellence initiatives and implemented an extensive wellness programme since 2004. The work-life excellence initiatives are part of a comprehensive framework that centres on five key themes: Sports, Health, Diet, Family and Work. The hotel organises sport activities, regular health talks, and Work Life Plus Health Screenings by SATA to ensure that the associates are in the pink of health. In addition, the flexible work arrangement is introduced to help associates address work-life challenges, and at the same time maximises the hotel's manpower capacity.

Sheraton Towers General Manager, Mr. Steven Long shared the following, "We strongly believe that our associates are our most valuable asset and their overall well-being is of paramount importance to us. Since the inauguration of our Work-Life Excellence framework 10 years ago, the hotel has continuously put forth enhanced programmes and strategies that are designed to improve our associates' work-life harmony and health. This award is an affirmation of our commitment towards our associates and spurs us to ensure a sustainable workforce at Sheraton Towers."

Patrick Fiat, Chief Experience Officer of Royal Plaza on Scotts, Awarded Hotelier of the Year by Preferred Hotel Group

Patrick Fiat, Chief Experience Officer and General Manager of Royal Plaza on Scotts (RP) has been selected from over 650 General Managers of Preferred Hotel Group's (PHG) hotel members around the world, to be crowned the company's Hotelier of the Year 2014.

The award acknowledges Mr. Fiat's acute business acumen and consistency in the exemplary service delivered in Royal Plaza on Scotts. He is well-known in the industry for his innovative initiatives which have been proven to be the new way of running businesses in the hospitality industry and in the extremely competitive market of Singapore. He inspires and challenges his team members to do their very best each day.

Some of the bold moves by Mr. Fiat and his team include making Royal Plaza on Scotts the first 100% smoke-free hotel in Singapore, introducing complimentary mini-bar, high speed wireless and wired broadband access and Nespresso gourmet coffee in all 511 rooms of the property. Mr. Fiat is also an avid supporter of green and charity initiatives. The newest initiative replaces all hard copies of newspapers with electronic ones. The move saves a substantial number of trees each day as savvy travellers who are flying with their own smart phones, tablets and laptops are able to gain easy access on the digital platforms.

His management style is open and communicative as he engages associates from all levels of the hotel. Junior board and middle managers' meeting are also conducted on a



regular basis to bring about changes and improvements to the operations and human resources strategies in the hotel as Mr. Fiat strongly believes that his associates who are on the ground are able to bring in new best practices that are relevant and functional.

"This award could not have gone to a more deserving person. Patrick Fiat is not only Preferred Hotel Group's Hotelier of the Year 2014, but also one of the very best in the industry. He is creative, charismatic, driven, a great host and role model for aspiring young hoteliers, as well as a seasoned businessman. All those who know Patrick will attest to his keen sense of humor! PHG is an extremely proud partner of Royal Plaza on Scotts, and we are delighted that Patrick Fiat is at the helm," commented Mr. Anthony Ross, Preferred Hotel Group's Executive Vice President for Asia Pacific, Middle East and Africa.

Hotel Re! Experience: A New Initiative by Hotel Re! @ Pearl's Hill to Delight Guests in a Meaningful Ways

Fun, inviting and enriching. The qualities associated with Hotel Re! @ Pearl's Hill is the drive for the introduction of the Hotel Re! Experience.

Each month starting from December 2014, the hotel will collaborate with an esteemed partner to organize a special activity for its hotel guests. Selected activities will also be opened to the public.

Activities that can be anticipated include a music concert, yoga class, dance class to hands-on cooking demonstration. All activities are complimentary and prior RSVP is required with priority given to hotel guests.

The inaugural Hotel Re! Experience, a Christmas violin concert by young violinists was held on the afternoon of 14 December 2014.

"As a customer-centric hotel, we are dedicated to ensuring that our guests experience a fun, inviting and enriching stay with us at Hotel Re!" said Ms Jolene Chong, General Manager of Hotel Re! who has recently been awarded "10 Most Successful 40 and Under Hotel Managers" by Singapore Business Review Magazine in 2014.



Marina Bay Sands Pushes the Green Envelope with ITB Asia 2014

Marina Bay Sands supported Messe Berlin (Singapore) in staging ITB Asia's first-ever carbon neutral event in its seven-year history. Held from 29 to 31 October 2014, the premier trade show for the Asia Pacific travel industry attracted 9,650 attendees from 108 countries across three days.

Under the guidance of the integrated resort's team of sustainability experts, the organiser reduced its overall carbon footprint by 34 per cent to 262 tonnes, surpassing its original aim of a 5 per cent reduction. The total amount of electricity consumed over the three-day event also saw a significant decrease of 34.5 per cent from 2012.

In all, 2.6 tonnes of brochures were also collected and recycled at the end of the event. The nature of such a recycling drive is a first for ITB Asia, as well as Marina Bay Sands, an ISO 20121 certified venue host.

The total carbon footprint resulting from the three-day event will be offset entirely through the investment of carbon credits into two regional climate change mitigation projects in Malaysia and Indonesia.



Singapore Crowned Destination of the Year at Cruise Industry Awards

First Asian Country to Win this Prestigious Award

27 October, 2014 – Singapore was named Destination of the Year at the eighth Seatrade Insider Cruise Awards, which recognises achievements in the global cruise industry. Other nominees included contenders from the Mediterranean, such as French Atlantic Ports and Cruise Net Hamburg.

Championing the Cruise Cause

Singapore is the first Asian country to win this prestigious award. One of the reasons Singapore was selected was for its work in promoting cruise not just within Singapore, but in catalysing the whole region. “The judges commended the STB’s cruise promotion efforts, both within industry circles and in consumer marketing to raise awareness of Southeast Asia cruising,” said Mary Bond, editor of Seatrade Insider.

Singapore has played an integral role in championing regional cruise development through the Association of Southeast Asian Nations (ASEAN). On this government-to-government platform, Singapore rallied the region to support the cruise industry and to develop port infrastructure to ensure that Southeast Asia has multiple ports ready for bigger ships to be deployed in the region.

“We are incredibly honoured to receive this award and would like to share it with all our stakeholders and regional partners.

This award is recognition not just for Singapore, but for the whole of Southeast Asia, as it underscores our collaborative efforts in promoting our region as an attractive cruising destination,” said Ms Neeta Lachmandas, Assistant Chief Executive, Singapore Tourism Board (STB).

Strengthening Trade Knowledge and Capabilities

In addition to government to government work, Singapore also works directly with the industry to address business needs. For example, Singapore facilitated a trade visit to the region in 2013 so that international cruise lines and shore excursion planners could experience first-hand the latest and most relevant cruise itineraries across Singapore, Indonesia, Malaysia and Thailand. This familiarisation trip received positive reviews and the second edition will be in November 2014.

Singapore and ASEAN are working with a publisher on a new monthly e-newsletter (“ASEAN Cruise News”) that will report on the latest cruise trends and developments in Southeast Asia. Aimed at travel agents, cruise operators, and industry professionals, this newsletter will also provide key market insights and cruise product information to strengthen trade capabilities across the region. The first issue was launched in early October 2014.

Also in the area of building knowledge within trade, STB collaborated with the Asia Cruise association (now known as the Cruise Lines International Association Southeast Asia) on training sessions for travel agencies around the region. As the cruise market is travel-agent centric, this training helped to build up a pool of cruise specialists, improving the distribution channels to consumers. This training programme was conducted across 2013 and 2014, and plans for future sessions are being currently being developed.

Supporting Industry Marketing and PR Efforts

STB has also been actively working together with the industry on marketing and public relations, to raise consumer awareness of cruising. In 2014, STB led consumer advertising on channels such as print, radio and television, around Asia and also in Singapore.

These initiatives will continue to ensure the flourishing of the regional cruise industry. “We are still in the early stages of Asia’s journey of growth as a cruising region, and we hope that this award can motivate everyone to continue working towards our goal in making Southeast Asia one of the world’s foremost cruise destinations,” said Ms Lachmandas.

Calendar of Conventions

Date From:	To	Event Title
2 Mar	5 Mar	5th Annual OTC Pharma Asia Conference
3 Mar	5 Mar	Global Security Asia (GSA 2015)
10 Mar	14 Mar	F+L Week Conference & Exhibition
13 Mar	16 Mar	International Furniture Fair Singapore
19 Mar	21 Mar	Sweets and Bakes Asia 2015
19 Mar	21 Mar	Café Asia 2015
19 Mar	21 Mar	Coffee & Tea Industry Expo 2015
19 Mar	20 Mar	Last Mile Fulfilment Asia 2015
23 Mar	26 Mar	BioPharma Asia Convention 2015
24 Mar	26 Mar	Tyrexpo Asia 2015
24 Mar	27 Mar	Black Hat Asia

Date From:	To	Event Title
26 Mar	28 Mar	RehabTech Asia 2015
3 Apr	5 Apr	37th Asia Pacific Dental Congress
8 Apr	9 Apr	IoT Asia 2015
10 Apr	12 Apr	Asia Dive Expo (ADEX) 2015
14 Apr	17 Apr	MTA 2015
14 Apr	16 Apr	INTERPOL World
16 Apr	18 Apr	CBME South East Asia – Children, Baby, Maternity Industry Expo
21 Apr	23 Apr	Sea Asia 2015
22 Apr	23 Apr	Cards & Payments Asia 2015
23 Apr	26 Apr	Singapore Yacht Show

(Source: STB Calendar of Events)

2014 Tourism & Hotel Performance – At a Glance

Key Statistics

1. International Visitor Arrivals

From January to December 2014, Singapore received 15,086,827 visitors (↓ 3.1%)*



2. Average Occupancy Rate (AOR)

From January to December 2014, the AOR was 85.5% (↓0.9% pt)*

3. Average Room Rate (ARR)

From January to December 2014, the ARR was \$257.70 (↓0.2%)*

4. Revenue Per Available Room (Revpar)

From January to December 2014, the Revpar was \$220.30 (↓1.1%)*

*As compared to the same period in 2013.

bizSAFE Makes Business Sense

WSH Article for Associations' Newsletter

"Many companies realise that WSH risks are part of that enterprise risks..." Mr Lee Tzu Yang, Chairman of WSH Council at bizSAFE Convention 2014

Loss of employee's output due to injury or diseases will slow down productivity. An effective safety and health management system can reduce injuries, illnesses and their associated costs, such as medical expenses, employee's injury compensation, additional manpower cost for covering lost time, etc. Hence it makes good business sense to invest in a workplace safety and health (WSH) management system.

Helping SMEs in Building Safety and Health Risk Management Capability

In 2007 the WSH Council launched the national bizSAFE programme to help small and medium enterprises (SMEs) build capability in managing safety and health risks. This initiative utilises a five-step programme which progressively builds the capability of companies in managing WSH risks. The programme also acknowledges companies' WSH efforts through a certification programme. Since its inception, bizSAFE has attracted more than 19,400 companies which recognise the value in having WSH risk management capability.

Value of bizSAFE Certification

bizSAFE adopts a top-down approach where top management of companies attend a half-day workshop to embark on their bizSAFE journey (bizSAFE Level 1). The 2013 bizSAFE perception survey, conducted by WSH Institute, revealed that management staff of bizSAFE Enterprises demonstrated greater involvement and commitment towards WSH by attending WSH meetings, monitoring companies' WSH performance and setting WSH targets. This suggested that involving top management from the beginning of the bizSAFE certification made a difference in driving changes within the company.

When a company progresses to bizSAFE Level 3, its risk management plan would be implemented and audited. The survey showed that more bizSAFE Enterprises were aware of the safety and health risks at their workplaces and involved their employees in risk assessment process. Based on the employees' perspective, the findings also suggested that bizSAFE certified companies had better WSH practices and programmes in place, such as having reward systems to recognise good WSH practices.

Almost 9 out of 10 companies that had engaged bizSAFE Enterprises found them to have better safety and health management and thus preferred to continue to engage bizSAFE certified companies for future projects. About two-thirds of them also indicated willingness to pay more to engage bizSAFE Enterprises. The findings implied that bizSAFE certification fostered more business opportunities and built rapport between companies that believed in having capability to manage WSH risks.

The bizSAFE evaluation study concluded that bizSAFE helped improve companies' safety and health through creating a greater level of awareness of, better management of WSH risks, and a stronger commitment towards WSH. bizSAFE certification is also valued among like-minded companies that understand having an effective safety and health management system makes good business sense.

For more information on bizSAFE programme, visit www.wshc.sg or email to bizSAFE@wshc.sg.

The key findings on the evaluation of bizSAFE programme are available at www.wsh-institute.sg.



¹ The study interviewed 1,652 companies for those with bizSAFE Level 3 certification or higher (a.k.a bizSAFE Enterprises), those without bizSAFE certification as well as potential clients of SMEs to evaluate the business value of bizSAFE certification.

THE SHA HOTEL MEMBERS

Adonis Hotel	Hotel 1929	Park Hotel Clarke Quay
Amara Sanctuary Resort Sentosa	Hotel 81 (DICKSON)	Park Regis Singapore
Amara Singapore	Hotel 81 (GEYLANG)	PARKROYAL on Beach Road
Amoy Hotel	Hotel 81 (STAR)	PARKROYAL on Kitchener Road
Aqueen Hotel - Balestier	Hotel Clover 33 Jalan Sultan	PARKROYAL on Pickering
Ascott Raffles Place Singapore	Hotel Fort Canning Singapore	Peninsula.Excelsior Hotel
Bay Hotel Singapore	Hotel Grand Central	Perak Hotel
Bayview Hotel Singapore	Hotel Grand Pacific	Quality Hotel Marlow
Beach Hotel	Hotel Kai	The Quincy Hotel
Bencoolen Hotel	Hotel Jen Orchardgateway Singapore	Raffles Hotel
Broadway Hotel	Hotel Jen Tanglin Singapore	Ramada Singapore at Zhongshan Park
Capella Hotel, Singapore	Hotel Miramar (S) Ltd	The Regent Singapore
Capri By Fraser Changi City, Singapore	Hotel Re! @ Pearl's Hill	RELC International Hotel
Carlton City Hotel Singapore	Hotel Royal	Rendezvous Hotel Singapore
Carlton Hotel	Hotel Royal @ Queens	Resorts World at Sentosa (Beach Villas, Crockfords Tower, Equarius Hotel, Festive Hotel, Hard Rock Hotel, Hotel Michael)
Concorde Hotel Singapore	Hotel Supreme	The Ritz-Carlton, Millenia Singapore
Conrad Centennial Singapore	ibis Singapore on Bencoolen	Riverview Hotel
Copthorne King's Hotel Singapore	ibis Singapore Novena	Robertson Quay Hotel
Crowne Plaza Changi Airport	Innotel Hotel	Royal Plaza on Scotts
Days Hotel Singapore at Zhongshan Park	Jayleen 1918 Hotel	Santa Grand Hotel East Coast
Dorsett Singapore	Klapsons, The Boutique Hotel	The Scarlet Hotel
The Duxton Hotel	InterContinental Singapore	The Seacare Hotel
The Elizabeth Hotel	Link Hotel	Shangri-La Hotel
Fairmont Singapore	Lloyd's Inn	Shangri-La's Rasa Sentosa Resort & Spa, Singapore
Fortuna Hotel	M Hotel Singapore	Sheraton Towers Singapore
Four Seasons Hotel	Mandarin Orchard Singapore	Singapore Marriott Hotel
Fragrance Hotel - Ruby	Mandarin Oriental, Singapore	The Singapore Resort & Spa Sentosa
Fragrance Hotel - Sapphire	Marina Bay Sands	Sloane Court Hotel
The Fullerton Hotel	Marina Mandarin Singapore	Sofitel So Singapore
The Fullerton Bay Hotel Singapore	Marrison Hotel	South-East Asia Hotel
Furama City Centre Singapore	Moon 23 Hotel	The St Regis Singapore
Furama RiverFront Singapore	Movenpick Heritage Hotel Sentosa	Studio M Hotel
The Gallery Hotel	Naumi Hotel	Swissotel Merchant Court, Singapore
Goodwood Park Hotel	Naumi Liora	Swissotel The Stamford, Singapore
Grand Copthorne Waterfront Hotel Singapore	New Majestic Hotel	V Hotel Lavender
Grand Hyatt Singapore	Nostalgia Hotel	Value Hotel - Thomson
Grand Mercure Roxy Hotel	Novotel Singapore Clarke Quay	Village Hotel Albert Court
Grand Park City Hall	Oasia Hotel	Village Hotel Bugis
Grand Park Orchard	ONE°15 Marina Club	Village Hotel Changi
Hangout @ Mount Emily	One Farrer Hotel & Spa	Village Hotel Katong
Hilton Singapore	Orchard Hotel	W Singapore Sentosa Cove
Holiday Inn Express Singapore Clarke Quay	Orchard Parade Hotel	Wanderlust Hotel
Holiday Inn Express Singapore Orchard Road	Pan Pacific Orchard	Wangz Hotel
Holiday Inn Singapore Atrium	Pan Pacific Singapore	The Westin Singapore
Holiday Inn Singapore Orchard City Centre	Parc Sovereign Hotel - Albert St	York Hotel
	Park Avenue Changi	
	Park Avenue Rochester	

THE SHA ASSOCIATE MEMBERS

The American Club	Pinedale Trading Pte Ltd	Singapore Meritus International Hotels Pte Ltd
Auric Pacific Marketing Pte Ltd	The Quayside Group Pte Ltd	Singapore Recreation Club
Batam View Beach Resort	Rentokil Initial Singapore Pte Ltd	Singapore Swimming Club
Cofely Southeast Asia Pte Ltd	Republic of Singapore Yacht Club	Singapore Telecommunications Limited
Docomo Intertouch Pte Ltd	Republic Plaza City Club (S) Pte Ltd	Somerville (Singapore) Pte Ltd
HPL Hotels & Resorts	S A Hotel Management Pte Ltd	Starhub Ltd
Institute of Technical Education (ITE)	The SAF Warrant Officers and Specialists Club	The Tanglin Club
Keppel Land Hospitality Management Pte Ltd	Select Group Ltd	Trane Singapore
Nanyang Polytechnic	Sia Huat Pte Ltd	Unilever Singapore Pte Ltd
NTUC Club	Simmons (Southeast Asia) Pte Ltd	Wine Trade Asia Pte Ltd
Orchid Country Club	Singapore Exhibition Services Pte Ltd	YHS (Singapore) Pte Ltd
Pasta Fresca Da Salvatore Pte Ltd	Singapore Island Country Club	

(as at 31 Dec 2014)