

# SHA UPDATE

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## Record Number of Star Winners for EXSA 2015!

The Excellent Service Award (EXSA) - Star Presentation Ceremony for the Hospitality Sector took place on the afternoon of 23 November 2015 at the University Cultural Centre (UCC) Hall. The event was graced by Mr Yeo Guat Kwang, Assistant Secretary-General, National Trades Union Congress.

The hospitality sector of EXSA 2015 had a total of 3,068 award winners comprising 853 Star, 1,010 Gold and 1,205 Silver from 104 organisations. This was a record-breaking year for EXSA (hospitality sector) as it recognised the most number of Star winners, the highest accolade for EXSA, with a respectable 17 percent year-on-year increase.

The highlight of the annual event was the presentation of the SHA Outstanding Star Award. Amongst the Star winners, 56 of them were nominated for the SHA Outstanding Star Award and they were each presented with a trophy and certificate by the Guest-of-Honour, Mr Yeo Guat Kwang at the ceremony.

After much anticipation, Ms Ivy Chui Peik Shin of Resorts World Sentosa and Mr Lai Kian Ming Ken of Fraser Place Fusionopolis, Singapore were announced as the 2015 SHA Outstanding Star winners for the Hotel category and Non-Hotel category, respectively.



The nominees of the SHA Outstanding Star Award 2015 (in alphabetical order) were as follows:

Amara Sanctuary Resort Sentosa	Nur' Ain Bte Md Razali	Mövenpick Heritage Hotel Sentosa	Kim Eunhwa Heidi
Amara Singapore	Martin Han Sim Juan	NTUC Club	Jenny Theinmozhi D/O Jayaraman
AMOY (Far East Hospitality)	Jeremy Koh Wei Tiong	Oasia Hotel Singapore (Far East Hospitality)	Elica Ren Xiao Juan
Bay Hotel Singapore	Diana Yu Siya	Orchard Hotel Singapore	Soh Kim D/O Sreedharan
Bayview Hotel Singapore	Kong Gee Keong Peter	Orchard Parksuites (Far East Hospitality)	Ou Xiaoli
Capri by Fraser, Changi City / Singapore	Tay Siew Cheng Carole	Park Hotel Clarke Quay	M Tiayagaraj Muniandy
Carlton Hotel Singapore	Kuan Chau Foo (Ben)	Park Regis Singapore	Ng Wai Hong
Chinese Swimming Club	Teo Hong Chay	PARKROYAL on Beach Road	Wong Chun Keat
Concorde Hotel Singapore	Lauretta Ann Fernando	Peninsula Excelsior Hotel	Ng Kim Poh Chan
Conrad Centennial Singapore	Griselda Tan Xiao Hui	Raffles Hotel Singapore	Janielle Toh Qiu Yan
Crowne Plaza Changi Airport	Tiang Kah Yen Janet	Ramada and Days Hotels Singapore At Zhongshan Park	Choo Wan Yee Rebecca
D'Resort	Himanshu Sharma	Rendezvous Hotel Singapore (Far East Hospitality)	Marjorie Ann Calalo Morales
Fairmont Singapore & Swissôtel The Stamford	Tan Lee Khon	Resorts World at Sentosa Pte Ltd	Ivy Chui Peik Shin
Fraser Place Fusionopolis, Singapore	Lai Kian Ming Ken	Royal Plaza on Scotts	Saravanan A/L Ganason
Fraser Place Robertson Walk, Singapore	Puah Kwee Eng	SAFRA National Service Association	Suppiah Banumathi
Fraser Residence Orchard, Singapore	Gonzales John Joven Digomon	Shangri-La Hotel, Singapore	Ono Shinsaku
Fraser Suites River Valley, Singapore	Nirwati Bte Sahmat	Shangri-La's Rasa Sentosa Resort & Spa, Singapore	Aung Kyaw Kyaw (Jack)
Furama City Centre, Singapore	Sazali Bin Alwi	Sheraton Towers Singapore Hotel	Joo Say Chee Sebastian
Furama RiverFront, Singapore	Cheon JeongIn, Jessica	Singapore Marriott Tang Plaza Hotel	July Ann De Guzman Jocson
Grand Copthorne Waterfront Hotel Singapore	Ronald B. Monte	Singapore Recreation Club	Roberts Duncan
Grand Hyatt Singapore	Muhammad Faisal Bin Abdul Rahim	The Fullerton Bay Hotel Singapore	Lee Yongmi, Emma
Holiday Inn Singapore Atrium	Faizal Bin Mas'odi	The Pan Pacific Hotel Singapore	Shine Naw K Mie
Holiday Inn Singapore Orchard City Centre	Foo Swee Ling, Carol	The Quincy Hotel (Far East Hospitality)	Hennessy Villanueva Arias
Hotel Jen Tanglin Singapore	Afiza Binte Ahmad	The Ritz-Carlton, Millenia Singapore	Archie Punzalan Natividad
InterContinental Singapore	Tan Hock Kim	The Tanglin Club	Mukhantan S/O Perumal
Link Hotels International Pte Ltd	Tan Siew Chen (Susan)	Treetops Executive Residences	Norma Idris
M Hotel Singapore	Ang Siew Yean Amelyn	Village Hotel Katong (Far East Hospitality)	Lim Wenjie Brandon
Mandarin Orchard Singapore	Lim Chai Hong		
Marina Bay Sands Pte Ltd	Leong Zhao Min		

Congratulations to all winners!





# Rolling Through The Decades With The Tourism Industry

The much-anticipated Singapore Tourism Industry Night (TIN) took place on 3 December 2015 at the Resorts World Convention Centre, West Ballroom.

Held once every 2 years, the event was well attended by 620 guests from the public and private sectors - mainly from the hotel and tourism industry.

The Organising Committee for this event comprises members from the Singapore Hotel Association (SHA), Association of Singapore Attractions (ASA), National Association of Travel Agents Singapore (NATAS) and Pacific Asia Travel Association (PATA) Singapore Chapter.



For 2015, it was SHA's turn to chair this industry-driven event.

Titled "Solid Gold – Rolling Through The Decades", guests were treated to a fun-filled celebration night by the versatile and highly entertaining Justin Misson and special performances from the following artistes:

- Home grown international vocal band, MICAPPELLA
- A "4-piece" group, Danny Koh and Band
- 11 year old girl with a big voice, Ashley Yeo





Another highlight of the evening was the Lucky Draw which saw 75 lucky winners walking away with attractive prizes ranging from complimentary stay at hotels to free entry to attractions and F&B dining vouchers.

The SHA would like to thank all participating companies for their kind support and also to the following sponsors for their generous sponsorships:

- Wines Imported In Cold Chain by Taste of Tradition
- Air France KLM
- Air New Zealand
- Carlton City Hotel Singapore
- Carlton Hotel Singapore
- Cathay Pacific Airways Limited
- Concorde Hotel Singapore
- Equarius Hotel, Resorts World Sentosa
- Fairmont Singapore
- Grand Hyatt Singapore
- Grand Mercure Singapore Roxy
- Holiday Inn Express Singapore Clarke Quay
- Holiday Inn Singapore Orchard City Centre
- Hotel Jen Orchardgateway Singapore
- Hotel Jen Tanglin Singapore
- Hotel Miramar (S) Pte Ltd
- ibis Singapore Novena
- InterContinental Singapore
- Lloyd's Inn
- Mandarin Orchard Singapore
- Mandarin Oriental, Singapore
- Marina Mandarin Singapore
- MasterCard Worldwide
- New Majestic Hotel
- Novotel Singapore Clarke Quay
- Orchard Hotel Singapore
- PARKROYAL on Kitchener Road
- PARKROYAL on Pickering
- Peninsula Excelsior Hotel
- Ramada and Days Hotels Singapore At Zhongshan Park
- Rendezvous Hotel Singapore
- Resorts World Sentosa
- Science Centre Singapore
- Sheraton Towers Singapore Hotel
- Singapore Airlines Limited
- Singapore Turf Club
- Star Cruises
- Swissôtel Merchant Court, Singapore
- Swissôtel The Stamford, Singapore
- Universal Studios Singapore
- The Elizabeth Hotel
- The Quincy Hotel
- The Seacare Hotel
- The St. Regis Singapore
- W Singapore – Sentosa Cove
- Wanderlust Hotel



# 20<sup>th</sup> Annual Hotel Security Award Presentation Ceremony 2015

The Annual Hotel Security Award Presentation Ceremony was held on 22 October 2015 at Novotel Singapore Clarke Quay.

The Guest-of-Honour for the event was Mr. Amrin Amin, Parliamentary Secretary, Ministry of Home Affairs.

A record number of 83 hotels were recognised at the 20th edition of the annual award ceremony. 67 hotels were awarded the Hotel Security Excellence Award while another 16 hotels received the Hotel Security Award.

To mark the 20th edition of the hotel category award, 10 of these hotels which have participated and achieved the award for 20 consecutive years were also presented the **Hotel Security Star Award** in recognition of their consistent commitment in ensuring a safe and secure hotel environment.

In addition, a total of 240 hotel employees were commended for their honest, brave and vigilant acts. Their exemplary acts were shared in a booklet which was distributed to all attendees of the event.



Winners of the Hotel Security Excellence Award 2015:

1	Amara Sanctuary Resort Sentosa	18	Goodwood Park Hotel Limited
2	Amara Singapore	19	Grand Copthorne Waterfront Hotel
3	Bayview Hotel Singapore	20	Grand Hyatt Singapore
4	Beach Villas	21	Grand Mercure Singapore Roxy
5	Concorde Hotel Singapore	22	Hotel Grand Pacific Singapore
6	Conrad Centennial Singapore	23	Grand Park City Hall
7	Copthorne King's Hotel Singapore	24	Grand Park Orchard
8	Crockfords Tower	25	Hard Rock Hotel
9	Crowne Plaza Changi Airport	26	Hilton Singapore
10	Days Hotel Singapore At Zhongshan Park	27	Holiday Inn Singapore Atrium
11	Equarius Hotel	28	Holiday Inn Singapore Orchard City Centre
12	Fairmont Singapore & Swissôtel The Stamford	29	ibis Singapore on Bencoolen
13	Festive Hotel	30	InterContinental Singapore
14	Four Seasons Hotel Singapore	31	Hotel Jen Orchardgateway Singapore
15	The Fullerton Hotel Singapore & The Fullerton Bay Hotel Singapore	32	Hotel Jen Tanglin Singapore
16	Furama City Centre, Singapore	33	M Hotel Singapore
17	Furama RiverFront Singapore	34	Mandarin Orchard Singapore

The event was held in conjunction with the annual Hotel Security Conference which was jointly organised by the Singapore Hotel Association, Singapore Police Force and National Crime Prevention Council.

Themed "A Coordinated Approach to Crisis Management", the security conference included the following:

- A presentation on "The Current and Emerging IS Threat" by Dr Rohan Gunaratna, Head, International Centre for Political Violence and Terrorism Research, S. Rajaratnam School of International Studies, Nanyang Technological University
- An interactive workshop session titled "Managing a Major Incident- Are you ready?" facilitated by Mr Tan Puay Kern, Vice President, Security Service Department, Marina Bay Sands, and his team.

SHA would like to express our heartiest congratulations to all winners and appreciation to all attendees of the Hotel Security Conference 2015.

The 10 recipients of the Hotel Security Star Award 2015 were as follows:

1	Copthorne King's Hotel Singapore	6	Orchard Hotel Singapore
2	Fairmont Singapore & Swissôtel The Stamford	7	PARKROYAL on Beach Road
3	Grand Hyatt Singapore	8	Raffles Hotel Singapore
4	InterContinental Singapore	9	Shangri-La Hotel, Singapore
5	Marina Mandarin Singapore	10	Sheraton Towers Singapore Hotel

35	Mandarin Oriental, Singapore	52	RELC International Hotel
36	Marina Bay Sands	53	Rendezvous Hotel Singapore
37	Marina Mandarin Singapore	54	The Ritz-Carlton, Millenia Singapore
38	Hotel Michael	55	Hotel Royal Limited
39	Novotel Singapore Clarke Quay	56	Royal Plaza on Scotts
40	Oasia Hotel Singapore	57	Shangri-La Hotel, Singapore
41	Orchard Hotel Singapore	58	Shangri-La's Rasa Sentosa Resort & Spa, Singapore
42	Pan Pacific Orchard, Singapore	59	Sheraton Towers Singapore Hotel
43	Pan Pacific Singapore	60	Singapore Marriott Tang Plaza Hotel
44	Park Hotel Clarke Quay	61	The Singapore Resort & Spa Sentosa, Managed by Accor
45	Park Regis Singapore	62	The St. Regis Singapore
46	PARKROYAL on Beach Road	63	Swissôtel Merchant Court
47	PARKROYAL on Kitchener Road	64	Village Hotel Changi
48	PARKROYAL on Pickering, Singapore	65	W Singapore - Sentosa Cove
49	Raffles Hotel Singapore	66	The Westin Singapore
50	Ramada Singapore At Zhongshan Park	67	York Hotel Pte Ltd
51	Regent Singapore, A Four Season Hotel		



### Winners of Hotel Security Award 2015:

1	AMOY By Far East Hospitality	9	One Farrer Hotel & Spa
2	Capri by Fraser, Changi City / Singapore	10	Orchard Parade Hotel
3	Carlton City Hotel Singapore	11	Peninsula Excelsior Hotel
4	Dorsett Singapore	12	The Quincy Hotel
5	The Elizabeth Hotel	13	Riverview Hotel Singapore
6	Hangout @ Mt Emily	14	Village Hotel Albert Court
7	ibis Singapore Novena	15	Village Hotel Bugis
8	Mövenpick Heritage Hotel Sentosa	16	Village Hotel Katong



## Celebrating 21 Years of Kindness in the Hotel Industry

The SHA/SKM Service Gold - The National Kindness Award Ceremony, took place on 24 November 2015 at The Ballroom, Raffles Hotel Singapore.

This edition of the event marked 21 years of collaboration between SHA and the Singapore Kindness Movement (SKM). The event was graced by Mr Heng Chee How, Senior Minister of State, Prime Minister's Office and was well attended by close to 200 award recipients and guests.

87 award recipients from 52 participating hotels were recognised at the award ceremony and each of them received a certificate and collar pin from the Guest-of-Honour, Mr Heng Chee How.

The Gracious Guest recognition, which was inaugurated at the same event in 2013, received a total of 6 nominations from hotels for 2015. This award seeks to appreciate guests who have exhibited exemplary graciousness to the service staff at our local hotels.

3 of our overseas guests nominated for the Gracious Guest recognition received their award personally at the ceremony. These guests were singled out for the award for showing appreciation, empathy, understanding and thoughtfulness towards service staff.

Following the successful partnership last year, the SHA and SKM once again collaborated with the Boys' Town to organise an educational visit to SHATEC on 3 November 2015 where 14 of their residents learned to bake cookies and make simple sandwiches. This year's visit was also extended to the outreach centre of Boys' Town.

After the educational visit to SHATEC, the residents were treated to a high-tea session which was hosted by the Marina Mandarin Singapore where they also participated in some games and a tour of the hotel.



# Industry Update and Networking Session for General Managers

The second Industry Update and Networking Session for General Managers for 2015 took place on 19 October 2015 at Genting Hotel Jurong.

The session started off 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:

**Sharing on sector productivity and manpower strategies/plans**

**Overview of government assistance for the hotel sector**

**Briefing on Lean Enterprise Development (LED) Scheme**

After the informative presentations, participants were given a tour of Genting Hotel Jurong.



## SHA Welcomes New General Managers



**Mr. Adrian Tan**  
General Manager  
Copthorne King's Hotel Singapore

Millennium Hotels & Resorts announced the appointment of Mr Adrian Tan, as General Manager of Copthorne King's Hotel Singapore effective from October 2015 while continuing to oversee and support the corporate revenue management team in his role as Vice President Revenue Management.

An avid hotelier, Mr. Tan has been with Millennium for over six years after having honed his hospitality skills with Raffles Hotels & Resorts and HPL Hotels & Resorts. Being well versed in revenue and distribution management, Mr. Tan has shown strong capability in leading his Regional Sales and Revenue team in achieving their goals in Asia. Prior to joining the hospitality industry, Mr. Tan has spent several years

with Singapore Airlines as part of their Administrative Officer management program that covers areas in revenue management, marketing and distribution.



**Ms. Sandra Klopogge**  
General Manager  
Holiday Inn Express Singapore Clarke Quay

Ms. Sandra Klopogge joined Holiday Inn Express Singapore Clarke Quay as General Manager on 1 August 2015.

Prior to her current appointment, Ms. Klopogge was General Manager at Holiday Inn Resort Phuket where she successfully led the team through the final phase 3 of the Main Wing refurbishment.

Ms. Klopogge started her career with InterContinental Hotels Group (IHG) at Holiday Inn Cairns in 1990 in Rooms Division before successfully transitioning to the role of Director of Sales & Marketing in charge of Operations. She took up her first General Manager position at Old Sydney Holiday Inn in 2004. During this time the hotel made significant improvements in both guest and employee engagement.

Originally from the Netherlands, and a long term Australian Resident, Ms Klopogge moved to Singapore in July 2015. In her spare time, she enjoys keeping fit and relaxing with a good autobiography.





**Mr. Marcus Hanna**  
General Manager  
Novotel Singapore Clarke Quay

Novotel Singapore Clarke Quay managed by AccorHotels has appointed Mr. Marcus Hanna as General Manager. Mr. Hanna brings over 20 years of hospitality experience working in London, Malta, San Francisco and the last 10 years have been with AccorHotels in Australia.

Mr. Hanna previously served as General Manager for the opening of Pullman at Sydney Olympic Park in 2008; while he was also in charge of the opening of the Qantas First Class Lounges in Sydney and Melbourne.

Mr. Hanna's last two properties were Sofitel Brisbane Central and Sofitel Gold Coast Broadbeach. During his term as General Manager, the hotel won numerous awards for Quality Customer Service and Financial performance.



**Mr. Spencer Han**  
Hotel Manager  
Naumi Hotel

Naumi Hospitality is delighted to announce the promotion of Mr. Spencer Han to Hotel Manager. In his new capacity, Mr. Han will be overseeing the group's two properties in Singapore, Naumi Hotel at Seah Street and Naumi Liora at Keong Saik Road. Prior to this, Mr. Han was the Operations Manager of Naumi Liora.

With 12 years of experience in the hospitality industry, Mr. Han will provide strategic leadership to the current teams in hotel administration, operations, sales and marketing as well as driving business and service standards. One of his latest achievements is leading the team at Naumi Hotel to be recognised and ranked fourth out of 25 winning hotels in Singapore in the 2016 Tripadvisor Travellers' Choice Awards.

## Your Say: Top 3 Wishes for 2016

As we usher in the New Year, SHA Update finds out from members their top three wishes for the Singapore hotel industry in 2016.



**Mr. Jack Chua**  
General Manager  
Park Regis Singapore

1. No major terrorist strike in Singapore
2. No more haze
3. Every year is celebrated as SG 50



**Mr. Patrick Fiat**  
General Manager and Chief Experience Officer (CEO)  
Royal Plaza on Scotts

1. I would like to see more young Singaporeans joining the hospitality industry. The launch of the Michelin Guide this year will have an impact on the perceptions of a career in F&B and

hopefully, this will attract more talents to the industry.

2. The sprouting of new hotels should cool off for the next 3 years due to the increased room inventory and the looming economic crisis.

3. Orchard Road should be redeveloped as the visitors' favourite lifestyle and shopping destination in Singapore.



**Mr. Danny Wong**  
Hotel Manager  
Mandarin Orchard Singapore

1. More opportunities for collaboration amongst industry professionals and key players so that tangible benefits are reaped from effective exchanges of ideas, insights, knowledge, best practices, and even resources

2. A strong and continuing focus on promoting innovation and productivity at every possible front - be it service quality, technology platforms, or operational processes - so that we increase the competitiveness of the industry as well as its resilience through challenging times

3. More success in developing and increasing the capabilities of local talent, and in grooming them to be the next generation of hoteliers. By doing so, we become better equipped to support and sustain the growth of Singapore's hotel industry



# Lifelong Learning Festival

SHATEC took part in the WDA's Lifelong Learning Festival held on 7 and 8 November 2015 at the Lifelong Learning Institute.

In line with the theme of lifelong learning, SHATEC showcased its tourism programmes, Place and Train Programmes, as well as lifestyle series programmes at the festival.

Visitors were not only entertained with various quizzes and jigsaw puzzles but were also offered a glimpse of Singapore's history through a dress-up by SHATEC staff as Samsui woman and coolie.



## SHATEC's Open House – Firing up the Magical Kitchen

SHATEC's Open House, held on 20 December 2015, received a good turnout of over 170 attendees. Visitors were engaged in various interactive activities at the game stations which were manned by the SHATEC students. Visitors were not only

able to hear candid and insightful sharing by both SHATEC's Culinary Director and its students, but also participate in workshops such as sauce, pastry and pizza-making sessions.



## The SG50 Golden Jubilee Cook-Off Competition

In line with the year-long SG50 Golden Jubilee celebrations, SHATEC contributed to the celebratory mood by organizing a Cook-off Competition on 28 November 2015 at its training restaurant, The Sapling. The competition was intense as the 10 teams toiled in the kitchen, putting in their best effort to clinch

the much-coveted first prize. The competition was judged by a panel of five judges from the industry and the event was graced by Ms Denise Phua, Mayor, Central Singapore District. Congratulations to Team Black and White – Teo Jun Xiang and S.Viknesh for winning the first prize!



## SHATEC Institutes 30<sup>th</sup> Graduation Ceremony

SHATEC Institutes celebrated its 30th Graduation Ceremony at the University Cultural Centre (UCC) on 20 November 2015. The ceremony was graced by Guest-of-Honour, Dr Koh Poh Koon, Minister of State of Trade and Industry. The ceremony hosted more than 500 attendees, including graduands scholarship recipients, board directors, industry partners, parents and guests. Mr Harmil Singh, SHATEC's alumnus and now President and CEO of Compass Hospitality, also took time off his busy schedule to give an inspiring speech encouraging the graduands as they embark on their next chapter of life's journey.



## Food Drop CSR Initiative

Partnering with South West CDC and the Food Bank on a Food Drop CSR Initiative on 9 November 2015, SHATEC helped to usher in an early Christmas for 360 needy households in Bukit Batok. Named "The SHATECare Movement", the aim of this initiative was to generate greater awareness on the plight of needy families in our society which is aligned to the "caring" virtue in SHATEC's culture statement.



Over a hundred SHATEC students and staff rallied together in a week-long collection drive and helped to pack and distribute grocery bundles to the doorsteps of the Bukit Batok residents.

More than \$10,000 worth of food and daily supplies such as canned food, oil and rice were distributed through this initiative.



## PM Lee's Visit at The Sapling

Prime Minister Lee Hsien Loong graced the official opening of the Enabling Village on 2 December 2015, and visited SHATEC's training restaurant, The Sapling, during his tour of the premises.

"The Sapling" is a name meaningfully chosen to reflect SHATEC's vision for its students – to begin as saplings but to grow into magnificent trees deeply rooted in the ground. It is a training restaurant set up by SHATEC where students undergo a period of intensive practical training, gaining real-life knowledge before they graduate. The Sapling has commenced operations since November 2015 and is situated at Enabling Village, 20 Lengkok Bahru, Academy Block, #01-17, Singapore 159053.

More information on The Sapling can be found at <http://thesapling.sg/>





# Spotlight

In this issue, Mr. Cheong Hai Poh, General Manager, 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?

The friendship, camaraderie, team bonding formed through project works, group discussions, practical trainings, class gatherings, etc during SHATEC days are something that I value to this day and such is the spirit that any successful organization should have.

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

Having an education at SHATEC provided me with the theoretical and practical knowledge of the hospitality industry. The valuable knowledge earned through my attachment in the industry was the most important knowledge learnt through hands-on life experiences. The practical training also fuelled my passion in the service industry as being operationally involved allowed me to interact with guests and staff, where I could continually seek feedback and improvements. This provided me with a better insight of hotel operations and helped to mould me into a customer-centric person. Additionally, it gave me a personal sense of satisfaction when I put a smile on customers' face or when my service was reciprocated with customers' compliments even up to this day.

SHATEC has provided me a headstart to my hospitality career as it opened up new opportunities for me to meet people from all walks of life during my one-year attachment and gave me ample opportunities to grow and try out different roles to understand the hotel operations better and realise where my passion and talent lies.



**Mr. Cheong Hai Poh,**  
*General Manager,  
Grand Park City Hall*

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

Always love what you do; this innate passion will sustain you through the toughest of times and help get you through challenges that you may face. This applies generally in life. Of course it helps if you stay excited and welcome changes that come along as change is truly the only constant. In hospitality, we will continue offering regular service extraordinarily well, instead of overdoing lots of extra ordinary things.

## Orchard Hotel Singapore Lights Up a Colourful Season of Giving

Orchard Hotel Singapore celebrated the joy of giving through the hotel's "Adopt a Wishing Star" initiative by sharing Christmas warmth with the less fortunate children.

The hotel collected hand-written wishes from children of low-income families of Thye Hua Kwan Moral Charities Limited and Sengkang Family Service Centre. Hotel staff and guests were strongly encouraged to participate in the "Adopt a Star Initiative" by fulfilling the children's wishes.

In addition, guests were enchanted with a life-size Gingerbread House adorned with thousands of delightful rainbow-like Gingerbread Tree Cookies, as the hotel transformed into a wonderland of festive fashion. Attractive prizes can also be won in the hotel's "Count-the-Trees" Contest by guessing correctly the number of cheerily-hued Gingerbread Tree Cookies used to decorate the one-storey Gingerbread House at the lobby.



## Orbitz Worldwide Best in Stay Award 2015

Orbitz Worldwide Best in Stay Award 2015 honoured nearly 400 top-rated hotels in 125 popular destinations where winners were selected based on the overall numeric score of verified hotel reviews submitted by Orbitz Worldwide customers who have booked and stayed at hotels over the past year.

Customers were asked to rate a variety of hotel attributes on a scale of 1 to 5, including amenities, maintenance, hotel staff, room comfort, location, and value. The ratings were supplemented by inputs from Orbitz Worldwide hotel experts who factored in other market conditions, such as the number of reviews, frequency of booking and reputation of hotel staff.

Our heartiest congratulations to the following winners:

### 2015 Best in Stay Elite Winner

Pan Pacific Singapore

### 2015 Best in Stay Winner

Marina Mandarin Singapore

Fairmont Singapore

**ORBITZ**  
WORLDWIDE™





## 26<sup>th</sup> Annual TTG Travel Awards 2015

Congratulations to all winners of the 26th TTG Travel Awards 2015! The award ceremony took place on 1st October 2015, at the Centara Grand and Bangkok Convention Centre in Bangkok, Thailand.

Winners of the 84 awards across four categories had a culmination of votes by 143,000 travel trade customers and working partners in the Asia Pacific region through TTG Travel Trade Publishing's print and online titles: TTG Asia, TTG China, TTG India, TTGmice, TTGassociations, TTG-BTmice China, TTGassociations and TTG Asia Luxury. The criteria for hotel awards are based on service and facilities, range of value-added benefits and professionalism of the hotel's sales and marketing team.

Our heartiest congratulations to the following hotel members:

### Hotels – Individual Property

#### *Best Mid-Range Hotel:*

Ramada Singapore At Zhongshan Park

#### *Best Independent Hotel:*

Royal Plaza on Scotts

#### *Best City Hotel-Singapore:*

Mandarin Orchard Singapore

#### *Best New City Hotel:*

The Westin Singapore

#### *Best Airport Hotel:*

Crowne Plaza Changi Airport

### Resorts – Individual Property

#### *Best Integrated Resort:*

Resorts World at Sentosa Pte Ltd

### Serviced Residences

#### *Best Serviced Residence Operator:*

Fraser's Hospitality Pte Ltd



Mr Tony Cousens, General Manager of Ramada and Days Singapore At Zhongshan Park receiving the Best Mid-Range Hotel Award

## IHG® Named Singapore's Third Best Company to Work for

InterContinental Hotels Group (IHG®), has been ranked third in the inaugural Great Place to Work®'s "Best Companies to Work For" list in Singapore.

The award recognises the top 10 organisations across the country committed to creating a great work environment where employees trust the people they work for, have pride in the work they do, and enjoy working with the people around them.

Companies nominated for "Best Companies to Work For" lists are ranked predominantly on the basis of employees' response to Great Place to Work's Trust Index® Survey, which measures employee perception of the workplace,

and their Culture Audit®, which is completed by the company's management team and evaluated by an independent Great Place to Work team.

Commenting on the ranking, Jan Smits, Chief Executive Officer AMEA, IHG, said: "Hospitality is a service industry where our people are absolutely critical to our success. Each of our hotel brands represents our promise to our guests and it is our people who deliver on that promise and bring our brands to life."



# Regent Singapore - #1 Hotel in Singapore in the Condé Nast Traveler Readers' Choice Awards 2015



Regent Singapore, A Four Seasons Hotel is honoured to have been recognised over the years by some of the most reputable industry groups and respected publications in the world for excellence in luxury hospitality; a reflection of the commitment to setting the standard for service excellence and the dedication of its employees to providing the ultimate guest experience.

Following the votes of 128,000 travellers around the world, Regent Singapore has received international recognition as the #1 Hotel in Singapore in the Condé Nast Traveler Readers' Choice Awards 2015, solidifying its position at the forefront of the travel industry in Singapore.

Mr. Peter Draminsky, General Manager of Regent Singapore, A Four Seasons Hotel, said:

*"As we work towards elevating the overall guest experience in Singapore and extending superlative Four Seasons service in all that we do, we hope to continue inspiring others in our continuous stride to provide memorable and personalised experiences. We look forward to welcoming more tourists to our beautiful City in a Garden."*

## Singapore Experience Awards 2015

27 outstanding individuals and organisations were recognised at this year's Singapore Experience Awards (SEA) for their passion and dedication in delivering extraordinary experiences. Held at the Raffles City Convention Centre on 21 October 2015, the presentation ceremony was graced by the Minister for Trade and Industry (Industry), Mr. S. Iswaran.



### The Singapore Experience Awards 2015 Finalists and Recipients

#### Best Hotel Experience

Capella Singapore (Recipient)

Ascott Raffles Place Singapore (Finalist)

Raffles Hotel Singapore (Finalist)

The St. Regis Singapore (Finalist)

#### Business Event Venue of the Year

Marina Bay Sands (Recipient)

PARKROYAL on Pickering, a PARKROYAL Collection Hotel (Recipient)

Resorts World at Sentosa Pte Ltd (Finalist)

Once again, congratulations to all winners of the Singapore Experience Awards 2015!



# STB-Commissioned Research Highlights Four Distinct Profiles and Country-Level Differences of Travellers in Asia

**Singapore, 22 October 2015** – Asian Business Travellers are now enjoying greater autonomy and demanding more flexible travel policies, according to the findings of a commissioned report on “Asian Business Travellers” released by the Singapore Tourism Board (STB) today. More than half of Asian Business Travellers view work trips fundamentally as a travel experience, with 69 percent of them exercising more freedom when choosing their airlines or hotels.

Conducted by McKinsey & Company, the “Asian Business Travellers” report surveyed over 2,500 people across five key markets in Asia – Singapore, India, Indonesia, Japan and China, which represent more than 78.8% of Asia’s business travel spend. The research also analysed booking and spending patterns from data provided by Amadeus and Visa respectively, which revealed further behavioural insights of modern-day Asian Business Travellers.

## Asia’s Empowered Travellers – Where Business Meets Leisure

With travellers placing a strong association between business and leisure travel, key to the study is how the business travel industry has become susceptible to the same disruptive forces of the leisure travel market. For example: both online and mobile digital platforms are gaining popularity as travel booking channels, sharing economy accommodation is increasingly considered as lodging options for corporate travel, and low-cost carriers are capturing a greater share of business travel expenditures – some 41 percent of Asian Business Travellers surveyed have even indicated their willingness to fly low-cost carriers for business.

Empowered by these evolving travel trends and influx of travel choices, 53 percent have acknowledged convenience as the prime reason for deviating outside of company travel policies. In fact, convenience supersedes other factors for Asian Business Travellers when planning their business trips, and is a top priority across various ages, cultures and company types.

## Asian Business Travellers – Distinct, Diverse, Dynamic

While the rise of Asian Business Travellers poses significant opportunities for the industry, travel companies will first need to understand the distinctive characteristics of the region’s heterogeneous markets. The study revealed four distinct archetypes of Asian Business Travellers, each with different motivations of travel. Differences between travellers from emerging or developed markets, whose habits and preferences were largely influenced by their home country and cultural background.

**Stereotypical Suits:** These made up 32 percent of those surveyed, and were typically travellers over 35 years old (61% of Stereotypical Suits) who valued convenience above other factors. This archetype is more pronounced in India than in other markets, where travellers are more adept at adopting digital platforms to facilitate travel processes.

**Service Seekers:** Accounting for another third of those surveyed, Chinese and Indonesian business travellers form the bulk of this group (59% of Service Seekers) who place a high premium on service and other ‘feel good’ factors. These travellers tend to look for distinctive travel experiences, with 94% of the segment willing to pay for additional services – making them the most lucrative targets for travel operators.

**Points Maximisers:** Comprising a majority of Singaporeans and Japanese business travellers (67% of Point Maximisers), this group sees travelling as an opportunity to maximise loyalty rewards, prioritising comfort over cost – only 25 percent of them are willing to fly low-cost carriers. Interestingly, Singaporeans and Japanese are more budget-conscious than travellers from other countries.

**Belt Tighteners:** This segment of travellers (17% of those surveyed) is the most value-conscious, 73 percent of which travel mostly around domestic markets.

Travel operators will thus have to offer more individualised travel experiences, whilst ensuring greater levels of service and convenience at the same time.

More information on the Asian Business Travellers Report can be found at:

<http://www.yoursingapore.com/content/dam/travelrave/resources/asian-business-travellers-five-things-you-need-to-know.pdf>

# THE SHA HOTEL MEMBERS

Adonis Hotel  
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 Singapore  
Carlton Hotel  
Concorde Hotel Singapore  
Conrad Centennial Singapore  
Cophthorne 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  
Genting Hotel Jurong  
Goodwood Park Hotel  
Grand Cophthorne 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 Chancellor @ Orchard  
Hotel Clover 33 Jalan Sultan  
Hotel Fort Canning Singapore  
Hotel Grand Central  
Hotel Grand Pacific  
Hotel Kai  
Hotel Jen Orchardgateway Singapore  
Hotel Jen Tanglin Singapore  
Hotel Miramar (S) Ltd  
Hotel Re! @ Pearl's Hill  
Hotel Royal  
Hotel Royal @ Queens  
Hotel Supreme  
Hotel Vagabond  
ibis Singapore on Bencoolen  
ibis Singapore Novena  
Innotel Hotel  
Jayleen 1918 Hotel  
Klaptops, The Boutique Hotel  
InterContinental Singapore  
Link Hotel  
Lloyd's Inn  
M Hotel Singapore  
Mandarin Orchard Singapore  
Mandarin Oriental, Singapore  
Marina Bay Sands  
Marina Mandarin Singapore  
Marrison Hotel  
Moon 23 Hotel  
Movenpick Heritage Hotel Sentosa  
Naumi Hotel  
Naumi Liora  
New Majestic Hotel  
Nostalgia Hotel  
Novotel Singapore Clarke Quay  
Oasia Hotel  
ONE°15 Marina Club  
One Farrer Hotel & Spa  
Orchard Hotel  
Orchard Parade Hotel  
Pan Pacific Orchard  
Pan Pacific Singapore  
Parc Sovereign Hotel - Albert St  
Park Avenue Changi  
Park Avenue Rochester

Park Hotel Alexandra  
Park Hotel Clarke Quay  
Park 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 Tang Plaza Hotel  
Sofitel Singapore Sentosa Resort and Spa  
Sloane Court Hotel  
Sofitel So Singapore  
South-East Asia Hotel  
The St Regis Singapore  
Studio M Hotel  
Swissotel Merchant Court, Singapore  
Swissotel The Stamford, Singapore  
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  
Auric Pacific Marketing Pte Ltd  
Batam View Beach Resort  
Docomo Intertouch Pte Ltd  
HPL Hotels & Resorts  
Institute of Technical Education (ITE)  
Keppel Land Hospitality Management Pte Ltd  
Nanyang Polytechnic  
NTUC Club  
Orchid Country Club  
Pinedale Trading Pte Ltd  
The Quayside Group 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 Institute of Technology  
Singapore Island Country Club  
Singapore Meritus International Hotels Pte Ltd

Singapore Recreation Club  
Singapore Swimming Club  
Somerville (Singapore) Pte Ltd  
Starhub Ltd  
The Tanglin Club  
Trane Distribution Pte Ltd  
Unilever Singapore Pte Ltd  
Wine Trade Asia Pte Ltd  
YHS (Singapore) Pte Ltd