



SINGAPORE HOTEL ASSOCIATION

Sep 2019 - Jan 2020
MCI(P)028/02/2020

SHA UPDATE



SHA 58th Anniversary Dinner

- + Celebrating 25 years of Excellent Service Award and Service Gold "The National Kindness Award"
- + Your Say on Top 3 Wishes for 2020
- + Annual Hotel Security Awards and Conference
- + SHA Welcomes New Members
- + SHA Welcomes New General Managers
- + SHA Web-Based Repository
- + Tourist Tracks



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SHA 58th Anniversary Dinner

The SHA celebrated its 58th Anniversary with the industry on 4 September 2019 at the Marina Mandarin Ballroom, Marina Mandarin Singapore*.

**Now known as PARKROYAL COLLECTION Marina Bay, Singapore*

Chairman, Singapore Tourism Board, Mr Chaly Mah graced the annual event which was well attended by 450 hoteliers, industry stakeholders, partners and distinguished guests.

Highlights of the evening included a menu which was specially curated by a team of Chefs, comprising past participants of Bocuse d'Or and SHATEC Alumni.

In addition, 11 year-old Ukulele Prodigy, Ms Jordin Tan wowed the crowd with music pieces which struck a chord with the guests.

A total of 55 attractive lucky draw prizes was also presented at the event.



Congratulations to all lucky winners and special thanks to the sponsors below for their invaluable contributions to the event:

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- Naumi Hotels
- NEC Asia Pacific Pte Ltd
- Oasia Hotel Downtown, Singapore
- Oasia Hotel Novena
- The Outpost Hotel At Sentosa
- Orchard Hotel Singapore
- Park Hotel Alexandra
- PARKROYAL on Beach Road
- PARKROYAL on Kitchener Road, Singapore
- Raffles Hotel Singapore
- Regent Singapore
- Rendezvous Hotel Singapore
- The Ritz-Carlton, Millenia Singapore
- Royal Plaza on Scotts
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- The St. Regis Singapore
- Shangri-La Hotel, Singapore
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- Village Hotel at Sentosa
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YOUR SAY | on Top 3 Wishes for 2020

For this issue, SHA Update invited members to share their views on the top 3 wishes for 2020.



Mr Fernando Gibaja
General Manager,
Capella Singapore

Continued development of upscale MICE in Singapore

The MICE industry is one of the fastest growing segments in the travel sector generating millions of dollars in revenue every year. This is attributed to positive economic trends, improvement in the infrastructure, and enhanced tourism combined with global expansion of Asian companies. We are excited about the two new SECB's partnerships; INSPIRE and SMAP; these programmes alongside with BEiS will further enhance Singapore as the choice of venue for holding world class events.

Push for familiarisation trip for Sentosa to continue to grow

FAM trip is and remains as one of the key strategies for us to promote and educate our travel agent and journalist friends. With

the positive outlook of the industry, and the opening of new hotels in Sentosa, I hope to see an increase in familiarisation trips so as to encourage continued promotion to push for further growth and progress of Singapore, especially Sentosa Island.

Recruiting and keeping qualified employees

The hospitality industry is growing at a faster pace, and attracting, hiring and retaining the right employee is becoming more of a challenge. I hope that, as an industry, we can collectively alter the preconceived perception of working in the hospitality as low-wage and with little opportunity for career advancement for the younger generation, who are also the leaders of our future, with essential training and development.



Mr Willi B. Martin
Area Vice President
South East Asia
Grand Hyatt Singapore

1. To relax the foreign worker quota requirement for specific roles that are challenging to fill with Singapore nationals e.g., Housekeeping, Laundry, F&B service. Simultaneously, open up source countries for work permits to include Vietnam, Thailand and Indonesia. The reduced quota of foreign workers at 40% is already a big constraint for hotels which has the potential to adversely affect the guest experience. This may in the long run adversely affect Singapore's reputation of delivering the highest level of service both to visitors and local nationals patronizing hotels and restaurants.

2. To allow foreign students who studied and graduated with a Diploma or Degree in Singapore to work for 1 to 2 years after graduation on special work passes or arrangements.

3. To aggressively target high yielding, premium MICE groups that have a larger impact on Singapore's economy. Explore opportunities created by the recent instability in Hong Kong as multiple groups have relocated to alternative destinations including Singapore.



Mr Tuncay Bockin
General Manager,
Holiday Inn Singapore
Atrium

My first wish for the Singapore hotel industry in 2020 is that we are able to generate interest and passion for the hospitality profession among Singaporeans. We can achieve this by working closely with stakeholders and partners such as the Singapore Tourism Board to create greater positive awareness through marketing strategies meant to reach out to Singaporeans. As a company, we already work with STB to utilise some exciting and competitive IHG programmes such as the Future Leaders Programme, IHG Academy, and the SkillsFuture Leader Development Initiative (LDI) programme for those who want to supercharge their careers in hospitality.

Guest experience is at the core of everything that we do and opening up the door for fellow professionals to join us in our mission

is also crucially important. So my second wish for the hospitality industry is that hotel businesses receive manpower support for Foreign Trainees studying in Singapore Schools and having these trainees excluded in quota calculations will help us train and grow these trainees while being able to ease our manpower needs.

Lastly, I wish that the Singapore will continue hosting city-wide events that will increase demand for our hotels and the SEA region. I hope that through greater collaboration with event organisers and partners will give us more opportunities to create more value for businesses, stakeholders, and ultimately the customers – be it by providing our customers with better value propositions or by creating more choices for a win-win situation for all!

SHA Welcomes New Ordinary Members

The Capitol Kempinski Hotel Singapore

Located in Singapore's charming Civic and Cultural District, the iconic Capitol Building and Stamford House have been restored to unveil as The Capitol Kempinski Hotel Singapore. The discovery continues, as the hotel is a part of the luxury lifestyle integrated development, Capitol Singapore – which comprises the legendary Capitol Theatre, a premium retail mall Capitol Piazza, and an exclusive Eden Residences Capitol. A quintessential masterpiece of beautifully conserved architecture uplifted with a modern touch and bespoke hospitality, this exclusive retreat promises luxury at its finest.

Timeless yet contemporary, the hotel features 155 guestrooms and suites, a lobby lounge, an outdoor saltwater relaxation pool, a fitness centre and Spa, and an exclusive event space, as well as a bespoke bar and a signature restaurant helmed by a Michelin-starred chef.

Arcade @ The Capitol Kempinski meanwhile is an extension of The Capitol Kempinski Hotel Singapore, housing a series of dining establishments conceptualised with close tie-ins to the hotel's past and the iconic Capitol Theatre.



Hotel Soloha

Celebrating Singapore's local heritage and embodying the spirit of the jungle, Hotel Soloha is a stylish, new 45-room boutique hotel located in the hippy locale of Keong Saik Road. It is characterised by distinct indigo-blue wooden shutters and panel doors of fantasy, along with curated artisan furnishings.

Hotel Soloha also features tropical urban chic artworks featured in the hotel lobby and rooms along with Singapore's first hand-painted in-shophouse lift-shaft artwork, spanning 13 metres high and taking lift patrons to traverse through a journey in the forest. The property also pampers guests with its smart in-room controls and lighting mood scenes, to inspire just the right feels for the right occasion.

Right from Hotel Soloha's lobby itself, guests can get their gastronomical fare at Takeshi Noodle Bar, which serves up delightful fusion Japanese cuisine. Perhaps most iconic of all is the hotel's Technicolour bar, which inspires the perfect evening for a relaxing pint or two with its dancing lights.



The Outpost Hotel Sentosa

Gateway exclusively for adults, The Outpost Hotel Sentosa is a new brand to the Far East Hospitality portfolio.

Offering 193 stylish guest rooms featuring chic and bold aesthetics inspired by distinctive black and white design, the hotel is suitable for individual travellers and couples. The hotel experience has been built for guests who prefer exclusivity and appreciate attention to detail.

On the rooftop of The Outpost Hotel is the new multi-concept dining destination, 1-V:U Restaurant and Day Club. Overlooking the sea, the space is perfect for sunset cocktails, intimate dinners and celebrations.

For couples looking to tie the knot, the Revelry Hall at the Events Centre offers a beautiful, romantic space for wedding celebrations.



Pan Pacific Serviced Suites Beach Road

Enviably located within the vibrant and electric heritage enclaves of Haji Lane and Arab Street where an extensive selection of dining and entertainment options await, Pan Pacific Serviced Suites Beach Road is also within close distance to the Central Business District. Guests can commute seamlessly around the city with the myriad of transportation right at their doorstep, such as Nicoll Highway and Bugis MRT line which is a mere 5-minute walk away.

Comprising four apartment types ranging from one Bedroom Deluxe suite to two Bedroom Premium suite, the 180-suite property exudes a refreshing extended-stay experience with a view of the city, Singapore flyer or heritage enclave. Each well-appointed and fully-furnished apartment features tasteful interiors, LCD televisions, fully-equipped kitchenette and washer-cum-dryer facilities. Relax and rejuvenate in our spacious suite, with the state-of-the-art entertainment experience available and connect seamlessly via complimentary high-speed Wi-Fi.

A wide array of facilities and services are made available to enhance your stay, from the invigorating rooftop swimming pool to the fully equipped gym, open 24 hours a day for your convenience. There is also The Living Room where residents can unwind with an array of entertainment offerings, with options ranging from an Xbox video game console and a pool table, to a cosy library. Along with amenities to entertain and relax, guests can also enjoy complimentary fresh brews at any time of the day.



Village Hotel Sentosa

An expansion of the Village brand, Village Hotel Sentosa is set to be its flagship property offering one of Sentosa's largest room inventories. It adds 606 keys to the island's mid-tier accommodation options, including family rooms that each come with two en-suite bathrooms and two sets of amenities.

True to the brand, the hotel experience embodies the uniqueness of where it is located. Its modern architecture transports guests to an island getaway thoughtfully juxtaposed against the beautifully restored heritage buildings in the area, while the room aesthetics are energetic and fun, featuring sunwashed hues of nature by the sea.

Filled with amenities, activities and event spaces, the possibilities are endless for families, business travellers and groups looking to connect, play and bond. The pool deck offers a unique experience with themed pool zones and outdoor spaces for rest, recreation and intimate events.



SHA Welcomes New Associate Members

Assimilated Technologies

Assimilated Technologies (S) Pte Ltd builds and integrates technologies to make check-in and check-out processes more productive and profitable for hotels, and more seamless and secure for guests. Assimilated partners hotels closely on their digital transformation journeys to dramatically cut down peak hour queues, offer more personalised attention and services to guests, revamp job roles and ramp up productivity.

Hotels can digitise, automate and accelerate front desk workflows via Assimilated's modular solutions for ID authentication, data capture, dashboard reporting, facial recognition, electronic signatures, Oracle-certified self-service terminals and self-service or staff-operated (e.g. for VIPs) mobile applications. Established as the market leader in Singapore's hospitality sector for digital customer onboarding since 2004, Assimilated lends its experience in engineering and implementing best-of-breed, efficient and cost-saving solutions to supercharging hotels' digitisation thrusts.

SingEx Venues

SingEx Venues specialises in the management of MICE venues and has been managing the Singapore EXPO Convention and Exhibition Centre since 1999 and its convention wing, MAX Atria (32 meeting rooms) since 2012.

With more than 100,000 square metres of column-free indoor and outdoor space available, Singapore EXPO is the venue of choice for many MICE activities and events in Singapore. From exhibitions, consumer shows, corporate meetings, world-class conventions, prestigious award ceremonies, mega concerts to gala banquets, Singapore EXPO has led the way in hosting some of the biggest and most spectacular shows here. Annually, it welcomes more than six million visitors and 600 events.

Both Singapore EXPO and MAX Atria are powered by high-speed and flexible Wi-Fi system with scalable bandwidth and our team of dedicated and customer-oriented event service professionals are on hand and ready to offer assistance to deliver the best event experience.

ZUZU Hospitality

ZUZU Hospitality empowers independent hoteliers to compete and thrive in a technology driven world, by freeing them to focus on delivering delightful and differentiated travel experiences. With a proprietary all-in-one hotel operating system underpinning its Revenue and Distribution Management services, ZUZU offers resource- and time-strapped hotels the technology and expertise of larger hotel chains with none of their associated costs and restrictions.

Independent hoteliers look after their guests, knowing that ZUZU looks after their profitability - since its 2016 founding, ZUZU's low-risk model has delivered an 8x return on investment for our hotel partners. Headquartered in Singapore, the fast-growing tech start-up has offices in Australia, Indonesia, Malaysia, the Philippines, Taiwan, Thailand and Vietnam.

SHA Welcomes New General Managers



Mr Steven Tang

*General Manager
Destination Singapore Beach Road*

Destination Singapore Beach Road is pleased to announce the appointment of Mr Steven Tang as its General Manager. Bringing nearly 30 years of hospitality experience to the table, Mr Tang started his career as a Regional Marketing Manager in a travel agency before he joined the Sales team at various established hotels in Singapore.

Mr Tang holds an Executive Master of Business Administration in Hospitality Management from Nanyang Technological University. He was later chosen to be in a leadership development programme and held several hotel operation management roles while being groomed to become a General Manager.

Commenting on this appointment, Mr Tang said, "I am delighted to work with Park Hotel Group and lead the team at the flagship Destination Singapore Beach Road. Destination is a young brand filled with great potential, and I look forward to elevating the business and creating memorable travel experiences for our guests."



Ms Tracy Ng

*General Manager
Grand Copthorne Waterfront Hotel Singapore*

Grand Copthorne Waterfront Hotel Singapore is pleased to announce the appointment of Ms Tracy Ng as its General Manager with effect from 14 November 2019. Ms Ng brings a wealth of hospitality experience spanning more than 30 years.

With her proven track record of successful innovative business initiatives as well as integrating ingenious strategies, Ms Ng will be providing leadership and strategic development to the hotel in support of the Millennium Hotels and Resorts service culture.



Mr Andrew Yee

*General Manager
Pan Pacific Serviced Suites Beach Road*

Pan Pacific Serviced Suites Singapore is pleased to announce the appointment of Mr Andrew Yee as General Manager, Serviced Suites Singapore with effect from 1 July 2019. Mr Yee is no stranger to the Pan Pacific Hotels Group having spent the last 19 years in the Group. He first started his career with the PARKROYAL Serviced Suites, Singapore as their Marketing Manager and in the years ahead was involved in the pre-opening of the serviced suites in Singapore, Hanoi as well as the serviced suites pre-opening activities in the region. Prior to his new appointment, Mr Yee was the General Manager of Pan Pacific Serviced Suites Orchard since January 2013.

With his expanded responsibilities, Mr Yee will now be overseeing Pan Pacific Serviced Suites Beach Road, Singapore, Pan Pacific Serviced Suites Orchard, Singapore and PARKROYAL Serviced Suites Singapore. It is all in a day's work for Mr Yee as he helps out with operation, guests services and luggage handling whenever the need arises.



Mr Jim Khoo

Area General Manager

The Barracks Hotel, The Outpost Hotel and Village Hotel Sentosa

Far East Hospitality has appointed Mr Jim Khoo as the Area General Manager for its new cluster of hotels – Village Hotel Sentosa, The Outpost Hotel and The Barracks Hotel on the resort island of Sentosa. In his role as Area General Manager, Mr Khoo will drive the overall performance and service excellence across the three hotels. Mr Khoo brings with him valuable experience with over 29 years in the resort, leisure, luxury, and business segments of the hospitality industry. He is also a seasoned practitioner in operational productivity, brand excellence, and the pre-opening of hotels having worked with brands like Amara, Marriott, IHG, and Shangri-La. Mr Khoo was the General Manager of Amara Singapore where he oversaw the repositioning of the hotel before joining Far East Hospitality.



Mr Nick Heath

General Manager

W Singapore Sentosa Cove

W Singapore Sentosa Cove is excited to welcome Mr Nick Heath, the new General Manager at W Singapore Sentosa Cove. No stranger to the W brand, Mr Heath completed assignments as General Manager of W Seoul, Walkerhill and W Bangkok prior to moving to the Middle East as Complex General Manager of Sheraton Grand Doha Resort and Convention Hotel, Qatar. Mr Heath's last assignment was General Manager of The Ritz-Carlton Abu Dhabi, Grand Canal.

Mr Heath lives and breathes the vitality of Asia, the Middle East and the United States. Like all of us, Mr Heath loves to work hard and play hard. When he is not at W, you can catch him listening to music, playing golf or practising photography. Mr Heath is always ready with an insider tip to ignite a guest's experience.

SHA-Intel Hospitality Technology Seminar

SHA and Intel jointly organised a Hospitality Technology Seminar on 10 October 2019, 2pm – 5pm at Sheraton Towers Singapore.

Titled "Driving the Future of Hospitality Towards the Era of Hyper-personalization", the seminar was attended by 35 hospitality professionals comprising of General Managers, Directors of IT and Front Office Managers. The seminar included the following presentations:

Driving the future of hospitality towards the era of hyper personalization

Making Check-in More Personal and Less Invasive

Embracing Smart Hospitality With Technology

AI Video Analytics on KYC and Self-Service Technologies



The seminar concluded with an engaging round table discussion on technology implementation in hotels. We would like to thank all participants for joining us!



GM Networking Sessions on 3 October and 9 December 2019

There were 2 Industry Update and Networking Sessions for General Managers in the last quarter of 2019.

The first Industry Update and Networking Session for General Managers was held on 3 October 2019 at the Singapore Marriott Tang Plaza Hotel.

Supported by BBC Global News, the session started off with an update by Ms Margaret Heng, Executive Director of SHA and was followed by a presentation “Unpacking the Evolving Traveller: Key Insights and Trends to Know” by BBC.

The interactive networking session was well attended by close to 50 comprising mostly Hotel General Managers and Director of Rooms.

The second Industry Update and Networking Session was held on 9 December 2019 at STB Auditorium.

The programme included a dedicated briefing for members on the various government grant schemes that are applicable to hotels, which were presented by e2i, SSG, WSG, STB, NEA and PUB. There was also a presentation on CPF issues - Common Errors & Update by Mr Lee Yiew Hwa, Director, Personal Tax & Global Mobility Services, KPMG Services Pte. Ltd.



The session was well attended by 70 participants which included General Managers, Senior Management representatives from hotels, as well as SHA associate members.

Thanks to everyone who joined us at the session!



STB-SHA Hotel Industry Conference

The 5th STB-SHA Hotel Industry Conference was held on 6 November 2019 at Raffles City Convention Centre.

Graced by Senior Minister of State for Trade and Industry & Education, Mr Chee Hong Tat, the event saw more than 200 delegates from the hotel industry. Themed “Growth with digitalisation”, the event featured a Hotel of the Future Showcase as well as the following presentations:

Ascott Data Analytics Use Cases

*By Mr Wong Hwee Lim, Head,
Digital International at CapitaLand*

The Digital Transformation: We now live in a digital data driven world – Market Trends and Traveller insights

*by Ms Maria Taylor, Head of Commercial (APAC),
Amadeus*

Sharing on STB Technology Resource

*by Mr Poh Chi Chuan, Director,
Digital Transformation, STB*



Annual Hotel Security Awards and Conference 2019

The annual Hotel Security Award Presentation Ceremony this year was held on 31 October 2019 at Furama RiverFront Singapore. The event was graced by Ms Sun Xueling, Senior Parliamentary Secretary, Ministry of Home Affairs and Ministry of National Development. Jointly organised by the Singapore Hotel Association, Singapore Police Force and National Crime Prevention Council, the award ceremony was held in conjunction with the annual Hotel Security Conference.

A record number of 99 hotels were recognised at the 24th edition of annual award ceremony this year. 95 hotels received the the Hotel Security Excellence Award, while 4 hotels received the Hotel Security Award.

Royal Plaza on Scotts was accorded the Hotel Security Star Award for receiving the award for 20 consecutive years in recognition of their consistent commitment in ensuring a safe and secure hotel environment.

In addition, 283 employees were also recognized for their commendable deeds in the area of bravery, vigilance and honesty. 19 individuals were singled out for the Special Mention Award Recipients. Their noteworthy acts were documented in an award booklet, which was distributed to all attendees at the event.

SHA would like to express our heartiest congratulations to all winners!



Celebrating 25 Years of Excellent Service Award (EXSA)

The 25th Excellent Service Award – Star Presentation Ceremony was held on 25 November 2019 at the University Cultural Centre (UCC) Hall.

It was a record-breaking year for SHA as the number of Star winners and participating organisations reached a new high! This year, more than 3,600 winners comprising 1,207 Star, 989 Gold and 1,481 Silver winners from 138 participating organisations were recognised for their exemplary service in the hospitality sector.

Mayor, North-East District and Assistant Secretary-General of National Trades Union Congress, Mr Desmond Choo was the Guest-of-Honour at the event. In addition to delivering the Congratulatory Message, Mr Desmond Choo presented trophies to 64 SHA Outstanding Star nominees and the winners from the Hotel and Non-Hotel Sectors respectively.

As part of the 25 years of excellent service journey, the SHA also accorded special recognition to 47 participating organisations that have supported EXSA for 10 or more consecutive years.

Congratulations to all Winners!



SHA/SKM Service Gold “The National Kindness Award cum Gracious Guest Recognition” Presentation Ceremony 2019

The SHA and the SKM celebrated 25 years of joint award partnership on 5 December 2019. A total of 146 award winners from 88 hotels participated in the Service Gold Award this year.

Mr Melvin Yong, Member of Parliament, Parliament of Singapore (Tanjong Pagar) and Assistant Secretary-General, National Trades Union Congress, graced the event at Ramada by Wyndham Singapore at Zhongshan Park and presented the awards to the winners.

Currently in its 7th year, 3 local and overseas guests were nominated by hotels for the Gracious Guest Recognition Award. The gracious guests were recognised for their kind acts to the hotel staff.

Our heartiest congratulations to all!



Town Hall Session on SFA's New Licensing Initiatives

SHA and the Singapore Food Agency (SFA) jointly organised a Town Hall Session for SHA Hotel Members on 21 January 2020 (Tuesday) at SHATEC, Horizons and Visions. During the Town Hall Session, the SFA shared on the implementation plans for the new licensing initiatives which are aimed at strengthening the food safety system

in Singapore. After which, there was a Question and Answer segment for members to post their questions to SFA.

A total of 71 Executive Chefs, Security and Safety personnel participated in this session.



Dialogue Session for SHA Hotel Members on COVID-19

To ensure that hotel members are well prepared for the evolving Coronavirus Disease 2019 (COVID-19) situation in Singapore and address members' concerns, the SHA organised a dialogue session for its members with collaboration with STB. Held at the STB Auditorium on 30 January 2020, 103 Senior Management, Head of Security or Facilities, Front Office and Human Resources personnel attended this Dialogue Session.



SHA Web-Based Repository

- ✓ SHA COVID-19 Checklist
- ✓ Guidelines and advisories from government agencies and ministries
- ✓ Frequently asked questions (FAQs)

Members are encouraged to visit the web-based repository for updates on a regular basis via https://sha.org.sg/news_events/news_details/4651/novel-coronavirus or by scanning the QR code



SHATEC Graduation 2019

SHATEC Graduation was held on 27 November 2019 (Wednesday) at University Cultural Centre. The ceremony was abuzzed with thrilled graduands, their proud trainers, families and friends. Members of the SHA & SHATEC Boards, hospitality industry leaders, SHATEC industry mentors, alumni and industry partners were also in attendance.

For the second year running, SHATEC presented the SHA & SHATEC Industry Excellence (SHINE) Awards at the SHATEC 34th Graduation Ceremony. Among the 35 nominees, 8 winners under the 'Outstanding Alumni' and 'SHATEC Industry Mentor' categories were announced. Guest-of-Honour, Mr Chee Hong Tat, Senior Minister of State (SMS), Ministry of Trade and Industry and Ministry of Education presented the awards to the winners.



(L-R) Mrs Diana Ee-Tan, Ms Kwee Wei-Lin, SMS Chee Hong Tat, Ms Margaret Heng and Mr Loh Lik Peng

Congratulations to the following SHINE Awards 2019 recipients:



Congratulatory speech by Guest-of-Honour Mr Chee Hong Tat, Senior Minister of State (SMS), Ministry of Trade and Industry and Ministry of Education



Mr Heinrich Grafe and Mr Pek Chin Siong receiving the Industry Mentor Award from Mrs Diana Ee-Tan and SMS Chee Hong Tat



Mr Derrick Ang, Mr Eric Cheam and Mr Priveen Raj Naidu receiving the Outstanding Alumni Award from Mr Loh Lik Peng and SMS Chee Hong Tat

Outstanding Alumni Award

(Culinary & Pastry)

Mr Derrick Ang

Deputy General Manager
(Business Development / Culinary)
Aston Food & Beverage Specialities Pte Ltd

Chef Eric Cheam

Executive Chef
Sheraton Towers Singapore

(Hospitality & Tourism)

Mr Kung Teong Wah

General Manager
Copthorne King's Hotel Singapore

Mr Priveen Raj Naidu

Founder
Reapra Aviation Partners

Industry Mentor Award

(Culinary & Pastry)

Chef Eric Neo

Executive Chef
InterContinental Singapore

Chef Robert Stirrup

Director of Culinary Operations
Fairmont Singapore and Swissôtel The Stamford

(Hospitality & Tourism)

Mr Heinrich Grafe

General Manager
Conrad Centennial Singapore

Mr Pek Chin Siong

Vice President, Hotel Operations
Marina Bay Sands

SHATEC Hospitality Conference 2019

In line with its continual effort to support the Hotel Industry Transformation Map (ITM), first launched in 2016, the local training arm of the Singapore Hotel Association presented the SHATEC Hospitality Conference (SHC) for the second year running at Mandarin Orchard Singapore on 4 December 2019.

Themed “Shifting Paradigms in the Hospitality Scene”, the conference explored topics on capability development, competitive branding, data applications in the F&B industry and a focus on human capital to lead and operate new initiatives in a transforming hotel landscape.



A gathering of SHATEC Board of Directors, conference speakers and panellists



First Leaders' Panel of the conference culminating with their ideas for making the biggest impacts in Branding in 2020

Love in a Bento – Christmas 2019 Edition

On 6 December 2019, Love in a Bento returned for the Christmas edition as we continued to prepare nutritional bentos for the beneficiaries in the South West district. In the recent run, we saw volunteers from Institute

of Mental Health (IMH) and Autism Association Singapore (AAS), working alongside SHATEC students and staff in this meaningful SHATEC Care Movement.



Our students packing the bentos with heart!



Our students are all ready to distribute the bentos

SHATEC Wins The BrandLaureate BestBrands Award 2019 - Culinary and Hospitality Talent Development

At the BrandLaureate BestBrands award ceremony on 31 October 2019, Chief Executive of SHATEC, Ms Margaret Heng, received the award on behalf of the institute. We are proud to be listed among the 35 top brands of the region this year, alongside hotel partner, Shangri-La Hotel, Singapore and F&B partner Oceanus Group Ltd.

Heartfelt gratitude to all stakeholders who have helped build the iconic SHATEC brand together over the past 35 years with steadfast commitment towards service excellence in all aspects of hospitality. Thank you for being part of SHATEC's success story, as the school continues to achieve new heights.



First Leaders' Panel of the conference culminating with their ideas for making the biggest impacts in Branding in 2020

Industry Mentorship Programme – Town Hall Session

On 23 October 2019, SHATEC ran a Town Hall session bringing together students and hospitality leaders to introduce a new season of the Industry Mentorship Programme @ SHATEC (IMPS).

Three mentees from a recent cycle spoke about their learning experiences in the 12-month programme. Chef Robert Stirrup, Director of Culinary Operations at Fairmont Singapore and Swissôtel The Stamford and Mr Heinrich Grafe, General Manager of Conrad Centennial Singapore also shared about their role as mentors.

Mentoring organisations refer to properties with the General Manager as lead mentor with three or more active mentors. As a key part of the IMPS, mentoring organisations include:

- Amara Singapore
- Conrad Centennial Singapore
- InterContinental Singapore
- Pan Pacific Singapore
- Shangri-La Hotel, Singapore



A group photo of the mentors and mentees who attended the Town Hall Session at SHATEC

Ms Margaret Heng Wins the Executive of the Year at the Singapore Business Review Management Excellence Awards 2019

Congratulations to Ms Margaret Heng, Chief Executive of SHATEC, who was named Executive of the Year for Talent Development and Engagement in the Singapore Business Review (SBR) Management Excellence Awards on 26 November 2019 at Conrad Centennial Singapore!

Also spotted at the awards dinner was SHATEC Alumnus, Mr Nicholas Lim, Managing Director of The Travel Corporation Asia. He received the same award under Travel Services.



A group photo of Mr Nicholas Lim and Ms Margaret Heng

Spotlight: Michael Tan

In this issue, Mr Michael Tan Ang Kok, Assistant Director, Camp Operations, Institutional Catering Division, NTUC (formerly F&B Director from PARKROYAL on Beach Road) was invited to share his journey to success with us.

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

Teachers became good friends.

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

Having a working experience is not enough. SHATEC assisted me in the early years having boosted my level of knowledge and confidence to a higher level, and catapulted my career way above my expectations.

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

Knowing what you know now from Text Book and Experience is not sufficient to adapt with the fast pace. IT knowledge will go hand in hand for any Hospitality enthusiast in the century, as it will evolve again in the next 5 years.



Oakwood Premier AMTD Singapore Recognised as Best Serviced Residence (Property Level) for Second Consecutive Year

Luxury hotel and serviced apartment Oakwood Premier AMTD Singapore was awarded 'Best Serviced Residence (Property Level)' at the 30th Annual TTG Travel Awards 2019 for the second consecutive year. Honouring the best of the travel industry, TTG Travel Awards is one of the region's most coveted trade awards since its inception in 1989. Nominees of the 'Best Serviced Residence (Property Level)' award are evaluated on a set of criteria including the property's quality of services and facilities, range of value-added benefits as well as the sales and marketing team's level of innovation and servicing. "We are delighted to be recognised as the best-in-class by travel trade professionals for the second year running," shared Mr Roy Liang, Regional General Manager, Malaysia, Singapore and Vietnam of Oakwood. "The award is an affirmation of the team's effort and spurs us to continue pushing the frontiers of luxury serviced living."

In addition, Oakwood Premier AMTD Singapore has been awarded 'Best Serviced Residence in Asia-Pacific' for the second consecutive year at the Business Traveller Asia-Pacific Awards 2019. Into its 28th year, the annual Business Traveller Asia-Pacific Awards recognises the best in travel and hospitality - providers that have gone the extra mile to create memorable travelling experiences. Winners are determined by the votes casted from over 30,000 Business Traveller Asia-Pacific's readers in an online poll.



PARKROYAL COLLECTION Pickering Crowned Asia's Leading Green Hotel for 5th year Running and Recognised as One of the World's Most Influential Tall Buildings

PARKROYAL COLLECTION Pickering, the eco-chic hotel located in the heart of Singapore's Chinatown, has been recognised as one of world's '50 Most Influential Tall Buildings of the Last 50 Years' by the Council on Tall Buildings and Urban Habitat (CTBUH). Recognising buildings for their iconicity, contextualism, environmental consciousness and structural innovation, every building that makes the list is carefully selected by the CTBUH member constituency and exemplifies a critical milestone in the development of high-rise buildings over the past 50 years.

This is PARKROYAL COLLECTION Pickering's third coup in a month. The hotel had clinched the coveted award for 'Leadership in Sustainable Design & Performance (Commercial Category)' at the SGBC-BCA Sustainability Leadership Awards on 5 September 2019, which was preceded by the 'Singapore Green Hotel Award 2019-

2020' presented by the Singapore Hotel Association on 21 August 2019.

In addition, PARKROYAL COLLECTION Pickering has been recognized as Asia's Leading Green Hotel for the fifth consecutive year at the World Travel Awards Asia & Oceania Gala Ceremony held in Vietnam. Home to 15,000 square metres of lush landscaping, the hotel-in-a-garden has achieved an unprecedented amount of green space in a high-rise development, integrating them in innovative ways that address urban design and sustainability issues. Its unique iconic sensuous curves of the skygardens come together with the crisp, streamlined glazed towers to create visually compelling architecture, underpinning Singapore's image as a world-class Garden City.

PARKROYAL COLLECTION Pickering has been at the forefront of sustainability initiatives for the hospitality sector in Singapore and across the world. Earlier this year, the environmentally-friendly hotel further contributed to global sustainability by introducing its 'No Meat, No Problem' plant-based a-la-carte menu to encourage meat lovers to turn to healthy veggie alternatives in a bid to reduce carbon footprint.

This is the fifth year running that PARKROYAL COLLECTION Pickering has been recognised by the 'Oscars' of the travel industry as Asia's Leading Green Hotel, highlighting the hotel's successful integration of its green innovations into the overall guest experience.



TOURIST TRACKS

2019 in Numbers

- ▶ **19.1 Million** Visitors
- ▶ **S\$27.1 Billion** in Tourism Receipts Achieved
- ▶ **87.0%** Average Occupancy Rate
- ▶ **S\$221.20** Average Room Rate
- ▶ **S\$192.50** Revenue Per Available Room



THE SHA HOTEL MEMBERS

30 Bencoolen
Amara Sanctuary Resort Sentosa
Amara Singapore
Amoy Hotel
Andaz Singapore
Aqueen Hotel - Little India
Ascott Orchard Singapore
Ascott Raffles Place Singapore
Bencoolen Hotel
Broadway Hotel
Capella Hotel, Singapore
Capri by Fraser Changi City, Singapore
Capri by Fraser China Square
The Capitol Kempinski Hotel Singapore
Carlton City Hotel Singapore
Carlton Hotel Singapore
Concorde Hotel Singapore
Conrad Centennial Singapore
Cophorne King's Hotel Singapore
Courtyard by Marriott Singapore Novena
Crowne Plaza Changi Airport
Days Hotel by Wyndham Singapore at Zhongshan Park
Destination Singapore Beach Road
Dorsett Singapore
Dusit Thani Laguna Singapore
The Elizabeth Hotel
Fairmont Singapore
five/6 Hotel Splendour
Fortuna Hotel
Four Points by Sheraton Singapore, Riverview
Four Seasons Hotel Singapore
Fragrance Hotel - Ruby
Fragrance Hotel - Sapphire
The Fullerton Hotel Singapore
The Fullerton Bay Hotel Singapore
Furama City Centre Singapore
Furama RiverFront Singapore
Genting Hotel Jurong
Goodwood Park Hotel
Grand Copthorne Waterfront Hotel Singapore
Grand Hyatt Singapore
Grand Mercure Singapore Roxy
Grand Park City Hall
Grand Park Orchard
Hilton Singapore
Hilton Garden Inn Singapore Serangoon
Holiday Inn Express Singapore Clarke Quay
Holiday Inn Express Singapore Orchard Road
Holiday Inn Express Singapore Katong
Holiday Inn Express Singapore Serangoon
Holiday Inn Singapore Atrium
Holiday Inn Singapore Orchard City Centre
Hotel 81 (Dickson)
Hotel 81 (Star)
Hotel Chancellor @ Orchard
Hotel Clover 33 Jalan Sultan
Hotel Fort Canning Singapore
Hotel G Singapore
Hotel Grand Central
Hotel Grand Pacific
Hotel Indigo Singapore Katong
Hotel Jen Orchardgateway Singapore
Hotel Jen Tanglin Singapore
Hotel Kai
Hotel Miramar (S) Ltd
Hotel Re! @ Pearl's Hill
Hotel Royal
Hotel Royal @ Queens
Hotel Soloha
ibis Singapore on Bencoolen
ibis Singapore Novena
InterContinental Singapore
InterContinental Singapore Robertson Quay
Jayleen 1918 Hotel
JW Marriott Singapore South Beach
Le Meridien Singapore Sentosa
Link Hotel
Lloyd's Inn
M Hotel Singapore
M Social Singapore
Mandarin Orchard Singapore
Mandarin Oriental, Singapore
Marina Bay Sands
Mercure Singapore Bugis
Mercure Singapore on Stevens
Naumi Hotel
Nostalgia Hotel
Novotel Singapore Clarke Quay
Novotel Singapore on Stevens
Oakwood Premier AMTD Singapore
Oasia Hotel Downtown Singapore
Oasia Hotel Novena, Singapore
ONE*15 Marina Club
One Farrer Hotel
Orchard Hotel Singapore
Orchard Rendevous Hotel, Singapore
Orchid Hotel
The Outpost Hotel Sentosa, Singapore
Pan Pacific Orchard
Pan Pacific Singapore
Pan Pacific Serviced Suites Beach Road
Parc Sovereign Hotel - Albert St
Park Avenue Changi
Park Avenue Rochester
Park Hotel Alexandra
Park Hotel Clarke Quay
Park Hotel Farrer Park
Park Regis Singapore
PARKROYAL on Beach Road
PARKROYAL on Kitchener Road
PARKROYAL COLLECTION Pickering, Singapore
PARKROYAL COLLECTION Marina Bay Singapore
Peninsula.Excelsior Hotel
Perak Hotel
Quality Hotel Marlow
Quincy Hotel
Raffles Hotel Singapore
Ramada by Wyndham Singapore at Zhongshan Park
Regent Singapore
RELC International Hotel
Rendevous Hotel Singapore
Resorts World at Sentosa (Beach Villas, Crockfords Tower, Equarius Hotel, Festive Hotel, Hard Rock Hotel, Hotel Michael)
The Ritz-Carlton, Millenia Singapore
Robertson Quay Hotel
Royal Plaza on Scotts
The Scarlet Hotel
The Seacare Hotel
Shangri-La Hotel Singapore
Shangri-La's Rasa Sentosa Resort & Spa, Singapore
Sheraton Towers Singapore
Singapore Marriott Tang Plaza Hotel
Six Senses Duxton
Six Senses Maxwell
Sofitel Singapore City Centre
Sofitel Singapore Sentosa Resort and Spa
SO Sofitel Singapore
South-East Asia Hotel
The St Regis Singapore
Studio M Hotel
Swissotel Merchant Court, Singapore
Swissotel The Stamford, Singapore
Travelodge Harbourfront
V Hotel Lavender
Village Hotel Albert Court
Village Hotel Bugis
Village Hotel Changi
Village Hotel Katong
Village Hotel Sentosa
W Singapore Sentosa Cove
The Warehouse Hotel
The Westin Singapore
XY Hotel Bugis
York Hotel Singapore
YOTEL Singapore Orchard Road
YOTELA/R Singapore Changi Airport

THE SHA ASSOCIATE MEMBERS

The American Club
Aston Food & Beverage Specialities Pte Ltd
Assimilated Technologies (S) Pte Ltd
Aqua-Terra Oilfield Equipment & Services Pte Ltd
Bakerzin Holdings Pte Ltd
Batam View Beach Resort
Bekins Commercial Installation Asia Singapore Pte Ltd
Brintons Carpets
The British Club
Certis CISCO Security Pte Ltd
Creative Eateries Pte. Ltd.
CS Tay Foods Pte Ltd.
DKSH Marketing Services Pte Ltd
dnata Singapore Pte Ltd
DP Architects Pte Ltd
EcoLab Pte Ltd
Expedia Group
Givex Singapore Pte Ltd
Guava Amenities Pte Ltd
Harry's International
Himawari Pte Ltd
Horwath HTL
Hospitality Resource Solutions Pte Ltd
Hospitality and Retail Systems Pte Ltd
HPL Hotels & Resorts
Hygiene Care Services
Institute of Technical Education (ITE)
JMD Asset Management
KPMG Services Pte Ltd
Lytox Technologies Pte Ltd
Loxley Pte Ltd
Luzerne Pte Ltd
Marriott International
Minibar Systems Asia Pte Ltd
Nanyang Polytechnic
National Service Resort & Country Club
NTUC Club
NEC Asia Pacific Pte Ltd
One Stop Hospitality Solutions Pte Ltd
Orchid Country Club
Palvision (S) Pte Ltd
Republic of Singapore Yacht Club
Republic Plaza City Club (S) Pte Ltd
RSM Chio Lim LLP
Q Framing Pte Ltd
The SAF Warrant Officers and Specialists Club
Sceptre Hospitality Resources Pte Ltd
Select Group Ltd
Sentosa Development Corporation
Sia Huat Pte Ltd
Simmons (Southeast Asia) Pte Ltd
SingEx Venues Pte Ltd
Singapore Cricket Club
Singapore Institute of Technology
Singapore Island Country Club
Singapore Meritus International Hotels Pte Ltd
Singapore Recreation Club
Skycom Satellite Systems Pte Ltd
Solo Pte Ltd
Somerville (Singapore) Pte Ltd
Starhub Ltd
STR Global Singapore Pte Ltd
The Tanglin Club
Trane Distribution Pte Ltd
Tung Lok Millennium Pte Ltd
Tuan Sing Holdings
TKHS Group Singapore Pte Ltd
UBM SES
Unilever Singapore Pte Ltd
YHS (Singapore) Pte Ltd
Young Women's Christian Association of Singapore
ZUZU Hospitality Solutions

(as at 31 Jan 2020)