



SINGAPORE HOTEL ASSOCIATION

Jan-Apr Issue 2017  
MCI(P)029/02/2017

# SHA UPDATE

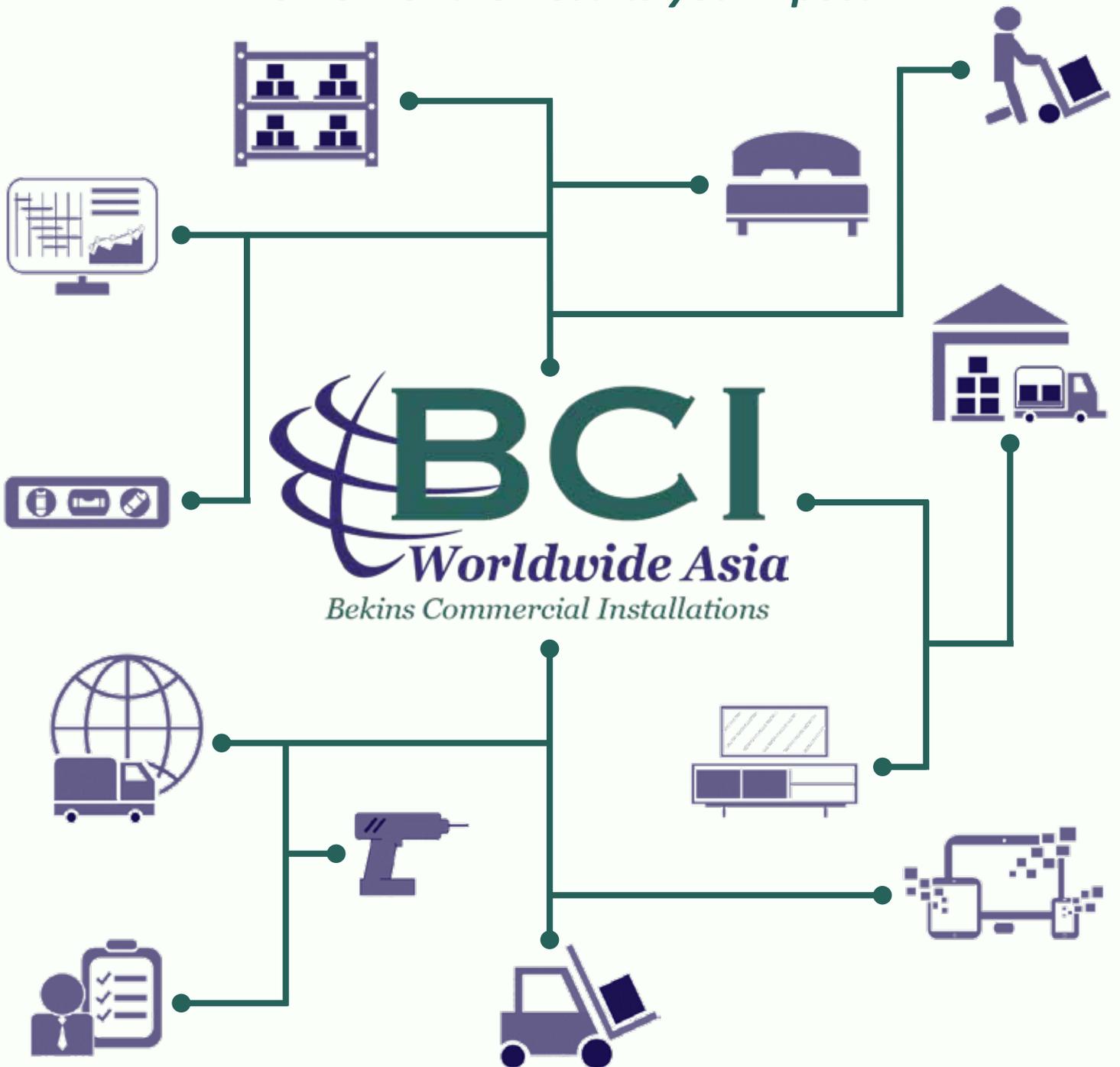


## Cheers to a Successful **TRAVEX 2017!**

- + YOUR SAY on Corporate Social Responsibility in the Hotel Industry
- + Ms Margaret Heng elected as new Secretary General for ASEANTA
- + SHA Welcomes New Members
- + SHA Welcomes New General Managers



*We Deliver the Results you Expect*



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# Cheers to a Successful TRAVEX 2017!

Singapore hosted the 36<sup>th</sup> edition of the ASEAN Tourism Forum (ATF) from 16 to 20 January 2017 at Marina Bay Sands, Sands Expo and Convention Centre.

SHA and NATAS were proud to be appointed the official organisers for TRAVEX 2017, a 3-day tradeshow held during ATF 2017.

**TRAVEX 2017 in numbers**

- Held 18 to 20 January 2017 at Marina Bay Sands
- 347 ASEAN Exhibitors
- 320 International Buyers
- 1500 Participants

## TRAVEX 2017 Highlights



(From left to right: Mr Chang Chee Pey, Assistant Chief Executive, International Group, Singapore Tourism Board, Mr Devinder Ohri, President, NATAS, Ms Low Yen Ling, Parliamentary Secretary, Ministry of Trade and Industry & Ministry of Education, Mr Albert Teo, President, SHA and Ms Margaret Heng, Executive Director, SHA)

## 18 Jan 2017: Buyers and sellers onsite appointment session



**20 Jan 2017:  
ASEAN-Japan Cruise Tourism  
Promotion Seminar in Singapore**

The event was organised by the Ministry of Land, Infrastructure, Transport and Tourism of Japan (MLIT of Japan)



**TRAVEX tradeshow in action**



## Seminar on Technology and Outsourcing

SHA hotel members were invited for a Seminar on Technology and Outsourcing organised by KPMG Services.

Held on 1 March 2017, 3.15pm-5.30pm at KPMG, the seminar shared on technology trends in outsourcing, digitisation trends and manpower lean solutions.



## Ms Margaret Heng Elected as New Secretary General for ASEANTA

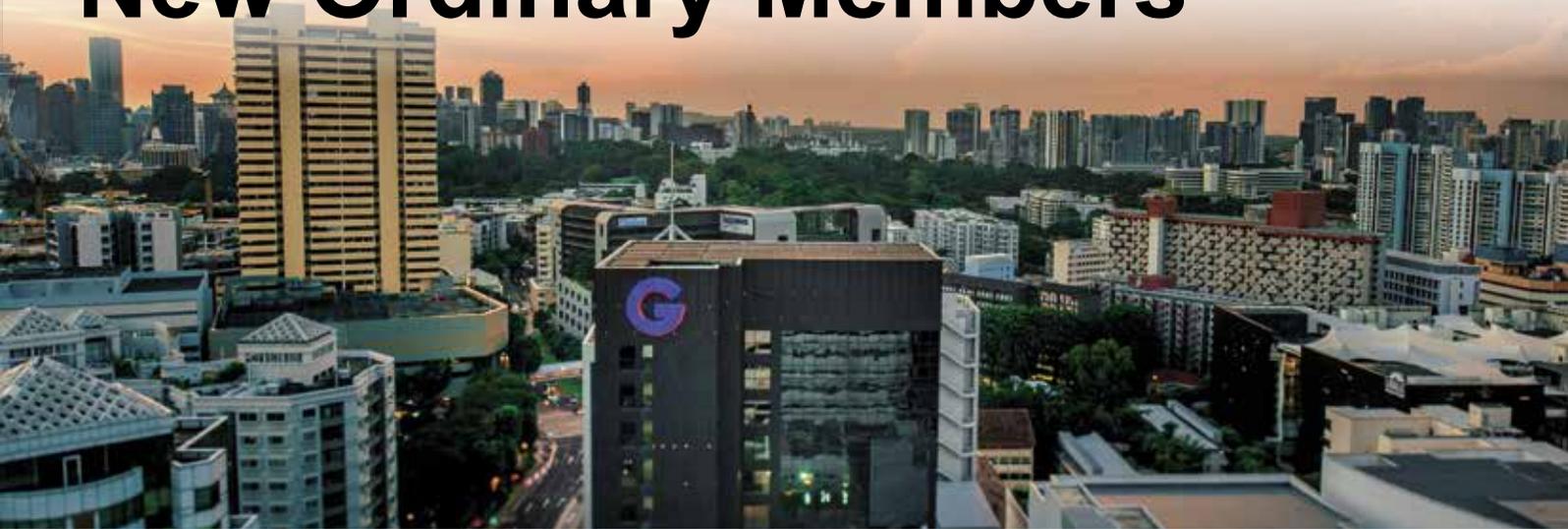
The ASEAN Tourism Association (ASEANTA) held its Annual General Meeting (AGM) for 2017 on Sunday, 2<sup>nd</sup> April 2017 at the Dorsett Kuala Lumpur Hotel, Malaysia. The elections for the new Management Committee was conducted at the AGM.

SHA is pleased to share that Ms Margaret Heng, Executive Director of SHA has been elected as the Secretary General for the term 2017-2019.

Congratulations to Ms Heng on her new appointment!



# SHA Welcomes New Ordinary Members



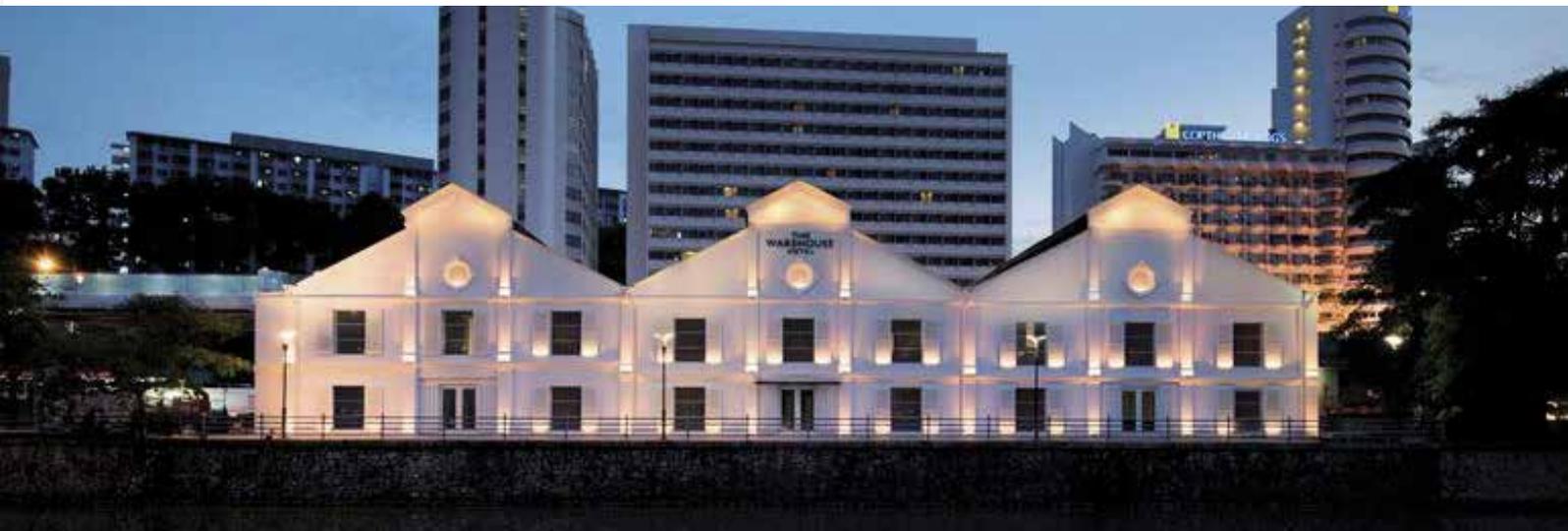
## Hotel G Singapore

Located in the heart of Singapore’s Arts district, Hotel G Singapore takes its creative DNA from its vibrant location.

Featuring 308 tech-enabled rooms across three room types – Good, Great and Greater, each room features complimentary high speed Wi-Fi, dedicated smartphones offering free local and international calls and an IPTV system.

Guests can find Instagrammable moments from its in-room dream-catchers to eye-catching art pieces curated by leading publisher of art photography YellowKorner. Fitness enthusiasts can enjoy the “vintage atmosphere” of the state-of-the-art 24/7 gym.

Hotel G Singapore is also home to Ginett Restaurant & Wine Bar and 25 Degrees Burgers & Liquor Bar.



## The Warehouse Hotel

The Warehouse Hotel was built in 1895 along the Singapore River as part of the Straits of Malacca trade route. At that time, the area was a hotbed of secret societies, underground activity, and liquor distilleries.

Today, while much of that history has disappeared, The Warehouse Hotel has been meticulously restored as a modern 37-room boutique hotel, focusing on heritage and local culture.

Open as of January 2017, it delivers thoughtful hospitality with historically-detailed rooms, classic local dishes and craft cocktails in the vibrant neighbourhood of Robertson Quay.

# YOUR SAY on Corporate Social Responsibility in the Hotel Industry

For this issue, SHA Update invited members to share their views on corporate social responsibility (CSR) in the hotel industry.



**Mr. Melvin Lim,**  
General Manager  
Marina Mandarin Singapore

CSR is essential and has been a constant driver within the hotels in Singapore to increase awareness and spread the key messages on causes and to assist and support in fundraising or sponsorships.

As Marina Mandarin delivers on our Asian Hospitality promise, we include this in our yearly practice by making each

CSR campaign interesting and memorable with campaigns organised by our staff for the charities so that they will feel proud and empowered to be able to contribute to the CSR initiatives put out yearly.

Some of the yearly highlights of CSR initiatives include our festive occasion celebrations with the Charity organisations; such as with Christmas last year we celebrated with **Make a Wish Foundation**, with Lunar New Year we organised a celebration for the patients at **Assisi Home and Hospice** and more.



**Ms Tina Sim,**  
General Manager  
PARKROYAL on Pickering

At PARKROYAL on Pickering, we believe Corporate Social Responsibility (CSR) is extremely important. Giving back to the community is something each and every one of us should dedicate time and effort to and it is especially important for the hotel industry to be involved because we understand people.

number of rewarding CSR initiatives including the 'Eat Well With Us' campaign where our staff volunteered to help donate food to low income families on World Food Day, while on separate occasion, our hotel chefs shared recipes and their expertise by conducting cooking demos at various homes to educate members of the public on healthy eating. Over Chinese New Year, we delivered festive goodies to the Kreta Ayer Senior Home, and in June we sold satays at Assisi Hospice's Annual Charity Fun Day to raise funds for the expansion of the hospice's in-patient, home care and day care services.

If you look at the business of our industry in its simplest form, it is about the provision of a good night's sleep and satisfying meals – the two most basic, but must have, elements to survive. Many of us take these for granted but we know there are many out there who do not have access to a comfortable bed, or enough to eat. We believe hoteliers can be a leader in CSR programmes, and set some great examples of initiatives that can make an impact in the communities that we operate in.

We have also partnered with Delta Senior School on an inclusive employment programme where students with special needs are offered opportunities to receive on-the-job coaching as trainees in departments such as housekeeping and F&B service.

Over the past years, PARKROYAL on Pickering has led a

As a leading hotel on sustainability and eco-friendly efforts, we were a regular sponsor for the Green Corridor Run since its inception, and supported the launch of Double A's 'One Dream One Tree' campaign, which educates consumers on sustainable production and consumption.



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

According to a global study, 42% of employees say that it matters to them to work for a company that is making a positive difference in society. The hotel has acknowledged the potential gap and has identified "Making a Difference" as part of the hotel's Employee Value Proposition (EVP) to set the direction.

to the beneficiaries, so that they can lead a better quality of life. The entire organisation contributed S\$47,216 to SHARE programme collectively in 2016. Other special projects that the hotel has engaged in include a Pay-As-You-Wish buffet lunch for Carousel's 10th anniversary. The event has raised a total of S\$11,222 for The Straits Times School Pocket Money Fund.

Aligning the organisation's goals with the talents' role of purpose greatly benefits the organisation in the long run. The engagement level will increase in tandem as the values and beliefs are in sync.

Annual visits are also organised to bring joy to the old folks at Tai Pei Old Folks Home and Pertapis Senior Citizens Home. The culinary team prepared a feast for the senior citizens for the visits. Mandarin oranges and red packets were given out to bring good wishes to the Tai Pei Old Folks Home in celebration of the Lunar New Year and gifts were handed out in Pertapis Senior Citizens Home during the Ramadan season.

The hotel launched corporate citizenship programmes to impart the spirit of volunteerism and social responsibility to the talents. Royal Plaza on Scotts matches dollar-for-dollar for Community Chest's SHARE programme. This continuous source of funds will provide holistic and comprehensive support

In June this year, Royal Plaza on Scotts is planning to show our appreciation for the migrant workforce in Singapore by partnering with Humanitarian Organisation of Migration Economics (Home), an advocacy group for foreign workers, to treat them to a meal that is whipped up by the chefs of Carousel.



**Mr Reto Klauser,**  
*Vice President / General Manager*  
*Shangri-La Hotel, Singapore*

At Shangri-La Hotel, Singapore, we believe in hospitality from the heart, a commitment that we extend to our Corporate Social Responsibility programmes, where beyond monetary assistance, we also pledge time, assistance and volunteer work.

As a large corporate establishment, we are responsible for striking a balance between both our own economic growth, and the welfare of our society and environments.

Having a committed mindset toward CSR also encourages philanthropy, and professional and personal growth among our employees, creating a positive working environment.

Embrace, Shangri-La's Care for People Project was launched in 2009, and the project commits each Shangri-La property to a long-term partnership with a chosen beneficiary working on children's health or education programmes. As part of this programme, Shangri-La Hotel, Singapore has partnered

with the Movement for the Intellectually Disabled (MINDS) and incorporated training programmes for MINDS' special education curriculum and recreational activities including weekly attachments with our Housekeeping team, and Children's and Mothers' Day parties.

Another initiative close to our hearts is the hiring of colleagues with special needs. Our objective is to provide them with training and support to give them a sense of purpose and enable them to become fully independent, contributing members of society. We currently employ nine graduates from MINDS and Mountbatten Vocational School who are part of our Culinary, Stewarding, Banquet and Housekeeping teams.

We have also partnered with REACH Community Services Society on a number of initiatives including the Home Improvement Programme - where Shangri-La employees, along with youths from REACH assist to clean and improve the living conditions of beneficiaries; the Food Care Programme - where Shangri-La employees distribute food to low income families; and the Character Development and Mentoring Programme where employees mentor children and organise activities to foster teamwork, build strength and character, and instill discipline.



**Mr Steven Long,**  
*General Manager*  
*Sheraton Towers Singapore Hotel*

One of Marriott International's core values - Serve Our World, guides how we do business, support our local communities and work to protect the environment - and at Sheraton Towers, we are committed to it.

The hotel takes on a community driven approach to support and reach out to a diverse range of beneficiaries, particularly those that benefit the elderly and children, through in-kind donations, financial contributions and activities.

For more than 10 years, the hotel has been celebrating Chinese New Year with 25 to 35 elders from Geylang East Home for the Aged, through a joint initiative with the Food, Drinks and Allied Workers' Union (FDAWU).

During one Christmas, the hotel specially planned an eventful afternoon to bring cheer to the children from Arc Children's Centre which looks after young patients with life-threatening illnesses. Children of Arc enjoyed grooving to the music on the dance floor, as well as a hands-on Gingerbread decoration session led by our pastry team. A wishing well made of gingerbread cookies was also created to encourage public donation and the amount raised was eventually doubled up by Sheraton.

In 2016, Sheraton participated in the 'Run to Give' charity run to raise funds for Food from the Heart (FFTH), a non-profit voluntary food distribution programme. In addition, the hotel also supports UNICEF's work to improve the lives of children. Guests and employees are encouraged to add \$1 to their bill upon checkout as a donation to UNICEF.

Sheraton has also been the official venue partner for various fund-raising events, one of which was in support of refugees and victims of forced displacement, whereby the funds raised was used to provide education, health, social and other welfare needs. The hotel will also be hosting a charity gala dinner in the upcoming month to raise funds for vulnerable families.

Besides contributing to the society, the hotel plays a part in conserving the environment through our sustainability program. Our sustainability program consists of reducing waste whenever possible, recycling items, tracking utility services consumption and using energy efficient equipment.

Being in the hospitality industry, the hotel strives to reduce waste whenever it is practical, from reducing the amount of plastic bottles to reusing paper, as well as through waste recycling of glass, paper and metal. No quantity is too little.

While Sheraton Towers operates its businesses profitably, we recognise the importance of CSR and corporate sustainability, hence we take on an active role in giving back to the local community and adopting responsible business practices.

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# SHA Welcomes New Associate Members

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## National Service Resort & Country Club

National Service Resort & Country Club (NSRCC) is a golf and country club set up to recognise the contributions of operationally ready NSmen to Total Defence. Club Membership is available to NSmen who have performed national service, as well as full-time NSmen.

With two clubhouses unique in their own ways to each location, members and guests are not short of a myriad of options to pique their interests. Beach-fronted NSRCC Changi is situated in the idyllic settings of eastern Singapore. Golfers' are not short of scenic views from the 18-hole championship course at any angle. It also comes equipped with a wide range of sports and recreational facilities to cater to the needs of anyone young and young at heart! Our 40 two-storeyed beachside bungalows are a popular choice for family staycations, gatherings and corporate retreats. What's more? NSRCC Kranji nestled amongst the natural wildlife and habitats that surround Neo Tiew Lane! Along with an 18-hole golf course, it not only serves our members for a game of golf, but also boasts of nature trails that lead to designated bird-watching sites.

At NSRCC, you will never get bored!

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## PalVision (Singapore) Pte Ltd

Collectively a manufacturer, developer and round-the-clock service provider, PalVision is a One-Stop Shop focused on developing converged technology solutions for the hospitality industry. PalVision, established for over 35 years is a wholly-owned Singapore company presently operating in 16 countries and has established a large network of partners and offices in the Asia-Pacific, Middle East and many other countries.

PalVision delivers advanced services to Hotel guests and staff on multiple devices via one centralised and converged platform - IPTV, Mobile apps, Touch-Screen Signage, Wireless Mirroring, Digital Check-In, Housekeeping, In-Room Automation, CCTV systems. PalVision also delivers Ultra High Definition (UHD) TVs, touch-screen signage monitors and licensed Content to Hotels as well LAN and GPON network implementation services.

# SHA Welcomes New General Managers



## Mr Lee Richards

*Vice President of Operations, Singapore  
Millennium Hotels and Resorts Group*

Mr Lee Richards joined the Millennium Hotels and Resorts Group in 2009 and is currently the Vice President of Operations, Singapore. Mr Richards will lead and drive the overall performance of all Singapore hotel operations. He will oversee and provide the General Managers in Singapore with oversight, guidance and support in order to maximize the assets value of the business and create a work environment with a high level of associate engagement.

Mr Richards is a proactive, focused and committed professional with a transformational management style who leads from the front alongside his team to achieve positive results. He also believes in the importance of a strong team in achieving a common goal. His dedication in grooming and training his team motivates them to continuously deliver the best experience for guests. With the overall responsibility of delivering maximum business growth and profitability, Mr Richards aims to structure a series of innovative business initiatives to surpass record profits and increase the market share for the Millennium Hotels and Resorts Group.

Mr Richards' focus is to steer the Group to become the industry leader by introducing and integrating ingenious strategies, streamlining resources to maximize performance and elevate quality standards. A leader who leads the business from the front with passion for standards and service, his vision is to transform the Group into a comfortable yet competitive organisation where a significant dominant edge is enjoyed in every country it operates.



## Mr Heinrich Grafe

*General Manager  
Conrad Centennial*

Conrad Centennial Singapore is pleased to announce the appointment of Mr Heinrich Grafe as General Manager. Mr Grafe returned to Conrad Centennial Singapore in January 2017, from Conrad Tokyo where he held the position of General Manager.

A veteran hotelier with over 40 years of experience in the hospitality industry, Mr Grafe is no stranger to Conrad Centennial Singapore as he was the General Manager of the hotel from 1998 to 2013.



## Mr Kent Law

*General Manager  
Furama Riverfront Singapore*

Furama Hotels International is pleased to announce the appointment of Mr Kent Law as General Manager of Furama RiverFront Singapore.

Mr Kent Law brings with him over 23 years of vast hospitality experience across operations, room sales, marketing, and F&B spanning various hotels in Singapore and Malaysia.

Rising through the ranks, Mr. Law's hospitality journey began in 1994 with Housekeeping at The Westin Stamford & Westin Plaza and thereafter to Furama RiverFront when it was known as The Novotel Apollo Hotel. Over the next 23 years, Mr. Law gained extensive knowledge and operational experience of the hospitality business and would later take on appointments such as Area General Manager at Oasia Suites Kuala Lumpur and Sri Tiara Residences Kuala Lumpur; prior to that, he was also General Manager at Oasia Hotel Novena Singapore and Village Hotel Changi.



### **Ms Kanchan Kanwar**

*General Manager  
Grand Park Orchard*

Park Hotel Group is pleased to announce the appointment of Ms Kanchan Kanwar as General Manager of Grand Park Orchard.

Embarking on her career in hospitality that would later span over 30 years, Ms Kanchan has an intricate understanding of hotel operations and service excellence.

Through various leadership roles with international hotel groups in Singapore, Malaysia, China and India, she has built a track record of delivering organisational efficiency, business profitability and exceptional customer service.



### **Mr Chai Khye Yeien**

*Area General Manager  
Oasia Hotels*

Far East Hospitality, Singapore's leading operator of hotels and serviced residences, has appointed Mr Chai Khye Yeien as Area General Manager of three Oasia properties in Singapore and Malaysia, overseeing the flagship Oasia Hotel Downtown, Singapore, Oasia Hotel Novena, Singapore and the first overseas property of the brand, Oasia Suites Kuala Lumpur. Mr Chai transfers from the Property Sales Division of Far East Organization.

Having been with Far East Organization for 6 years, Mr Chai has held several key roles in the company, and was instrumental in growing the overseas offices as the Country Head of Operations in China.

Mr Chai will be leading a team of hotel managers and area director of sales to drive hotel operations and revenue. His portfolio also extends to overseeing the Oasia brand operationally, as well as the Central Purchasing function in Far East Hospitality.



### **Mr Piotr Kupiec**

*General Manager  
Sofitel Singapore Sentosa Resort & Spa*

Sofitel Singapore Sentosa Resort & Spa is pleased to announce that Mr Piotr Kupiec has been appointed General Manager of Sofitel Singapore Sentosa Resort & Spa, effective 01 April 2017.

Prior to his appointment, Mr Kupiec took on numerous leadership roles in AccorHotels worldwide including Novotel Krakow Centrum, Sofitel Grand Sopot, SO Sofitel Mauritius, and most recently, SO Sofitel Singapore where he helmed the 134-room property as Hotel Manager and was officially promoted to the position of General Manager last July.

A performance-driven and highly-motivated individual, Mr Kupiec brings his wealth of hotel management experiences accumulated from his past roles as Food & Beverage Director, Executive Assistant Manager and Hotel Manager in the hospitality industry.



### **Mr Tarun Kalra**

*General Manager  
The Warehouse Hotel*

Mr Tarun Kalra is a highly dedicated master of managing and monitoring, with more than 17 years of experience in overseeing operations at some of the most prestigious hotels across the globe.

Mr Tarun gained an MBA in Hotel Management at the University of Western Sydney, Australia, which set him on his path to success. His immense passion for high-end hospitality, culture and international travel has led to an impressive range of global experiences under his belt, from General Manager at Frasers Hospitality in Turkey and the Middle East in 2013 to Director of Operations at Plateno Group for the International Business Unit & South East Asia in 2015.

Mr Tarun most recently joined The Warehouse Hotel in 2016 as the General Manager, where he is currently building key business relationships and mentoring future leaders, while simultaneously ensuring the ultimate guest experience.

# Initiation & Networking Evening by the Industry Mentorship Programme @SHATEC

The very first new mentees Initiation & Networking Evening by the Industry Mentorship Programme @ SHATEC was held at its training restaurant, The Sapling, on 10 February 2017.

The evening witnessed the initiation of 40 new mentees into the 4<sup>th</sup> cycle of the programme, launched since July 2015. A sincere note of thanks to all mentors who took time off their busy schedules to support the event and best wishes to all mentees on a rewarding mentorship journey!



Group photo of mentors and mentees

## Singapore Bakery and Confectionery Competition 2017

The Singapore Bakery and Confectionery Competition 2017 took place from 2-4 March 2017.

The stress level was high but our students, Oh Ting Hui and Janet Lai Wan Yi did SHATEC proud by not only clinching 2nd runner-up, but also earned the title of Best Promising Young Chef.



SHATEC student, Oh Ting Hui giving her best at the competition!



SHATEC student, Janet Lai Wan Yi focusing on her sugar work!



The gorgeous pastry works by the SHATEC student competitors!



Group photo with the 2 SHATEC students and their pastry mentors!

# A HCA Hospice Care Cookbook Launch Event

SHATEC was honoured to partner HCA Hospice Care in the launch of the cookbook “A Lifetime’s Legacy of Home Cooked Favourites” by a day care patient, Madam Ng Pick York. This is a legacy project by HCA Hospice Care to fulfill a last wish of Madam Ng. 6 dishes from Madam Ng’s cookbook were created by The Sapling team on Wednesday, 22 February 2017 to guests who attended the event.



Madam Ng Pick York holding her cookbook.



An autograph session by Madam Ng.



The Sapling culinary team in action!



The invited guests at the event.



Group photo of Ms Margaret Heng, Madam Ng and HCA Hospice Care VIPs.



Ms Margaret Heng, Chief Executive of SHATEC presenting a bouquet of flowers to Madam Ng.



# Spotlight: Harianto Guo

In this issue, Mr Harianto Guo, Regional Director of Revenue, Greater China, Millennium Hotels & Resorts was invited to share with us his journey to success.

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

I had a lot of great experiences at SHATEC and one of them was the good guidance from my mentor Ms. Veronique Lau. I received a scholarship from Bintan Resort Company to study in Singapore. However, it was not easy being a foreign student, and English was not my mainstream language. Ms Lau provided a lot of support and motivation to me to overcome the language barrier as well as understand about the hotel industry. I am sincerely thankful to SHATEC and my mentor for helping me to achieve the Gold Award for my outstanding academic results.

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

During my two-year education at SHATEC, there were 2 opportunities for on-the-job training (3 months and 12 months); first 3 months on-the-job training had given me a lot of knowledge about Front Office. I wrote a very detailed handwritten manual to document hotel standard operation procedures, this I have been keeping it until today. All the knowledge gained in school and during our on-the-job training had been very meaningful to me and helped me to do my job well.

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

Being an hotelier is all about being passionate and loving what you are doing. Therefore, many hoteliers will spend entire life to work in hospitality industry and so do I. Thus, my personal advice to current SHATEC students is to find your passion and love what you are going to do so you will have a lot of joy and happiness to work in hospitality industry.



## Lean Hotel Initiative helps hotels identify and implement lean transformation solutions and build capabilities towards manpower-lean operations



**Singapore, 22 March 2017** – The hotel industry in Singapore is set to embark on a lean transformation journey with the launch of the Lean Hotel Initiative (LHI). The objective of the initiative is to guide hotels to achieve higher productivity and more sustainable growth through transformation projects that will achieve manpower-lean solutions.

The LHI is a collaboration between Workforce Singapore (WSG) and McKinsey & Company, and is supported by the Singapore Tourism Board (STB). It is a part of WSG's Transform and Grow Initiative and also supports the implementation of the Hotel Industry Transformation Map, which was launched by the Ministry of Trade and Industry in November 2016.

The four-month LHI programme will follow a structured “self-discovery” approach. Participating hotels will identify gaps and challenges, decide their goals, then design and develop ‘lean’ strategies before moving on to test-proof their concepts through pilot projects.

As a prelude to the LHI, a CEO Breakfast Talk was also held on 22 March 2017. The event aims to align the industry’s understanding of productivity improvements through lean methodologies. Through this platform, McKinsey & Company shared about the productivity trends within the hotel industry as well as an overview of the Field-and-Forum programme. Participating hotels also shared on their existing productivity efforts and their desired outcomes to be achieved through the programme.

The inaugural run of the LHI programme commenced in April 2017 with the following 16 participating hotels:

1. Amara Hotels & Resorts
2. Carlton Hotel
3. Crowne Plaza Changi Airport
4. InterContinental Singapore
5. Mandarin Oriental, Singapore
6. Marina Bay Sands
7. Novotel Singapore Clarke Quay
8. Orchid Hotel
9. Pan Pacific Singapore
10. PARKROYAL on Pickering
11. Ramada and Days at Zhongshan Park
12. Resorts World Sentosa
13. Shangri-La Hotel Singapore
14. Summer View Hotel
15. Swissotel Merchant Court
16. The Ascott Limited

# Pan Pacific Singapore Clinched Four Stars in Forbes Travel Guide 2017

Earns prestigious Four-Star Award; one of the 12 Singapore Four-Star and Five-Star hotels

**Singapore, 24 February 2017** – The prestigious Forbes Travel Guide recently unveiled its annual Star Rating list, naming Pan Pacific Singapore as a new Forbes Travel Guide Four-Star hotel. Pan Pacific Singapore joins one of the nine hotels in the Four-Star category and is among the 12 hotels in the Four and Five-Star categories in Singapore.

“This recognition by Forbes Travel Guide is an incredible achievement and an affirmation that the hotel has been offering exceptional service and quality modern facilities, including our newly relaunched outdoor swimming pool, that continually enhance the experiences of our guests. The four-star rating is a result of the concerted effort and dedication by our associates to meet and exceed our guests’ needs consistently and on a daily basis,” said Mr Gino Tan, Area General Manager (Singapore) and General Manager of Pan Pacific Singapore.

“We are delighted to recognize the 2017 Star Rating recipients, an exceptional collection of hotels, restaurants and spas that demonstrates a strong culture of service,” said Gerard J. Inzerillo, Chief Executive Officer of Forbes Travel Guide.

Nestled between the bustling city and the vibrant Marina Bay, Pan Pacific Singapore presents spectacular views, modern business amenities and delightful dining experiences. Designed by John Portman, stylish rooms and suites feature stunning views of the city skyline. Six award-winning restaurants and bars offer diverse culinary choices to hotel guests who enjoy privileged dining rates. Located five minutes away from an MRT station, guests will be well-connected to the city.





## Mr Patrick Fiat Recognised as Hospitality Star at 21<sup>st</sup> The World Gourmet Summit Awards of Excellence (AOE) 2017

**Singapore, 29 March 2017** – General Manager and Chief Experience Officer (CEO) of Royal Plaza on Scotts, Mr Patrick Fiat, received the Hospitality Star Award from Guest-of-Honour Ukrainian Ambassador, His Excellency, Dmytro Senik. The Hospitality Star award commends an individual who has made exceptional contributions to the hospitality industry. The event is organised by Peter Knipp Holdings Pte Ltd and supported by Singapore Tourism Board.

Mr Patrick Fiat has extensive industry experience having held senior management positions with international hotel groups during a career spanning more than 40 years. Since his appointment at Royal Plaza on Scotts from 1999, Mr Fiat has propelled the hotel to new heights and introduced many innovations to products, services and people strategies to stay ahead of the competition. A man with a big heart, Mr Fiat fully supports community work. He has also implemented many charity tie-ups with Community Chest and The Straits Times School Pocket Money Fund and brought forth the culture of giving back to society within the hotel.

Mr Fiat also heads La Compagnie des Mousquetaires d'Armagnac's Singapore chapter. The objectives of Compagnie des Mousquetaires d'Armagnac are to promote the culinary art and gastronomic excellence and encourage the development of young talents in the culinary industry. The Escadron de Singapour has given out scholarships to deserving young talents of local culinary schools, with aspirations and passion for the industry. "I strongly believe that what we are doing today can set the stage for the next generation and encourage more young talents to join our industry," said Mr Fiat.

# New Majestic Hotel Bids Farewell After 11 Wonderful Years

After 11 years of operation, New Majestic Hotel, part of the Unlisted Collection group, will officially be closing its doors on 1 June 2017. The award-winning design hotel will gracefully bow out to make way for new developments.

Housed in a traditional conservation shop house in an area rich in local flavors and heritage, the New Majestic Hotel has been well loved since its inception in 2006. It has been lauded for its strong emphasis on design, local culture and the arts, collecting international accolades for its unique design. A pioneer boutique hotel in Singapore, New Majestic Hotel is one which Mr Loh Lik Peng, Director of Unlisted Collection, has much affection towards.

“New Majestic Hotel holds great sentimental value to me. It is one of my first hotel ventures and, in many ways, Unlisted Collection’s flagship hotel. But when a golden opportunity comes up at the perfect time, you have to take it. To grow, you have to be open to change,” says Mr Loh Lik Peng.

Over the past decade, Singapore’s hospitality landscape has seen tremendous developments. The Unlisted Collection finds this an important time to relook at the current market and explore ways to reposition itself. Elements of the brand will thus change as it continues to grow.



# THE SHA HOTEL MEMBERS

Amara Sanctuary Resort Sentosa  
Amara Singapore  
Amoy Hotel  
Aqueen Hotel - Balestier  
Ascott Raffles Place Singapore  
Bay Hotel Singapore  
Bayview Hotel Singapore  
Beach Hotel  
Bencoolen Hotel  
Broadway Hotel  
Capella Hotel, Singapore  
Capri by Fraser Changi City, Singapore  
Carlton City Hotel 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  
Destination Singapore Beach Road  
The Duxton Club, A Luxury Collection Hotel (Opening 2017)  
The Elizabeth Hotel  
Fairmont Singapore  
Fortuna Hotel  
Four Seasons Hotel  
Four Points by Sheraton Singapore, Riverview  
Fragrance Hotel - Ruby  
Fragrance Hotel - Sapphire  
The Fullerton Hotel  
The Fullerton Bay Hotel Singapore  
Furama City Centre Singapore  
Furama RiverFront Singapore  
Genting Hotel Jurong  
Goodwood Park Hotel  
Grand 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 Express Singapore Katong  
Holiday Inn Singapore Atrium  
Holiday Inn Singapore Orchard City Centre  
Hotel 1929  
Hotel 81 (DICKSON)  
Hotel 81 (GEYLANG)  
Hotel 81 (STAR)  
Hotel Chancellor @ Orchard  
Hotel Clover 33 Jalan Sultan  
Hotel Fort Canning Singapore  
Hotel G Singapore  
Hotel Grand Central  
Hotel Grand Pacific  
Hotel Indigo Singapore Katong  
Hotel Jen Orchardgateway Singapore  
Hotel Jen Tanglin Singapore  
Hotel Kai  
Hotel Miramar (S) Ltd  
Hotel Re! @ Pearl's Hill  
Hotel Royal  
Hotel Royal @ Queens  
Hotel Supreme  
Hotel Vagabond

ibis Singapore on Bencoolen  
ibis Singapore Novena  
Innotel Hotel  
Jayleen 1918 Hotel  
Klapstar Boutique Hotel  
InterContinental Singapore  
InterContinental Singapore Robertson Quay (Opening 2017)  
Link Hotel  
Lloyd's Inn  
M Hotel Singapore  
M Social Singapore  
Mandarin Orchard Singapore  
Mandarin Oriental, Singapore  
Marina Bay Sands  
Marina Mandarin Singapore  
Marrison Hotel  
Mercure Singapore Bugis  
Moon 23 Hotel  
Le Meridien Singapore Sentosa  
Naumi Hotel  
Naumi Liora  
New Majestic Hotel  
Nostalgia Hotel  
Novotel Singapore Clarke Quay  
Oasia Downtown Singapore  
Oasia Hotel Novena, Singapore  
ONE°15 Marina Club  
One Farrer Hotel & Spa  
Orchard Hotel  
Orchard Parade Hotel  
Orchid Hotel  
Pan Pacific Orchard  
Pan Pacific Singapore  
Parc Sovereign Hotel - Albert St  
Park Avenue Changi  
Park Avenue Rochester  
Park Hotel Alexandra  
Park Hotel Clarke Quay  
Park Regis Singapore  
PARKROYAL on Beach Road  
PARKROYAL on Kitchener Road  
PARKROYAL on Pickering  
Peninsula.Excelsior Hotel  
Perak Hotel  
Quality Hotel Marlow  
The Quincy Hotel  
Raffles Hotel  
Ramada Singapore at Zhongshan Park  
The Regent Singapore  
RELC International Hotel  
Rendezvous Hotel Singapore  
Resorts World at Sentosa (Beach Villas, Crockfords Tower, Equarius Hotel, Festive Hotel, Hard Rock Hotel, Hotel Michael)  
The Ritz-Carlton, Millenia Singapore  
Robertson Quay Hotel  
Royal Plaza on Scotts  
Sandpiper Hotel  
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  
Sofitel So Singapore  
JW Marriott Singapore South Beach  
South-East Asia Hotel  
Sloane Court 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 Warehouse Hotel  
The Westin Singapore  
York Hotel

# THE SHA ASSOCIATE MEMBERS

The American Club  
Auric Pacific Marketing Pte Ltd  
Bakerzin Holdings Pte Ltd  
Batam View Beach Resort  
The British Club  
CS Tay Foods Pte Ltd  
HPL Hotels & Resorts  
Institute of Technical Education (ITE)  
Keppel Land Hospitality Management Pte Ltd  
Nanyang Polytechnic  
National Service Resort & Country Club  
NTUC Club  
Orchid Country Club  
Palvision (Singapore) Pte Ltd  
Republic of Singapore Yacht Club  
Republic Plaza City Club (S) Pte Ltd  
RSM Risk Advisory Pte Ltd  
Sauces by Chef Daniel 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

(as at 30 Apr 2017)