

# SHA UPDATE

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## SHA Inter-Hotel Athletic Meet 2015



The 34th SHA Inter-Hotel Athletic Meet 2015 was held on 16 May 2015 at the Yio Chu Kang Stadium.

Following feedback received from members, this year's meet was changed to a 1-day event to encourage greater participation from our hotel members.

In addition, the scoring format of the annual meet was revised whereby participating hotels were grouped in the following categories and graded accordingly:

Less than 299 rooms

Between 300-600 rooms

More than 600 rooms

This year's Meet saw a total of 20 teams competing in the various track and field events.

Undeterred by the thunderstorm which took place halfway through the Meet, the supporters remained high-spirited and cheered their team mates on in the events.

The winners of the 34<sup>th</sup> SHA Inter-Hotel Athletic Meet 2015 were as follows:

Special Awards	Winner
Best Individual Performance (Women)	Ms Nur Amalina Binte Ngadia, Capella Singapore Event: Triple Jump (Women Open)
Best Individual Performance (Men)	Mr Ryan Poh, Marina Bay Sands Event: Javelin (Men Open)
Best Team Women	Resorts World Sentosa
Best Team Men	Marina Bay Sands
Champion Hotel Category: Small Hotels (Less than 299 rooms)	Capella Singapore
Champion Hotel Category: Mid-Sized Hotels (Between 300-600 rooms)	Conrad Centennial Singapore
Champion Hotel Category: Large Hotels (More than 600 rooms)	Marina Bay Sands
Overall Champion Hotel	Marina Bay Sands



Spectators grew wild with excitement during the 100m GM Race. Cheers erupted as the General Managers of the respective hotels raced towards the finishing line.

The results of the GM Race were as follows:

#### GMs' 100M Race (45 Yrs and below)

Champion	Mr James Chong (Jayleen 1918 Hotel)
1st Runner-Up	Ms Mika Umemura (Village Hotel Bugis)

#### GMs' 100M Race (46 Yrs and above)

Champion	Mr Peter Webster (Hilton Singapore)
1st Runner-Up	Mr Ian Wilson (Marina Bay Sands)
2nd Runner up	Mr Jovian Hun (Furama City Centre Singapore)

Congratulations to all!



## 33rd SHA Inter-Hotel Soccer League 2015

The Finals of the 33rd SHA Inter-Hotel Soccer League 2015 took place on 15 June 2015 at the Hougang Stadium.

The beating of drums intensified and loud cheers soared through as defending Champion, Resorts World Sentosa (RWS) was crowned the Champion of the 33rd SHA Inter-Hotel Soccer League 2015 with a final score of 4 - nil at their 1st /2nd placing match against Marina Mandarin Singapore.

The 3rd/4th placing match which took place earlier during the Finals saw old-timers - Conrad Centennial Singapore and RC Hotels (Pte) Ltd pitting against each other. At the blow of the final whistle, the game recorded with a score of 3 - 4, RC Hotels (Pte) Ltd, successfully clinched the 3rd spot at the much anticipated annual SHA Inter-Hotel Soccer League.





Results of the 33rd SHA Inter-Hotel Soccer League 2015 were as follows:

Award	Winners 2015
Champion	Resorts World Sentosa
1st Runner-Up Team	Marina Mandarin Singapore
2nd Runner up Team	RC Hotels (Pte) Ltd
3rd Runner up Team	Conrad Centennial Singapore
1st/2nd Placing Match "Man of the Match"	Alfonso Lopez Aguilar, Resorts World Sentosa
3rd/4th Placing Match "Man of the Match"	Masalan Bin Mahat, Conrad Centennial Singapore



Congratulations to all Winning Teams and "Man of the Match" winners!

## Industry Update and Networking Session for General Managers

The first Industry Update and Networking Session for General Managers for the year 2015 took place on 29 April 2015 at the Google Singapore office.

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

This was followed by two engaging presentations by Google:

### "Thriving in a Culture of Innovation"

by Ms Jenn Villalobos, Industry Head, Hotels, Airlines & Tourism, APAC, Google Singapore

### "Mobile in Travel"

by Ms Ale Sa Moreira, Performance Solutions Activation Expert, Southeast Asia, Google Singapore

Last but not least, the attendees were given an eye-opening tour of the Google Singapore office, during which they gained some amazing insights on the Google work culture.



# HR Seminar “Employee Investigations: Risks and Pitfalls”

A HR seminar titled “Employee Investigations: Risks and Pitfalls” was organised exclusively for SHA hotel members on 12 March 2015 at Baker & McKenzie.Wong & Leow.

Conducted by legal experts in employment law and corporate investigations, the seminar examined potential risks and pitfalls, as well as strategies for effective employee investigations.

The session was very well-attended by 55 human resource and security practitioners from 32 hotels.





# Your Say: Enhancing Singapore's Attractiveness as a tourist destination

In this issue, we have invited our members to share their suggestions or ideas on how Singapore can further enhance its attractiveness as a tourist destination for both the leisure and business markets, and hence increase visitor arrivals.



**Mr. Vernon Lee**

General Manager  
Capri by Fraser Changi, Singapore

The tourism sector in Singapore is one which has always seen a healthy growth for Singapore and its economy. STB has worked hard and has been spot-on thus far, in tapping Singapore's resources, curating places of interests, and growing Singapore as a vibrant international and global tourist destination.

Transformative change is key if Singapore is to continue its hold in the region as a metropolis that keeps pace with the evolving trends and thirsts of today's tourism industry. In the past, travellers were contented with run-of-the-mill offerings. Today's generation of travellers are seeking and yearning more. While iconic landmarks (hardware) such as the Merlion, Marina Bay Sands, Sentosa, the newly added Gardens by the Bay and our recent pride - the Botanical Gardens, now declared as a World Heritage, will continue to be important in Singapore's offerings, Singapore will need to look towards amalgamating these "hardware" with innovative software (technology) and the most basic and important soft skill sets - friendly, gracious, sincere, hospitable services - to meet the next decade of travellers who will want travel experiences that are more multi-dimensional - allowing them to share instantaneously, learn-on-the-go, improve their skills (on business and social levels), meet new people - i.e. combine travel with their interests.

Singapore tourist highlights should go beyond offerings of family fun so that our tourist attractions for the next decade is a balanced kaleidoscope of an enriching and rich art scene, a food haven offering the 'best of'; a leader and a trend-setter of smart opportunities for the tourism markets in both leisure and MICE.



**Ms. Tash Tobias**

General Manager  
InterContinental Singapore

Over the last 50 years, Singapore has become a highly desirable destination with world-class facilities and events. However, as consumers' tastes change, as attractions age, new destinations emerge, existing destinations will need to become more competitive. We need to step up our game to consistently provide memorable and unique experiences for visitors, so that they would come back, time after time.

First of all, we need to maintain existing infrastructures well to ensure the attractions stay relevant. Singapore already has a strong tourism infrastructure with world class attractions like Gardens by the Bay, River Safari, the soon-to-open National Gallery and the Singapore Botanic Gardens, recently named an UNESCO World Heritage Site - a prestigious title that adds a new green angle to the Singapore tourism experience. At the same time, we must continue to have a steady pipeline of new attractions to maintain Singapore's attractiveness as a compelling destination.

Our hardware needs to be complemented with good software, with differentiated events and unforgettable experiences that will meet the needs of increasingly sophisticated travellers. Historic precincts such as Chinatown, Kampong Glam and Little India allows visitors a glimpse into the history of Singapore; they could also be further leveraged on to provide unique cultural experiences to visitors as well.

Lastly, to bring the Singapore experience to life, we need our people to continue to deliver engaging and thoughtful services. This can be done through recognition programmes, trainings and mystery shopping, to ensure service excellence throughout the industry.



**Mr. Ian Wilson**

General Manager  
Marina Bay Sands

Singapore has made great strides in tourism over the last 10 years - through world-class events such as WTA Championships and iconic attractions like Marina Bay Sands. Looking ahead, I feel Singapore needs to focus on developing talent and increasing efficiency while continually reinventing the destination.

Talent development needs to be a key focus for us as we move forward. Identifying, grooming and developing the next generation of hospitality leaders and talent to run our world-class infrastructure is critical for Singapore to stay ahead of the game. How do we do that? We offer mentorship opportunities with leading brands so that locals can work with the best in the industry. Companies will need to invest in continuous retraining so that existing staff can recognize that the hospitality sector offers good long-term careers. At the same time, we need to work hand-in-hand with schools and institutions to incubate and nurture young professionals.

We must also keep looking at ways to work smarter to improve both efficiency and service, whether it's through leveraging technology or refining processes. Finally, as a destination, we have to keep reinventing and improving ourselves. This is not just in terms of capital infrastructure, but also taking our festivals and events to an even higher level and initiating new reasons for people to visit Singapore.



**Mr. Rainer Tenius**

General Manager  
Swissotel Merchant Court

Singapore's push to increase its appeal to a wider range of tourism segments is without a doubt a world-class effort. To outpace other key cities in the Asia Pacific, however, Singapore must be able to provide visitors with an outstanding and continuously improving customer service experience. This level of service can only be provided by engaged colleagues who are excited to be a part of the hospitality and service industries. With over 100 vacant positions at our hotel, unfilled due to the labor crunch, it is very challenging to meet and exceed the level of service expected by our customers.



**Mr. Philip Jones**

General Manager  
Movenpick Heritage Hotel Sentosa

When considering what makes a destination attractive to visitors, be it leisure or corporate, there are a number of factors to consider. These include, but are not limited to; cost / relative value, accessibility (airline / airport infrastructure), quality and diversity of hospitality products and of course; the quality of service in that destination.

Looking at Singapore specifically, one would believe that Singapore is well positioned to continue its leading role in the region for tourism and travel. However we are all painfully aware the single biggest threat facing the service industry, is the current lack of manpower brought on by the restrictions in foreign labour. This places further stress on those left in the operation, and has led many employees to either "job hop" in search of a better environment, or leave the industry altogether.

There are a number of steps that could and perhaps, should be taken to ensure that service levels remain high and that the country continues to uphold its standing as one of the leading destinations in the region. My thoughts on this can be divided into two areas; Productivity and Talent Based Selection.

#### **Productivity:**

- There has been a lot of talk about this, but I believe without some form of government or industry mandate, there will be no significant breakthrough in this area. Having faced similar circumstances with labour during my time as an Executive Housekeeper in the United States, where there is an almost identical dynamic with high labour cost and limited supply of willing labour to clean rooms, the company I worked for at that time engaged an organization called Carpedia. Their intent was to identify process improvements that could be made as a result of conducting observations over a six week period of how work was done and identifying lost time opportunities. These lost time opportunities became the basis for recommendations to compress the existing process and reduce the man hours required to clean a room. The reduction was translated into a required target of hours per occupied room to achieve, while still maintaining the quality levels. The results were reviewed weekly and measured against the target with both the hotel team and Carpedia. One of the many reasons this approach was successful, is that this organization acted as an "external irritant" to ensure that the hotel remains on track with the project timeline and targets set.
- I believe that the Singapore Government could engage such an organization and mandate a similar approach across the industry. In doing so, there would need to be a realistic approach and only have a hotel engage in such a project in one department at a time, so as not to place too much stress on the overall hotel operations.

#### **Talent based selection:**

- Given the current shortage of labour, the service industry has become less selective and there is an attitude of "Good is good enough". The challenge with this is that we are not selecting individuals based on their natural talents and abilities and we run the risk of having people in a role that does not suit them. The consequences of this are; increased turnover, a reduction in employee morale and reduced service levels. The equation which was once shared with me comes to mind; it is GIFT backwards:

$$(TALENT + FIT) \times INVESTMENT = GROWTH$$

- The bottom line is that the raw ingredient for any employee is basic talent. In order to achieve this there needs to be a commitment from the industry to select accordingly.

I believe that if the above two mentioned areas can be addressed across the board, then we can continue to position ourselves as a leading service provider within the region, but this will involve change from how we currently operate. On this note, I would leave us with the words of the former Chief of Staff of the U.S. Army; General Eric Shinseki; "If you do not like change, you will like irrelevance even less."

# SHA Welcomes New Ordinary Members

## Sofitel So Singapore

Sofitel So Singapore, housed within the iconic former telecommunications building, is the perfect blend of French styling with a chic and very Singaporean twist, redefining luxury boutique accommodation in the Lion City. It sets to change the face of Singapore's luxury hotel experience.

Designed by Singapore's only French design house, MIAJA Design Group, led by award-winning designer, Isabelle Miajia, Sofitel So Singapore will reveal 134 exquisitely designed rooms located within a So Hip Wing and a So Heritage Wing. Exciting features include a light-filled atrium that will welcome guests into a lobby with unique artworks and a captivating hexagonal light installation, called L'Hexagone, a plush 'bed table' within the stunning restaurant and a glamorous golden-tiled rooftop pool with unsurpassed views of the urban city.



Strategically located near Raffles Place, in the heart of Singapore's Central Business District, Sofitel So is minutes away from the city's most iconic landmarks. Within close proximity to various modes of public transport, Sofitel So Singapore offers guests the opportunity to embrace the cosmopolitan vibe of the island, from tasting the culinary delights of Chinatown and Lau Pa Sat to enjoying the attractions of Marina Bay.

## Hotel Chancellor @ Orchard

Situated along Orchard Road between the Dhoby Ghaut and Somerset MRT Stations, Hotel Chancellor @ Orchard offers travellers a good location, great value and easy access to the rest of the city.

A Green Marked Certified hotel adoption, the hotel has adopted construction methods and materials that are eco-friendly. Additional green measures implemented by the hotel include harvesting rainwater for the watering of plants, equipping every room with a filtered water dispenser and the use of large tinted double-glazed windows which allows natural sunlight to enter while keeping out the heat.

In addition, most guestrooms face either the green Istana grounds or the lush inner courtyard of the hotel. All rooms are equipped with a large LED TV fitted with a smart box with pre-loaded internet applications such as YouTube,



Google, Gmail and Yahoo Mail. The smart box also allows media streaming from mobile devices to the TV. The hotel also provides guests with easy access to internet sites with its integrated TV remote that comes with a QWERTY keyboard.



# SHA Welcomes New General Managers



**Mr. Karl L. Muir**  
Concorde Hotel Singapore  
General Manager

Concorde Hotel Singapore, managed by HPL Hotels & Resorts, is pleased to announce the appointment of Mr. Karl L. Muir as the new General Manager of Concorde Hotel Singapore from 1st May 2015. A New Zealand national, Mr. Muir comes to Singapore with a wealth of experience gained from international postings within the hospitality industry over the past 35 years.

Mr. Muir started his career as a trainee manager in 1977 with the Tourist Hotel Corporation, South Pacific Hotels Corporation, he then went on to manage seven properties in Australia and New Zealand. Mr. Muir joined HPL Hotels & Resorts in 1999 as the General Manager of Concorde Hotel Gold Coast, and in June 2002, he was transferred to Concorde Hotel Shah Alam, where he took on the role of General Manager for more than 12 years.

Mr. Muir is a passionate and highly experienced hotelier. His focus to drive a high level of customer service, superior attention to detail and intuitive understanding of quality aptly demonstrate the Concorde Hotel Singapore's approach to impeccable hospitality.



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

Mr. Cheong Hai Poh has been appointed General Manager of Grand Park City Hall. In his new role, Mr. Cheong will oversee operations of the luxury hotel located at City Hall and managed by Park Hotel Group.

With more than 25 years of experience spanning ten cities, Mr. Cheong brings with him a proven track record of business, operational and reputational risk management, having worked in leading hotel groups prior to his current appointment. Part of his extensive experience also includes pre-opening preparations for a hotel in Tokyo as well as resort management in Maldives and Bundung.

Beyond the daily grind, Mr. Cheong is not a stranger to the local hospitality scene as he holds various appointments in many associations such as Board Director of the Singapore Workforce Development Agency, President of the Food and Beverage Managers' Association amongst others.



**Mr. Tuncay Bockin**  
Holiday Inn Singapore Atrium  
General Manager

Originally from Turkey, Mr. Tuncay Bockin brings with him a wealth of knowledge with over 25 years of International Hotel experience spanning across Romania, Turkey, UK, Azerbaijan, Thailand, Philippines and Vietnam. Mr. Bockin is a highly motivated hospitality leader, with a strong drive for results. He is renowned for his focus on strong revenue generation and efficiency optimisation within his hotels.

Mr. Bockin joined IHG in 1999 and most recently held the position of Area General Manager North Vietnam and General Manager of Crowne Plaza West Hanoi, where he successfully led the hotel into the elite "Ten Club" in 2014.

Mr. Bockin also leads an active lifestyle, and enjoys both football and snowboarding.



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

The seasoned Singaporean hotelier, Ms. Tina Sim, has been appointed as the General Manager of PARKROYAL on Pickering. Ms. Sim has nearly three decades of operations and hotel management experience with leading global luxury brands such as Shangri-La, Westin, Ritz-Carlton, Conrad Centennial and Fullerton.

Notably, Ms. Tina Sim enjoyed close to a 10-year tenure with the Shangri-La Group, managing Shangri-La and Traders hotels and resorts across Singapore. Most recently, Ms. Tina Sim was General Manager, Special Projects at Shangri-La International Hotel Management Limited where she was responsible for renovation projects in Jakarta, Malaysia and Singapore.



**Mr. Kellvin Ong**  
Hotel Re! @ Pearl's Hill  
General Manager

Hotel Re! @ Pearl's Hill is delighted to announce that Mr. Kellvin Ong has joined the establishment as General Manager. In his role as General Manager, he will be responsible for the overall management of the Hotel, reporting directly to the Board of Directors.

Mr Ong brings with him over 30 years of experience in the hospitality industry. Prior to this appointment, he held top level positions in the Mandarin Oriental Hotel, InterContinental Hotel, Carlton Hotel as well as a lengthy tenure at Rendezvous Grand Hotel.

In particular, he has extensive hands-on experience and knowledge in the areas of Rooms Division, Finance, Business Development, Sales & Marketing, Food & Beverage, Project Management, Pre-Openings, Renovations and General Management.



# Tribute to the late Mr. Lee Kuan Yew by Mdm Kay Kuok, President of the Singapore Hotel Association

In this issue, we would like to share a short tribute made to Singapore's beloved leader and founding Prime Minister, Mr. Lee Kuan Yew.

**Tribute to Mr Lee Kuan Yew by Mdm Kay Kuok, President of the Singapore Hotel Association, at the Tribute Session for Mr Lee Kuan Yew, Raffles City Convention Centre, Padang and Collyer Ballroom on 28 March 2015.**

As we gather here this morning to mourn the passing of our beloved founding Prime Minister, Mr Lee Kuan Yew, We are reminded of his great love for and devotion to Singapore.

Although we are a small nation with hardly any resources but our people, we have come a long way. Today Singapore stands tall on the global stage because of his bold vision and commitment to make Singapore a success story. For this remarkable achievement, he dedicated his life to ensuring that no one is left behind and that the country prospers and continues to do so.

The hospitality industry has benefitted enormously from his astute leadership, which saw Singapore being transformed into a multi-faceted tourist destination within a short span of 50 years. Along the way, we have won many accolades for being a beautiful garden city, a shopping paradise and having a vibrant dining scene, world-class attractions, excellent hotels and an award winning airport that has just been named the best in the world again. Singapore is also Asia's top convention city and a leading meeting city in the world. All these are possible because of the late Mr Lee's foresight, dedication and tenacity to build Singapore into a first-world nation.

Singapore is now a premier destination, drawing many visitors from all over the world — a far cry from its humble beginnings. Tourism has flourished for us — from less than 100,000 visitors in the early 1960s to 15 million last year.

This achievement is by no means an accident but rather through careful planning and robust marketing strategies that were put in place under the guiding hand of Mr Lee Kuan Yew. His support for some of the recent tourism initiatives such as the integrated resorts was a game-changer for the hospitality industry. Mr Lee wanted Singapore to be an exciting fascinating city, a fun place to visit. He knew we had to move forward and keep up with the top cities in Asia and the world.

His passing is an immense loss for Singapore. He has left us a wonderful legacy — an efficient, clean and secure nation with a vibrant multi-racial society that we are all proud of and which are also key reasons often cited for Singapore's strength as an exciting and safe tourist destination.

For all that he has done, it is only befitting that the hospitality industry honour him and keep his spirit alive by working together to ensure that Singapore continues to be a preferred destination for both leisure and business visitors.

Thank you, Mr Lee Kuan Yew — truly you have been an inspiration to all.



# SHA Annual Meeting 2015

We would like to thank all who attended the SHA Annual General Meeting (AGM) that took place on 30 June 2015 at One Farrer Hotel & Spa.

2015 is the election year for the Association. At the AGM, Mdm Kay Kuok announced that she would be stepping down as the President of SHA and thanked all colleagues and members for their strong support during her term as President.

The Association also took the opportunity to express our sincere appreciation to Mdm Kuok for her commitment and time, despite her busy schedule, to guide and lead SHA for a decade.

The new SHA President, Mr Albert Teo, pointed out in his acceptance speech that the Association has made great strides in the past 10 years. He also highlighted that the newly elected Board members, together with the support from members, will continue to engage the government and all stakeholders to work as one strong voice for the industry.

## SHA BOARD 2015 - 2017

<b>PRESIDENT</b>	MR ALBERT TEO	AMARA SINGAPORE
<b>1<sup>ST</sup> VICE-PRESIDENT</b>	MR ALLEN LAW	GRAND PARK CITY HALL
<b>2<sup>ND</sup> VICE-PRESIDENT</b>	MR LOH LIK PENG	HOTEL 1929
<b>HONORARY SECRETARY</b>	MR ARTHUR KIONG	THE ELIZABETH HOTEL
<b>ASST. HON. SECRETARY</b>	MR CHRIS TEO HONG YEOW	GRAND MERCURE SINGAPORE ROXY
<b>HONORARY TREASURER</b>	MS KWEE WEI-LIN	THE RITZ-CARLTON, MILLENIA SINGAPORE
<b>ASST. HON. TREASURER</b>	MR ANDREW YAP	PENINSULA.EXCELSIOR HOTEL
<b>BOARD MEMBERS</b>	MR KENNETH LI	CARLTON HOTEL SINGAPORE
	MR TAN HEE TECK	CROCKFORDS TOWER (RWS)
	MS EU CHIN FEN	INTERCONTINENTAL SINGAPORE
	MR CHONG KEE HIONG	MANDARIN ORCHARD SINGAPORE
	MR GEORGE TANASJEVICH	MARINA BAY SANDS
	MR KWEK LENG BENG	GRAND COPTHORNE WATERFRONT HOTEL
	MRS TAN-WEE WEI LING	PARKROYAL ON BEACH ROAD
	MR TEO HO BENG	RAMADA SINGAPORE AT ZHONGSHAN PARK
	MR HO KIAN GUAN	RIVERVIEW HOTEL
	MR THOO KAH FAH	SINGAPORE MARRIOTT TANG PLAZA HOTEL
	MDM KAY KUOK OON KWONG	SHANGRI-LA HOTEL SINGAPORE
	MR THOMAS ANDREW MEYER	SWISSHOTEL THE STAMFORD
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SINGAPORE HOTEL ASSOCIATION



# Spotlight

In this issue, Mr. Sam Chia, Director of Sales & Marketing, The St. Regis Singapore was invited to share with us his journey to success.



**Mr. Sam Chia,**  
Director of Sales & Marketing,  
The St. Regis Singapore

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

SHATEC has provided me with an enriching learning journey and sparked my interest in the hospitality industry.

We were once assessed for a particular Restaurant Service Skill module, based on our service and product knowledge. For this graded assignment, our family and friends were specially invited to participate as guests at the restaurant, while we performed our duties. Despite feeling apprehensive, I overcame the anxiety and even achieved a favourable grading. It was certainly a rewarding experience as I had the chance to deliver my best to the “guests”, and what made it even more gratifying was receiving their praises.

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

The real-life exposures which provided me with an in-depth understanding of the situations that I may be faced within a hospitality career were indeed extremely beneficial. They set a strong foundation for me to prepare myself for all aspects of the industry, and also trained me to handle situations effectively.

I enjoyed the curriculum especially the experiential learning component experienced during the 2.5 years that I was with SHATEC. I was equipped with a depth of knowledge and experience through hands-on exposure such as training modules for operational management and a 6-month industrial attachment programme, which opened the doors to many opportunities and guided my career path.

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

Instilling passion and having a continuous drive to learn is essential within the dynamic hospitality industry. Always seek to gain knowledge, both inside and outside of the classroom. Never miss an opportunity to learn something new, as learning is a lifelong process.

Being an efficient team player is also crucial in this fast-paced and people-oriented industry. Be ready to step out of your primary duties to render assistance to colleagues and guests. Your efforts will be rewarded!



# The 2015 Forbes Travel Guide Star Award Winners

Forbes Travel Guide, formerly Mobil Travel Guide, has provided the travel industry's most comprehensive ratings and reviews of hotels, restaurants and spas since 1958. Forbes Travel Guide has a team of expert inspectors who anonymously evaluate properties against up to 800 rigorous and objective standards, providing consumers the insight to make better-informed travel and leisure decisions. Forbes Travel Guide is the gold standard for luxury hospitality ratings worldwide.

Congratulations to following Forbes Travel Guide winners!

## Forbes Travel Guide Four-Star Hotels

Fairmont Singapore	Raffles Hotel
Four Seasons Hotel	Shangri-La Hotel, Singapore
Intercontinental Singapore	The Fullerton Hotel Singapore
Marina Bay Sands	The Ritz-Carlton, Millenia Singapore

## Forbes Travel Guide Recommended Hotels

Conrad Centennial Singapore
Goodwood Park Hotel
Pan Pacific Singapore
Royal Plaza on Scotts
The St. Regis Singapore
W Singapore Sentosa Cove

## Forbes Travel Guide Five-Stars Hotel

Capella Singapore
Mandarin Oriental Singapore
The Fullerton Bay Hotel Singapore

# InterContinental Singapore Awarded Plaque of Commendation at May Day Awards 2015

**Singapore, May 2015** - The May Day Awards are bestowed on individuals and organisations that have made significant contributions to the Labour Movement, comprising NTUC-affiliated unions and association, NTUC Social Enterprises, related organisations and tripartite partners. These prestigious awards are presented during the May Day Dinner each year.

In recognition of its positive contributions to the Labour Movement, InterContinental® Singapore is proud to be a recipient of the Plaque of Commendation Award conferred by the National Trades Union Congress (NTUC).

InterContinental Singapore is committed to working alongside the Food, Drinks and Allied Workers Union (FDAWU) and the Branch Committee in order to ensure the betterment of employees' welfare. It does so by keeping an open mind in adopting suggestions made by the unions, re-employment of mature workers after retirement till the age of 68 and maintaining close communication with them to better understand their needs.

Over the years, InterContinental Singapore has adopted several initiatives such as the Inclusive Growth Programme, Executive Development Programme and also the Open Door



Funding. To date, there are four management trainees placed in the hotel under the Executive Development Programme and nine employees with disabilities employed by the hotel under the Open Door Funding.

InterContinental Singapore also consistently engages the union and the Branch Committee to explore various NTUC initiatives, programmes and projects.

## International Property Awards 2015-2016

The International Property Awards are open to residential and commercial property professionals from around the globe. They celebrate the highest levels of achievement by companies operating in all sectors of the property and real estate industry. An International Property Award is a world-renowned mark of excellence.

Following a rigorous judging process for the Asia Pacific International Property Awards 2015-2016, Pan Pacific Serviced Suites Beach Road, Singapore is proud to be named Winner in the Singapore Hotel Architecture and Singapore New Hotel Construction and Design categories amongst some of the region's most prominent developments.

"We are extremely delighted and proud of our latest, highly coveted awards which highlight Pan Pacific Serviced Suites Beach Road, Singapore's excellent qualities. Collectively, our three awards thus far reflect the recognition the property has earned as an outstanding design product and affirm its standing at the forefront of the global development industry." Mr. Richard Tan, Vice President of Serviced Suites, Pan Pacific Hotel Group.



## Hospitality Information Technology Association of Singapore (HITAS)

The Hospitality Information Technology Association of Singapore (HITAS) was officially launched on 23 January 2015.

Over 80 hoteliers and industry vendors came together to attend the inaugural launch event that was held at The Ritz-Carlton, Millenia Singapore. The invitation-only event was well received by all attendees. We would like to thank our sponsors and the special guests from SHA and ARDE.





HITAS was established to create a common platform and voice for the hospitality technology community, aiming to promote collaboration and innovation with the goal of improving technology for the hospitality industry.

The association will be holding various activities including networking events and seminars. Please visit <http://hitas.sg> or contact [enquiry@hitas.sg](mailto:enquiry@hitas.sg) for more information about the association.





## Les Clefs d'Or Members Bring Cheer to Singapore's Pioneers at the 'Society of the Aged Sick' Over Chinese New Year with a Fundraising Charity Dinner

**6th March 2015, Singapore** – The members and Executive of Concierge Association, Les Clefs d'Or Singapore, celebrated the close of the Chinese New Year with a charity dinner hosted to honor the elderly beneficiaries of the Society of the Aged Sick.

The initiative saw 30 Clefs d'Or members and their families visiting the wards of the welfare rest home, connecting with the old folks and bringing cheer to the residents, before adjourning to a dinner jointly hosted by the Society of the Aged Sick's President, and Clefs d'Or International Honorary Member, Mr. Eric Teoh.

A cheque of \$1,700 raised through a charity drive by the concierge association's Executive Committee was also presented to Mr. Eric Teoh by Les Clefs d'Or Singapore Vice President, Ali Alsagoff.





## Earth Hour 2015

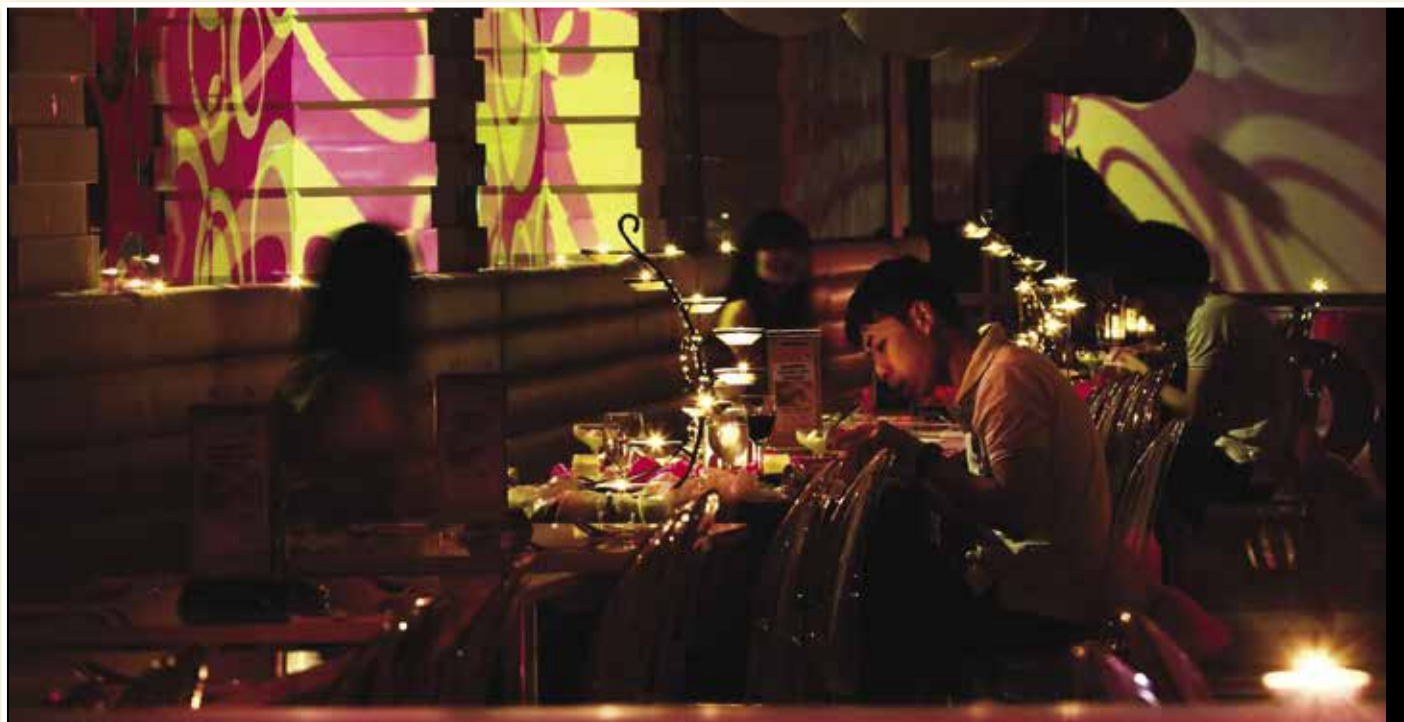
Since 2011, Singapore has been the home of Earth Hour – the world’s largest environmental movement to engage governments, businesses and individuals to take a stand against climate change. Through this movement, WWF (World Wide Fund for Nature) globally has activated hundreds of millions of people to make a united stand against climate change.

In conjunction with Earth Hour 2015, all hotel guests and staff were encouraged to go without lights and air-conditioning on that special night on 28 March 2015 in efforts to protect our planet Earth.

We are pleased to share that the following hotels have pledged their support to protect the environment:



Ascott Raffles Place Singapore	PARKROYAL on Pickering
Concorde Hotel Singapore	The Regent Singapore
Conrad Centennial Singapore	Royal Plaza on Scotts
Days Hotel Singapore at Zhongshan Park	Hotel Re! @ Pearl's Hill
Dorsett Singapore	Shangri-La Hotel, Singapore
Furama City Centre Singapore	Swissotel Merchant Court
Mandarin Oriental, Singapore	The Ritz-Carlton, Millenia Singapore
Marina Mandarin Singapore	W Singapore Sentosa Cove
Orchard Hotel	The Westin Singapore
Park Regis Singapore	York Hotel



Ms Jolene Chong, Executive Director at Hotel Re! @ Pearl's Hill also shared, "We recognise that climate change is one of the biggest environmental challenges Mother Earth faces today. By participating in Earth Hour 2015, we hope to strengthen our hotel's ongoing commitment to engage our community, employees, and hotel guests to make a difference in the care for our environment."

# Highlights of the Singapore Hotel Industry Survey 2015 (Financial Year 2014)

Conducted by Horwath HTL in collaboration with SHA, the annual Singapore Hotel Industry Survey for FY2014 received the strong participation of 57 member hotels, representing an estimated 58% of the total hotel rooms available in Singapore in 2014.

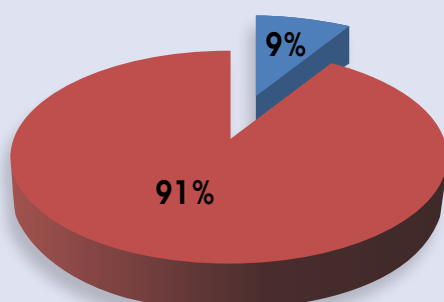
The report gives an overview of the key developments and trends of the hospitality industry in Singapore. It includes an

in-depth analysis of the operational costs and sources of revenue, including both departmental revenues and expenses, operating statistics by departments, as well as statistics relating to human capital and productivity indicators.

Below are some of the key highlights from the survey:

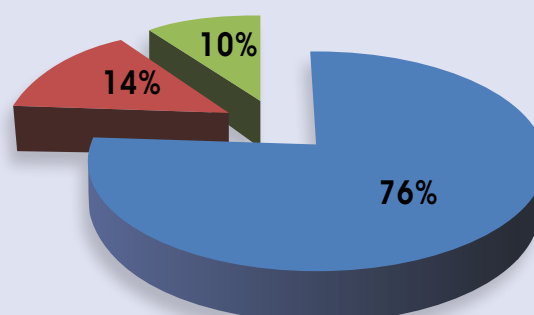
SUMMARY OF RESULTS	2014	2013	%Change
Occupancy	80.1%	83.5%	-3.4%
Average Daily Room Rate	\$277	\$275	-0.7%
RevPAR (SGD)	\$222	\$229	-3.4%

## Nationality Profile of Guests



■ Domestic  
■ Foreign

## Composition of Market



■ Transient  
■ Group  
■ Others

For enquiries on how you can obtain a copy of the report, please contact SHA at [secretariat@sha.org.sg](mailto:secretariat@sha.org.sg).



## STB partners with more than 40 stakeholders for Golden Jubilee campaign launch

**Singapore, 27 May 2015** – The Singapore Tourism Board (STB) unveils today the array of special deals and experiences under the Golden Jubilee campaign. More than 40 tourism stakeholders have come together to offer these deals and experiences as part of a \$20 million marketing outreach in seven key markets.

“2015 is not only a tremendous milestone for Singapore, but also an opportunity for STB to leverage the international attention to ramp up marketing efforts for destination Singapore,” said Ms Lynette Pang, Assistant Chief Executive of STB’s Marketing Group. “We invited the tourism industry to partner us on this opportunity, and the response from across the various tourism industries has been heartening.”

From May to December 2015, visitors will be able to choose from a range of attractive airfares, hotel stays, retail experiences, dining deals, and admissions to attractions. More than 35 hotels have come on board to offer two-night packages with a third night free (for bookings up to end of August 2015). Under “Kids Play for Free”, children enjoy free admission into participating attractions (terms and conditions apply).

Innovative local brands such as Supermama and LOVE SG are offering specially-designed SG50 collectibles that reflect Singapore’s culture, and serve as unique souvenirs of Singapore.

During the Great Singapore Sale, tourists who spend a minimum of \$50 will get a chance to win \$500 in the form of a MasterCard pre-paid card, with one winner daily. Visitors can also enjoy hassle-free shopping, airport transfers, hotel delivery, personal shopping services and more at some of Singapore’s shopping malls and department stores.

Beyond the myriad deals, visitors will also be able to experience events such as Pedestrian Night. The popular Pedestrian Night on Orchard Road will return for a second run from July to December this year to add buzz to Singapore’s iconic shopping belt. In addition to entertainment-themed activities on the pedestrianised road every first Saturday of the month, visitors can look forward to in-mall or in-store events organised by Orchard Road stakeholders. More details on Pedestrian Night will be shared at a later date by the Orchard Road Business Association.

The Golden Jubilee campaign is launched in time to coincide with the Great Singapore Sale (launching 29 May) and will be marketed in Indonesia, China, India, Philippines, Japan, Korea, and Vietnam.

“SG50 is an once-in-a-lifetime event for Singapore, and has caught the interest of the world, placing us on numerous lists of top places to visit. With the exciting Golden Jubilee campaign, we look forward to celebrating this milestone with both locals and international visitors,” added Ms Pang.

## Extended validity of Multiple Journey Visa will help attract more visitors to Singapore

**Singapore, 15 May 2015** – The Singapore Tourism Board (STB) welcomes the announcement by the Immigration & Checkpoints Authority (ICA) today of visa measures that will extend the validity of Multiple Journey Visas (MJVs) issued to nationals from the People’s Republic of China (PRC), up to a maximum of 10 years.

The extended validity of the MJVs will reduce the hassle of having to reapply for a visa for each trip, and make it more convenient for PRC tourists to visit Singapore. This will enhance STB’s efforts to increase visitor arrivals and tourism spending, which will benefit Singapore businesses and workers in tourism-related sectors such as hotels, attractions, dining and retail.

“This move will support STB’s strategy of promoting quality tourism and attracting visitors from our key source markets. It is also timely as we intensify our destination marketing efforts

this year, with an exciting calendar of activities planned in conjunction with Singapore’s 50th anniversary. Besides China, STB is also reaching out to visitors from other key markets including Indonesia, India and Australia”, said Mr. Leong Yue Kheong, Assistant Chief Executive, International Group, STB.

In addition, STB is working with our embassy in China to expand the network of Authorised Visa Agents so that PRC visitors have more channels to apply for Singapore visas.

As part of its marketing efforts to drive travel demand from the PRC, STB’s China office had launched a micro-movie by Singaporean director Royston Tan on 15 April 2015. This microfilm showcases unusual aspects of Singapore as seen through the eyes of a Chinese child on an exchange programme, and revolves around the budding friendship he has with his host, a Singaporean classmate.

# 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  
Goodwood Park Hotel  
Grand Copthorne 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  
ibis Singapore on Bencoolen  
ibis Singapore Novena  
Innotel Hotel  
Jayleen 1918 Hotel  
Klapsons, 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 Clarke Quay  
Park Regis Singapore  
PARKROYAL on Beach Road  
PARKROYAL on Kitchener Road  
PARKROYAL on Pickering  
Peninsula.Excelsior Hotel  
Perak Hotel  
Quality Hotel Marlow  
The Quincy Hotel  
Raffles Hotel  
Ramada Singapore at Zhongshan Park  
The Regent Singapore  
RELC International Hotel  
Rendezvous Hotel Singapore  
Resorts World at Sentosa (Beach Villas, Crockfords Tower, Equarius Hotel, Festive Hotel, Hard Rock Hotel, Hotel Michael)  
The Ritz-Carlton, Millenia Singapore  
Riverview Hotel  
Robertson Quay Hotel  
Royal Plaza on Scotts  
Santa Grand Hotel East Coast  
The Scarlet Hotel  
The Seacare Hotel  
Shangri-La Hotel  
Shangri-La's Rasa Sentosa Resort & Spa, Singapore  
Sheraton Towers Singapore  
Singapore Marriott Hotel  
The Singapore Resort & Spa Sentosa  
Sloane Court Hotel  
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  
Pasta Fresca Da Salvatore Pte Ltd  
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 Island Country Club  
Singapore Meritus International Hotels Pte Ltd

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