



MARCO POLO  
HONGKONG HOTEL  
HONG KONG

## News Release

For Immediate Release

### Marco Polo German Bierfest Wins Best Event Team Silver Award at The Marketing Events Awards 2018



**Hong Kong, 9 August 2018** – The highly popular Marco Polo German Bierfest was honoured at the Marketing Events Awards organised by Marketing Magazine. On 19 July 2018, Marco Polo Hongkong Hotel took home the silver award for “Best Event Team” at the Marketing Events Awards 2018 ceremony. Celebrating its 27<sup>th</sup> anniversary this year, the Marco Polo German Bierfest 2018 will run for 23 consecutive nights from 19 October until 10 November 2018, bringing *über* fun to guests by the award-winning event team.

Since its inception in 1992, the Marco Polo German Bierfest has evolved to become one of Hong Kong’s annual signature events. The largest event of its kind in Asia is celebrated against the breathtaking backdrop of Victoria Harbour at Marco Polo Hongkong Hotel. The party spirit comes alive nightly with Die Notenhobler band from Germany playing folk and oompah tunes. As the evening’s energy hits high gear, the stage hosts joyful dancing and drinking games. One of the annual highlights is the Alphorn-blowing Challenge, where members of the audience compete onstage in showcasing their lung power to create original mountain music from the three-metre Alphorn. Authentic Bavarian dishes are freshly prepared under the watchful eye of Marco Polo Hongkong Hotel’s Executive Chef Rolf Jaeggi, whose German heritage guarantees the best crispy pork knuckles in Hong Kong.

“Thanks to the amazing team, from Culinary, Events, Finance, Communications, Technical, Security to Stewarding – everyone in the hotel works together to make the Marco Polo German Bierfest such a



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success. This aligns with the Marco Polo values of Teamwork and Passion to provide an exceptional experience to our discerning guests. We are honoured to receive the award of Best Event Team for Marco Polo Hongkong Hotel's expression of Oktoberfest," said Mr Dalip Singh, General Manager of Marco Polo Hotels – Hong Kong."

Marketing Magazine is Asia's largest publisher of marketing and advertising news that is read by the region's most influential and respected marketing professionals. The annual awards ceremony organised by the publication highlights the most creative and original campaigns and events across a wide range of industries in Hong Kong. The awards are judged by senior marketers across North Asia and Marketing Magazine's editorial board.

#### **Marco Polo German Bierfest 2018**

**Date:** 19 October – 10 November 2018

**Time:** 6:00pm-11:00pm

**Happy Hour:** 6:00pm-7:00pm

**(Buy one glass of beer by Octopus at the bar counter to redeem one additional glass of beer immediately)**

**Venue:** Viewing Platform, Level 6, Marco Polo HongKong Hotel, Harbour City, Tsim Sha Tsui, Kowloon

**Entrance Fee:** **Adult** HK\$160 (Sunday – Thursday) (includes one beer)  
HK\$280 (Friday and Saturday) (includes one beer and one mug)

**Child** HK\$120 (Sunday – Thursday) (includes one soft drink)  
HK\$160 (Friday and Saturday) (includes one soft drink)

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**Note to Editors:**

**Marco Polo Hotels - Hong Kong**

Situated in the heart of Tsim Sha Tsui in Kowloon, the three Marco Polo hotels in Hong Kong, namely Marco Polo Hongkong Hotel, Gateway Hotel and Prince Hotel, form part of Harbour City – Hong Kong’s largest shopping complex with more than 450 shops featuring the world’s leading luxury brands. The three hotels comprise 1,459 well-appointed and spacious guestrooms and suites, all equipped with complimentary handy smartphone and Wi-Fi plus deluxe amenities. Every Marco Polo hotel befits the new-age traveller, whether on business or leisure, with its elegant design, impeccable service and modern comforts. The three Marco Polo hotels in Hong Kong are part of Wharf Hotels, a wholly-owned subsidiary of The Wharf (Holdings) Ltd, a Hong Kong-listed company with core business interests in property and investments in communications and container-terminal operations.

**About Global Hotel Alliance**

Global Hotel Alliance (GHA) is the world’s largest alliance of independent hotel brands, bringing together 32 brands with over 500 hotels in 78 countries. GHA uses a shared technology platform to drive incremental revenues and create cost savings for its member brands. GHA’s award-winning loyalty programme, DISCOVERY, provides 12 million members exclusive opportunities to immerse themselves in local cultures wherever they travel. For more information, visit [discoveryloyalty.com](http://discoveryloyalty.com).

**For more information, please contact:**

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