

# WHARF HOTELS

NICCOLO  
HOTELS

MARCO POLO  
HOTELS

**For Immediate Release**

## **NEW GROUP DIRECTOR DIGITAL MARKETING APPOINTED**

*Intensifying digital transformation for Wharf Hotels*



*Alice Au, Group Director  
Digital Marketing, Wharf  
Hotels*

8 December 2020 (**Hong Kong SAR, China**) – Wharf Hotels is pleased to announce the appointment of Alice Au as its new Group Director Digital Marketing.

Educated in Hong Kong SAR, Alice is an MBA graduate of the Hong Kong University of Science and Technology. Holding over 20 years of experience in customer-centric marketing management specialising in automated and integrated marketing, Alice will spearhead the group's intensifying digital transformation.

In 2020, the use of digital platforms globally increased significantly, driving the entire hotel sector to rethink its digital future and recalibrate its perspective. Alice's remit in her new role, will elevate Wharf Hotels' Sales and Marketing capabilities by exploring new technology innovations and enrich customer engagement through results-driven Digital Marketing for both the Niccolo and Marco Polo Hotels brands and its portfolio of sixteen hotels.

"It is our pleasure to welcome Alice to the Wharf Hotels family where she will captain our Digital Marketing strategy. Alice brings with her a bold mindset to deliver exceptional results and knowledge of our business that I believe will strengthen our Sales and Marketing performance and further foray into disruptive marketing technologies," said Mr Holger Jakobs, Vice President Sales and Marketing, Wharf Hotels.

At leisure, Alice is a keen photographer and enjoys exploring social media and online-shopping sites to discover the latest finds.

### **About Wharf Hotels The Spirit of Discovery**

Emanating the spirit of discovery, Wharf Hotels, a wholly owned subsidiary of The Wharf (Holdings) Ltd, is based in Hong Kong SAR of China, and currently operates 16 owned or managed hotels under Niccolo or Marco Polo Hotels in China, Hong Kong and the Philippines. Niccolo Hotels was added to the group's portfolio in 2015 as the luxury collection, positioning the brand as contemporary chic. The Murray, Hong Kong, a Niccolo Hotel, the brand's flagship hotel, was ranked as the top hotel in the city within a year of its opening, and the upcoming opening of Niccolo Suzhou will bring the brand's collection to 5 hotels following the successes of Niccolo

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Chengdu, Chongqing and Changsha. Marco Polo's international deluxe hotels in established locations within China, Hong Kong and the Philippines maintain their ethos to explore, discover and experience a destination, drawing on the philosophies of their namesake, Marco Polo: an adventurer, a traveller, an entrepreneur and a connoisseur of culture - just as Marco Polo's modern travellers are today. Wharf Hotels is a member of the Global Hotel Alliance. Further details are available at [wharfhoteles.com](http://wharfhoteles.com).

## About Global Hotel Alliance

Global Hotel Alliance (GHA) is the world's largest alliance of independent hotel brands, bringing together more than 35 brands with over 570 hotels in 85 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 17 million members exclusive opportunities to immerse themselves in local culture wherever they travel. For more information, visit [globalhotelalliance.com](http://globalhotelalliance.com).

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