

WHARF HOTELS

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Press Information

For Immediate Release

LIVE BOLD. STAY SHARP.

Wharf Hotels Shapes High-Performance Strategies

21 February 2018, Hong Kong SAR, China – Wharf Hotels is no newcomer to the concept of teamwork. With over four thousand associates based in China, Hong Kong, the Philippines and satellite offices globally, the group takes inspiration from its high-performing hotels captained by thought leaders who have become an authority on a LIVE BOLD culture.



Take the group's three hotels in Hong Kong for example, Marco Polo Hongkong Hotel, Gateway Hong Kong and Prince Hong Kong, a hotel cluster in the mixed use development of Harbour City. Running at 100% occupancy levels across over 1,450 of the hotels' combined available rooms for 28 consecutive days preceding Chinese New Year, took a collective of well-constructed strategies across numerous business segments.

"We are in the business of looking after people whilst building our reputation and aiming to exceed our guests' expectations, regardless of whether they are on their first visit or one hundredth. Being in a position to address our customers' needs and respond to demand without overshooting, takes methodical planning and detailed revenue management for it to be enabled and brought to life across our team" said Mr Dalip Singh, General Manager of Marco Polo Hotels - Hong Kong. "We have had a bumper start to 2018, which comes with dynamic and bold strategies where the team are confident in their approach whilst continuously building guest satisfaction and service standards. It takes a strong team in synergy with each other guided by our company's philosophy of living bold and staying sharp, to achieve these results," he said.

According to the Hong Kong Tourism Board, 2017 finished with an increase of over 3% in the number of visitors arriving to the city compared with 2016, and the outlook is bright to start the 2018 Lunar New Year. The Board's Chairman, Dr Peter Lam, GBS, cited the commissioning of large-scale transport infrastructures such as the Hong Kong-Zhuhai-Macau Bridge and the Guangzhou-Shenzhen-Hong Kong Express Rail Link is expected to fuel further tourism growth for Hong Kong and the region. Mr Lam talks on how the city's future tourism relies on how best to capitalise on business

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opportunities brought by the Belt and Road Initiative, through continued close partnerships with the local and regional travel trade.



Wharf Hotels' sixteen hotels under the Niccolo or Marco Polo Hotels brands are led by Chief Business Managers who evaluate the pulse of their respective business environments and formulate sharp strategies as a result. By empowering their sales forces to deliver on their vision, be bold in their approach and make proactive, timely decisions when accepting reservations, General Managers enable their teams to have the liberty to adjust

their tactics and strategies to win new and recurring business.

Delivering on the strategic focus established by Dr Jennifer Cronin, President of Wharf Hotels, the group's new thought leadership programme, the Red Ring Philosophy, launched in mid 2017, navigates associates towards a more successful future and strengthens competencies aimed at leading people, delivering exceptional results, personal effectiveness and strong relationships. The group believes when all the capabilities blend to form a cohesive mindset, the vision is crystal clear across all facets.

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 new luxury collection, positioning the brand as contemporary urban chic. The Murray, Hong Kong, a Niccolo Hotel, opened in January 2018 as the brand's flagship hotel, with 2 new Niccolo hotels currently under development in China following successful openings in Chengdu and Chongqing. 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. Further details are available at 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 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 11 million members exclusive opportunities to immerse themselves in local cultures wherever they travel. For more information, visit gha.com.

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