

WHARF HOTELS

NICCOLO
HOTELS

MARCO POLO
HOTELS

For Immediate Release

RAISING THE BAR IN GLOBAL SALES WHARF HOTELS APPOINTS BALWIN YEUNG AS GROUP DIRECTOR GLOBAL SALES



10 July 2019, Hong Kong – Wharf Hotels has appointed Balwin Yeung as Group Director Global Sales, strengthening its sales force with Balwin as a dynamic new addition to its expanding Sales and Marketing team.

Leading the group's Global Sales Offices across five continents, Balwin, a top sales achiever, will guide the hospitality company's sales and business strategy in Hong Kong, China, Japan, Singapore, the Americas, UK and Europe.

Holding an industry rich portfolio of experience in the cruise, airline, hotel, and travel trade sectors, Balwin's most recent role prior to joining Wharf Hotels, was as Director of Sales and Marketing, Hong Kong and South China at Royal Caribbean International, where he was responsible for bringing the world's biggest cruise line to Hong Kong, building the business from the ground up, following former positions with United Airlines, Virgin Atlantic, and Mandarin Oriental Hotel Group.

Reporting to Sandy Russell, Vice President, Sales & Marketing, Sandy said, "Balwin will be responsible for leading our Global Sales team, crafting the global sales strategy for Wharf Hotels, ensuring the delivery of profitable revenue to our portfolio and bringing to life our total sales culture. With maximising revenue and sales as a strategic imperative for our group, it is my pleasure to welcome Balwin to the Sales and Marketing team. Acting as the backbone to guide our sales professionals across our 17 Niccolo and Marco Polo Hotels and Global Sales Offices, Balwin will further develop our corporate account portfolio, and amplify the sales vision for the company."

Balwin earned his Bachelor's Degree in Business Administration with a major in Hospitality Management from the University of San Francisco, USA. He was awarded "Outstanding Young Marketing Professional" across all industries by the Hong Kong Management Association in 2007 and was appointed by the Tourism Commission of the Hong Kong SAR Government as a Member of the Advisory Committee on Cruise Industry, since 2014.

At leisure, Balwin enjoys seeking out new restaurants, is a foodie and appreciates good wine.

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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 and currently operates 17 owned or managed hotels under Niccolo or Marco Polo Hotels in Hong Kong, China and the Philippines. Niccolo Hotels was added to the group's portfolio in 2015 as the new luxury collection, positioning the brand as contemporary chic. The Murray, Hong Kong, a Niccolo Hotel, opened in January 2018 as the brand's flagship hotel, with one new Niccolo hotel currently under development in China following successful openings in Chengdu, Chongqing and Changsha. Marco Polo's deluxe hotels in established locations maintain their ethos to explore, discover and experience a destination, drawing on the philosophies of its 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 wharfhotels.com.

About Global Hotel Alliance

Global Hotel Alliance (GHA) is the world's largest alliance of independent hotel brands, bringing together more than 30 brands with over 550 hotels in 75 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 15 million members exclusive opportunities to immerse themselves in local culture wherever they travel. For more information, visit globalhotelalliance.com.

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