

WHARF HOTELS

NICCOLO
HOTELS

MARCO POLO
HOTELS

For Immediate Release

DIGITAL STRATEGY STRENGTHENS WHARF HOTELS APPOINTS LOUIS VER AS GROUP DIRECTOR E-COMMERCE



10 July 2019, Hong Kong – Wharf Hotels has appointed Louis Ver as Group Director E-Commerce, expanding its Sales and Marketing force in this new role with Louis captaining its digital strategy and commercial business.

Reporting to Sandy Russell, Vice President Sales & Marketing, Louis will be responsible for contributing to the achievement of overall sales and marketing goals through the development, implementation of e-marketing programs, tactical promotions and other initiatives to drive traffic and transactions by utilizing electronic marketing and direct electronic channels to grow profitable sales revenue. Louis will craft the strategy for optimum online performance and our consumer online journey.

Prior to joining Wharf Hotels, Louis ran his own ecommerce business then moved to hospitality where he built his career with Accor Hotels most recently as Director of Revenue & E-Commerce for Swissotel Nankai Osaka, also serving with Accor Hotels since 2013 in Japan and Hong Kong in the capacity of revenue and distribution roles. A native of France fluent in English, French with a working knowledge of Mandarin. Louis graduated from Ecole Supérieure et d'Application des Transmissions as IT Support in Rennes France.

"It is my pleasure to welcome Louis to my team and to our Wharf Hotels family. Louis brings with him a bold mindset to deliver exceptional results and knowledge of our business that I am confident will strengthen our performance and yield new revenue channels for us," said Ms Russell.

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

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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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