

WHARF HOTELS

NICCOLO
HOTELS

MARCO POLO
HOTELS

For Immediate Release

Holger Jakobs Joins Wharf Hotels

Vice President, Sales & Marketing

19 February 2019 (**Hong Kong SAR, China**) – Wharf Hotels is pleased to announce the appointment of Holger Jakobs as Vice President, Sales & Marketing to oversee the Hong Kong-based hospitality management company's commercial division. In his new role, Holger will lead and formulate the group's sales and marketing strategies to maximise profitable revenue globally across Global Sales, Branding & Communications, Partnership & Loyalty, Digital Marketing and Revenue Management & Distribution.



Educated in Germany and a Masters graduate from the University of Paderborn, Holger continues to build an impressive career with luxury brands including corporate and property roles with St Regis, Starwood Hotels and Resorts and Six Senses across China and Thailand, where his stints involved leading international delegations, cultivating corporate account relationships and enhancing guest experience.

Prior to joining Wharf Hotels, Holger held the position of Vice President Sales & Marketing Asia for five years at Mövenpick Hotels & Resorts, based in Bangkok, Thailand. During the company's high growth period, he established a high-performing sales culture and oversaw the group's sales and marketing function for the existing portfolio and thirteen new hotels across Asia Pacific.

"We are delighted to welcome Holger as the newest addition to our Executive Committee of the Wharf Hotels family. In today's highly competitive environment, we believe that Holger will be an inspiring and results-oriented leader for our group's sales and marketing function backed by our culture's leadership philosophy, the Red Ring, to live bold and stay sharp. We look forward to more growth and development for our brands with Holger at the helm of sales and marketing," said Dr Jennifer Cronin, President, Wharf Hotels.

"I look forward to collaborating with my new team and leading them to a game-changing mindset whilst navigating Niccolo and Marco Polo Hotels to achieve strong, profitable benchmarks for the industry and disrupting the industry norm. I am confident I will be able to propel the brands to even more successes and build on Wharf Hotels' vision to create value

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for our guests and stakeholders,” said Holger in accepting his new role.

At leisure, Holger enjoys an early morning run, and riding his Triumph Bonneville T 100 on the weekends. He is also a passionate scuba diver and a devoted father.

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 17 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 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 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 (GHA), the world’s largest alliance of independent hotel brands, bringing together more than 35 brands with over 570 hotels in 78 countries.

Further details are available at wharfhoteles.com.

About DISCOVERY Loyalty

A memorable trip demands more than a comfortable stay. DISCOVERY, an award-winning global loyalty programme, provides 16 million members recognition and perks across over 570 hotels, resorts and palaces in 78 countries. Elite members have the opportunity to immerse themselves in local culture through Local Experiences, distinctive activities that capture an authentic taste of each destination. For more information, visit discoveryloyalty.com

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