

# WHARF HOTELS

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**For Immediate Release**

## **WHARF HOTELS CLINCHES TOP AWARD: 2019/20 EXCELLENT EMPLOYER BRANDING HONG KONG INSTITUTE OF HUMAN RESOURCES MANAGEMENT**

14 October 2020 (**Hong Kong SAR, China**) – Wharf Hotels has been presented with the industry acclaimed Excellent Employer Branding Award, by the Hong Kong Institute of Human Resources Management (HKIHRM), at the 2019/20 HR Excellence Awards.



*Wharf Hotels Human Resources department celebrate their 2019/20 Excellent Employer Branding Award*

As the most represented human resource management professional body in Hong Kong since 1977, HKIHRM recognises organisations and individuals who have achieved business success through outstanding people strategies and practices across industries. The Institute accredits organisations with success stories that are viewed as best-in-class and benchmark game changers, who spearhead new industry trends.

Two rounds of rigorous assessments were held in December 2019 and February 2020 to ascertain the quality of submissions. Each assessment comprised a presentation by Wharf Hotels' Vice President Human Resources, Ms Juliette Lim, and a robust question and answer session with a panel of judges. The group's award-winning nomination was themed "Transformation of an Iconic Legacy in Hospitality", which showcased Wharf Hotels' evolution from the iconic legacy of Marco Polo Hotels to a revitalised, collaborative, winning and forward-looking business, since its rebranding in 2017. Significant transformation led by the group's Human Resources division using high-impact, low-cost initiatives were embraced, leading to scaled down recruitment costs, record-breaking Associate Engagement Scores and a collection of coveted awards in 2018. A high impact paradigm shift promising a continuity of excellence, innovation and celebration of the company's unique culture, has since garnered recognition from the industry, topped with a commitment to engage candidate experience and provide compelling social media presence, thereby attracting a vast pool of bold and vibrant talent who wish to set forth their journey with the group.

The prestigious award is a proven showcase of the strong employer brand strategy of Wharf Hotels in engaging and retaining employees. Ms Lim reiterated her 360 Talent Strategy approach, stating, "We extend our heartiest congratulations to all of this year's winners and nominees. We are humbled and proud to receive this honourable recognition. It validates everything we have done and the strategy that charts our future. In today's environment, our people strategy has

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never been more critical especially in these uncertain times. With this award, we will work harder to build on our foundation and grow stronger to create an environment where our people continue to excel.”

The full list of HKIHRM HR Excellence Awards is available at [hkihrm-awards.org](http://hkihrm-awards.org).

## **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 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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