

# WHARF HOTELS

NICCOLO  
HOTELS

MARCO POLO  
HOTELS

## For Immediate Release

### ROOM FOR MORE WHARF HOTELS APPOINTS BEN CHOI AS GROUP DIRECTOR ROOMS



**10 July 2019, Hong Kong SAR, China** – Wharf Hotels has appointed Ben Choi as its new Group Director Rooms to lead the hospitality group's rooms division for its 17 Niccolo and Marco Polo Hotels across China, Hong Kong and the Philippines.

Reporting to Thomas Salg, Vice President Operations, Ben will oversee room operations, brand standards and guest experience strategies for the company.

Ben brings with him over 30 years of industry experience including his most recent role as Group Director of Hotels & Customer Engagement with Plaza Premium Group following a 10 year career with Shangri-La International Hotel Management Limited, where he drove brand and operations standards for new and operating hotels, facilitated systems research and development to ensure operational efficiency, and guided on brand enhancement.

“We are delighted to welcome Ben to the Wharf Hotels family. As our group's footprint continues to increase with the opening of Niccolo Suzhou in 2020, Ben's strong background coupled with his highly developed skills and guest engagement approach, wealth of experience, passion for hospitality in service excellence and product delivery, will drive our vision of elevating guest satisfaction,” said Mr Salg.

A Master of International Management from Macquarie University, Ben enjoys going to the cinema, working out and hiking.

#### 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 deluxe hotels in established locations maintain their ethos to explore, discover and experience a destination, drawing on the philosophies of its namesake, Marco

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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](http://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](http://globalhotelalliance.com).

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