

# **School of Hotel and Tourism Management Alumni Association**

## **Annual Report 2015**

The Hong Kong Polytechnic University





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# 1. Chairman's Message

Dear Members,

It is our great pleasure to present you our Annual Report of 2014 – 2015, which you can review the activities and progress we had made in the past year.

2015 is a year to remember. With a growing number of members, we were proud and committed in organizing nine alumni activities throughout the year to facilitate career development, knowledge enrichment and networking opportunities. Besides, we had also organized activities with themes focusing on different facets of sustainability work. The organic farm visit, upcycling workshop and green hotel visit all showed our dedication to building a more sustainable society. In addition, we were more closely connected than ever – we had raised the curtain for our official page on Instagram and LinkedIn to enable more interactions and engagements among our members.

To continue serving more than 3,000 fellow alumni members, we have set up an enthusiastic and strong committee with balanced representations from the hotel, tourism, academic and other service industries. In this regard, I would like to welcome our new committee members, Mr. Larry Law and Mr. Ricky Tsui, to join and strengthen the team. With the passion, dedication, readiness and experience of our capable team, I am confident that we are able to serve our members and the society better in the future.

Lastly, we are not alone on the road towards “Be the preferred choice of association for alumni, students and industry partners.” we count on your participation and involvement to support SHTMAA and its development. Please feel free to reach us anytime with any suggestions, ideas and comments to enrich our activity pipeline.

Thank you for all of your support in 2015. With a bright new 2016 ahead of us, I look forward to connecting with you at one of our activities soon.

Maurice Kong

Chairman

School of Hotel and Tourism Management Alumni Association





## 2. Committee Members

### Chairman

Maurice Kong  
Assistant General Manager - Food & Beverage  
New World Development Company Limited

### Vice Chairman

Betty Simpson  
General Manager  
The Helena May

Alison Yau  
Regional Director of Sales & Marketing  
Rhombus International Hotels Group

Ray Luk  
Manager (Academic Affairs)  
Hotel, Service and Tourism Studies Discipline Planning Office  
Vocational Training Council

### Financial Secretary

Dilys Ko  
Manager & Head  
Training Team Human Resources Department  
Mizuho Corporate Bank, Ltd.

### Secretary

Jason Wong  
Chairman  
Travel Industry Council of Hong Kong  
Director & General Manager  
Hong Thai Travel Services Limited

Livia Chai  
Senior Marketing Specialist  
FedEx Express

Maggie Ngan  
Assistant Event Manager, Global Sources Exhibitions  
Global Sources

Philip Kwok  
Human Resources Manager  
Gold Coast Hotel Hong Kong

Larry Law  
Senior Manager, Catering, North District Hospital  
Hospital Authority

Ricky Tsui  
Lecturer, Department of Hotel, Service and Tourism Studies  
Hong Kong Institute of Vocational Education (Chaiwan)

Cici Tam  
Management Trainee  
New World Development Company Limited

**SHTM Alumni Liaison Officer**

Nelson Tsang  
Assistant Professor

Annabel Chan  
Programme Manager (Chinese Mainland)





### 3. Vision, Mission and Core Values

The SHTM Alumni Association was established in 1993 to foster links between alumni and with the SHTM. The Association's objective is to create an effective network to assist the personal and career development of its members, while promoting the SHTM and PolyU in Hong Kong and abroad.

#### Vision

Be the preferred choice of association for alumni, students and industry partners.

#### Mission

Our mission is to achieve service excellence through the joint efforts of our members and to contribute our wealth of knowledge and experience to the community.





## 4. Summary of Activities in 2015

The activities were planned throughout the year calendar with quarterly focused themes. In Q1, we organized the annual dinner with the theme in “Grand and Glamorous” and organized a community outreach for the ethnic minority group. In Q2, we organized an alumni excursion tour to Penang, Malaysia and a visit to a local organic farm. In Q4, we learnt the latest green technology developments during a visit to Holiday Inn, Solo express and organized a fun-filling upcycling workshop.

JAN	FEB	MAR	APR	MAY	JUN
AGM	Committee Meeting X 2	Annual Spring Dinner	Committee Meeting	Committee Meeting	Alumni Tour - Penang, Malaysia
Community Day		SHTMAA Scholarship Presentation	Member E-news Letter		
Committee Meeting		Committee Meeting			
JUL	AUG	SEP	OCT	NOV	DEC
Organic Farm Tour	Committee Meeting	Member E-news Letter	Hotel Visit – Holiday Inn Express	20 <sup>th</sup> PolyU Congregation	Committee Meeting
Committee Meeting		Committee Meeting	Committee Meeting	Up-cycling Workshop	Member E-news Letter
				Committee Meeting	

We successfully organized a total of 9 activities and actively engaged more than 1,000 alumni and their families, students and targeted participants. The highlights of all the events are mentioned in the following sections.

#### **4.1 SHTMAA Annual General Meeting (AGM) 2015**

Venue: School of Hotel and Tourism Management  
The Hong Kong Polytechnic University  
Date: 24 January 2015  
Number of Participants: Over 20

The Annual General Meeting of the School of Hotel and Tourism Management Alumni Association was held at SHTM. The members attended the meeting to review the accomplishments of the past year and learned about the marketing plan for the coming year.

At the meeting, apart from adopting the Financial Report and reviewing events of the past year, the members were also informed that membership has reached a new height of 3,211 by Dec 31, 2014, representing a 12% year on year increase.





## 4.2 Community Day 2015

Venue: Mei Ho House Youth Hostel and Museum  
Date: 8 January 2015  
Number of Participants: 25

SHTMAA, in collaboration with the Centre for Harmony and Enhancement of Ethnic Minority Residents (CHEER), organized an outreach activity catering to a group of ethnic minority Form 5 students who are studying in the hotel and tourism field. A tour to Mei Ho House Youth Hostel and Museum that took the students through the history of the Sham Shui Po and provided them an insight into the Hong Kong folk life back from the 50's to the 70's was arranged.



Through two inspiring presentations, Mr. Ray Luk and Mr. Philip Kwok enlightened the students by introducing the various hospitality educational programs and shared career developments in hospitality industry.



### 4.3 Annual Spring Dinner 2015 - Grand and Glamorous

Venue: Azure Restaurant and Slash Bar, LKF Hotel  
Date: 7 March 2015  
Number of Participants: 100



On March 7, the SHTMAA Annual Dinner took place at the famous Azure Restaurant and Slash Bar in the LKF Hotel with more than 100 guests attending the event. Azure, which was designed by the award-winning interior designer Andre Fu, was the perfect venue. The restaurant was resplendent with glittering decors lit up in pink for the event.

After welcoming speeches by Prof. Kaye Chon, Dean of SHTM and Mr. Maurice Kong, the Chairman of SHTMAA, the guests enjoyed a 4-course dinner featuring the freshest ingredients with intricate presentations while enjoying the stunning panoramic view of the Central District's Skyscrapers. Later that night, the music went up and the lights dimmed with guests piled onto the dance floor.



The prizes for the lucky draw are generously sponsored once again by a number of companies with many of them a long standing supporter of SHTMAA for years. Thanks to all the sponsors and industry partners for their lucky draw prizes that have made every guest a winner.



It is also worth mentioning that the most supportive award went to Ms. Pricilla Poon, who has joined the Alumni events four times last year. Pricilla was welcomed on the stage with a round of rapturous applause when she received her prize.

#### **4.4 SHTMAA Scholarship Presentation 2015**

Venue: Azure Restaurant and Slash Bar, LKF Hotel  
Date: 7 March 2015

It was the second time for Mr. Stephen Tai, a 3<sup>rd</sup> year student studying for his BSc in Hotel Management, to receive the SHTMAA scholarship. With his passion and efforts, Stephen demonstrated his enthusiasm and creativity in organizing an upcycling workshop, in the aim to promote the eco-friendly



culture in hospitality industry, with other SHTMAA members. The presentation ceremony took place at the Alumni dinner on March 7, where Stephen received the award with a HK\$5,000 scholarship from Mr. Wallace Li, the Honorary Chairman of SHTMAA.

#### **4.5 Alumni Tour – Penang, Malaysia**

Venue: Penang, Malaysia  
Date: 13 – 16 June 2015  
Number of Participants: 16



During June 13 – 16, 16 members with their families joined the alumni tour to Penang, Malaysia, a fascinating destination retaining its traditions and old world charm. Staying in the trendy Hard Rock Hotel Penang, they enjoyed the stunning sea view and the Batu

Ferringhi Beach. In the 4-day enriched itinerary, the participants explored the heritage around George Town on bikes to the Pitt Street, Fort Cornwallis, Cheong Fatt Tze Mansion and many other UNESCO sites, while popping by fascinating street arts. For the durian lovers, they indulged in a thorny feast on the King of fruits in a local authentic durian farm.

Penang is also famous for rich culinary culture. The local tour expert arranged by the Hong Thai Travel took all on a culinary trail to the local wet market, sampling famous Penang hawker foods, Nyonya food private dining and more. One of the highlights was the fine French dinner set in a 100-year-old colonial building, the Macalister Mansion, where the group enjoyed a culinary evening with fresh and high quality foods and ingredients in the dining room. All were charmed by the tastefully-furnished white dining room with touches of pink and blue.



## 4.6 Organic Farm Tour

Venue: The Green Atrium, Yuen Long  
Date: 27 July 2015  
Number of Participants: 25



On 25 July, 27 SHTMAA members and their family joined a half day exclusive tour to The Green Atrium in Yuen Long, which is one of Hong Kong's newest educational sites promoting sustainable living style. The Green Atrium, housed in a sustainable building, provides an innovative urban farming and education experience through interactive learning and playing.

In a guided tour, the members visited the organic farm where vegetables, herbs, fruits and specialty microgreens were planted and learnt about the essentials of organic farming and its eco-system. After that, they learnt hands-on organic practice by planting seeds in soil trays step by step under instruction, and visited the unique roof top designed garden which is the home to butterflies, fishes and flowers. Later, members visited a green restaurant next to the farm to appreciate the thematic design that makes use of recycled woods.

All of the participants had a delicious lunch in a private and open kitchen dining room for an unexpected feast of freshly-picked seasonal produce, with special thanks to Health Aims (源生坊) for sponsoring all the guests the 100% certified high quality organic juices.



#### 4.7 21<sup>st</sup> PolyU Congregation

Venue: The Hong Kong Polytechnic University  
Date: 26 October 2015

A booth to promote the Association among graduates about SHTMAA was set up in-campus during the 21<sup>st</sup> PolyU Congregation.



Dr. James Mabey, Senior Vice President of Development – Asia Pacific, for Jumeirah Group, was awarded the SHTMAA Outstanding Alumni 2015. He holds responsibility for the company's Asia Pacific growth and development. In the second quarter of 2015, Dr. Mabey assumed responsibility for all Asia Pacific operations, including hotels in operation and preopening.



#### **4.8 Hotel Visit to Holiday Inn Express Hong Kong Soho**

Venue: Holiday Inn Express Hong Kong Soho  
Date: 27 October 2015

On 27 October 2015, 29 SHTMAA members and friends from Hong Kong and the Mainland China visited the Holiday Inn Express SoHo, a green hotel that has achieved several global environmental awards.



The participants spent a fruitful morning listening to an informative presentation delivered by Mr. Calvin Ng, General Manager of Holiday Inn Express Hong Kong. Through the guided



hotel tour, they were impressed by the numerous green designs and energy saving solutions innovated by the hotel's owner group. Opened in September 2013, the hotel's design and construction are "Green" focused and oriented on sustainability, carbon emission reduction, water and energy efficiency, and atmosphere optimization.

After the tour, everyone enjoyed the great networking activities and a delicious lunch at the authentic Thai food restaurant, Moon Thai, located in the second floor of the hotel, recommended by the MICHELIN Guide Hong Kong and Macau 2014 and 2015.

#### 4.9 SHTMAA Up-cycling Workshop

Venue: Health Aims, The Green Atrium, Yuen Long  
Date: 14 November 2015

On 14 November 2015, SHTMAA organized a special community event, bringing 11 members and their families together to achieve sustainability through a creative up-cycling workshop. What is up-cycling? It is the process of taking old, unwanted materials and transforming them into on-trend pieces for the season.



During the two hour workshop, all participants learnt how to turn the food scraps, such as onion skin, into natural coloring material. They took home with two revived and reinvented crafts including a napkin and a cloth bag. Everyone was inspired by this exciting new eco trend and mastered the hands-on element of up-cycling. After the workshop, a tour to the organic farm in The Green Atrium was also arranged.

Special thanks to Health Aims (源生坊) for sponsoring all the participants the 100% certified high quality organic juices.





## 5. Membership Update and Recruitment

### 5.1 Membership Update

A summary of the number of memberships since the commencement of the SHTMAA is depicted as follows. By end-2015, the membership numbers reached a new high of 3,527 with a 9.84% year-on-year increase.

The Executive Committee noted the increase in membership in both Hong Kong and the Mainland. Out of 316 new members who joined in 2015, 104 new applications were from Mainland China. The mainland members represent 16.93% out of the total memberships.












Besides the increase in membership numbers of SHTM graduates, the number of Associate Member also increased to 56 in 2015.

## 5.2 Membership Benefits



Being an member not only opens the door to great opportunities in career development and alumni event and getting in touch with industry professionals, the association also has been continuously exploring a variety of benefits from hotel and dining to lifestyles in our partner services.

The executive committee will review and expand our partner portfolios in order to add more benefits for our fellow alumni. The attractive membership offering serves as a powerful tool for new membership recruitment.

Food & Dining											
<p><b>Hotel ICON</b></p> 	<p>15% discount at the Green, the Market and the Above &amp; Beyond</p> <p>10% discount for the Banquet</p>										
<p><b>Angsana Spa</b></p> 	<p>15% discount on full-body massage and spa package from 12:00 noon – 5:00pm daily</p>										
<p><b>Hotel Okura Macau</b></p> 	<p>Special Room Rate from HKD \$ 1,950</p> <p>* Inclusive of access to Okura Executive Lounge for daily breakfast, afternoon tea and evening drinks up to 2 adults per room and per night.</p>										
<p><b>Hotel Panorama by Rhombus</b></p> 	<table border="0"> <tr> <td><b><u>Outlet</u></b></td> <td><b><u>Offer</u></b></td> </tr> <tr> <td>AVA Restaurant</td> <td>15% off Food &amp; Beverages</td> </tr> <tr> <td>Slash Bar</td> <td>15% off Buffets</td> </tr> <tr> <td>Café Express</td> <td>15% off Whole cake purchase</td> </tr> <tr> <td>Sweet Corner</td> <td></td> </tr> </table>	<b><u>Outlet</u></b>	<b><u>Offer</u></b>	AVA Restaurant	15% off Food & Beverages	Slash Bar	15% off Buffets	Café Express	15% off Whole cake purchase	Sweet Corner	
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<p><b>Hotel LKF by Rhombus</b></p> 	<p>15% off Food &amp; Beverages at Azure Restaurant Slash Bar</p>																
<p><b>Rhombus Fantasia Chengdu Hotel</b></p> 	<p>10% off Best Available Rate for different room types</p>																
<p><b>New World Millennium Hong Kong Hotel</b></p> 	<p>20% discount for Food &amp; Beverage (except Banquet)</p>																
<p><b>Marco Polo Hotels - Hong Kong</b></p> 	<table border="0"> <tr> <td><b><u>Hotels</u></b></td> <td><b><u>Offer</u></b></td> </tr> <tr> <td>Marco Polo Hongkong Hotel</td> <td>15% off "Best Available Rate"</td> </tr> <tr> <td>Gateway Hotel</td> <td>15% off "Best Available Rate"</td> </tr> <tr> <td>Prince Hotel</td> <td>15% off "Best Available Rate"</td> </tr> <tr> <td><b><u>Hotels</u></b></td> <td><b><u>Offer</u></b></td> </tr> <tr> <td>Marco Polo Hongkong Hotel</td> <td>15% off "Best Available Rate"</td> </tr> <tr> <td>Gateway Hotel</td> <td>15% off "Best Available Rate"</td> </tr> <tr> <td>Prince Hotel</td> <td>15% off "Best Available Rate"</td> </tr> </table>	<b><u>Hotels</u></b>	<b><u>Offer</u></b>	Marco Polo Hongkong Hotel	15% off "Best Available Rate"	Gateway Hotel	15% off "Best Available Rate"	Prince Hotel	15% off "Best Available Rate"	<b><u>Hotels</u></b>	<b><u>Offer</u></b>	Marco Polo Hongkong Hotel	15% off "Best Available Rate"	Gateway Hotel	15% off "Best Available Rate"	Prince Hotel	15% off "Best Available Rate"
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 <p>MARCO POLO LINGNAN TIANDI 佛山嶺南天地馬哥孛羅酒店</p>							
<p><b>Marco Polo Xiamen</b></p>  <p>MARCO POLO XIAMEN 廈門馬哥孛羅東方大酒店</p>	<table border="0"> <thead> <tr> <th><u>Room Type</u></th> <th><u>Offer</u></th> </tr> </thead> <tbody> <tr> <td>Deluxe Room</td> <td>RMB 688</td> </tr> <tr> <td>Deluxe Lake View Room</td> <td>RMB 788</td> </tr> </tbody> </table>	<u>Room Type</u>	<u>Offer</u>	Deluxe Room	RMB 688	Deluxe Lake View Room	RMB 788
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<p><b>Dorsett Tsuen Wan, Hong Kong*</b></p>  <p>DORSETT TSUEN WAN, HONG KONG 香港荃灣帝盛酒店</p>	<p>18% off Best Available Rate in accommodation, Price from HK\$600 per room per night staying at Superior Room with 2 Daily Breakfasts</p> <p>10%-15% off for lunch at Dorsett Café</p> <p>15% discount at The SPA</p>						
<p><b>Ovolo Southside*</b></p> 	<p>a) Food and Beverage Offer: 15% discount on a la carte menu and 15% discount on Sunday Brunch in “Cirque”, 15% discount on a la carte menu in “Above”</p> <p>b) Accommodation Offer: Special rate at HK\$800-900 for Mini Queen / Mini Twin</p>						
<p><b>Ovolo Aberdeen Harbour*</b></p> 	<p>Special rate at HK\$700-850 for Superior Queen / Superior Twin</p>						
<p><b>Ovolo West Kowloon*</b></p> 	<p>Special rate at HK\$880-980 for Duo Suite / Deluxe Studio</p>						

<p><b>Ovolo Central*</b></p> 	<p>40% off on flexible rates for Executive Deluxe or above categories</p>
<p><b>Ovolo Noho*</b></p> 	<p>40% off on flexible rates for City Queen / City Twin</p>
<p><b>Popway Hotel*</b></p> 	<p>a) Food and Beverage Offer: 20% off at Uptop Bistro &amp; Bar in dinner session except private event and tasting menu</p> <p>b) Accommodation Offer: 15% off of “Best Available Rate” at all room types</p>
<p><b>Lifestyle</b></p>	
<p><b>Sun Sing Tea House</b></p> 	<p>For any purchases over \$200, can enjoy one box of Osmanthus Oolong tea at half price</p>
<p><b>Red Wine Village</b></p> 	<p>10% discount for purchase of 12 bottles and under</p> <p>15% discount for purchase of more than 12 bottles</p> <p>Free e-newsletter and join their promotions and regular wine tastings</p>
<p><b>Che Che New York</b></p> 	<p>10% off on regular priced items</p>

**Shun Tak Travel\***

## a) "The House of Dancing Water" Show Ticket

**Seats Types**      **Offer**

Reserve A	15% off (HKD 833 per person)
Reserve B	15% off (HKD 663 per person)
Reserve C	10% off (HKD 522 per person)

## b) Macau Tower

Discount price for admission ticket, 360o Café and Adventure Activities of AJ Hackett

## c) Turbojet Ticket

**Offers**

Round trip economy class Hong Kong / Kowloon <-> Macau  
 Round trip super class Hong Kong / Kowloon <-> Macau  
 Round trip premier grand class Hong Kong / Kowloon <-> Macau

**Weekdays**

HKD 300 per person  
 HKD 570 per person  
 HKD 720 per person

**Weekends & Holidays**

HKD 320 per person  
 HKD 670 per person  
 HKD 820 per person

\*New benefits offering in 2015



## 6. Recruitment Advertisements

In 2015, SHTMAA disseminated a total number of 34 recruitment advertisements for 25 hospitality organizations as below.

Company	No. of Ads
American Express	7
Cheer High Limited	1
Dorsett Kwun Tong	1
Fovea Group (HK) Limited	1
HKCEC	1
Hong Kong Country Club	1
Hong Kong Gold Coast Hotel	1
KU DÉ TA Hong Kong	1
Le Fouril Boulangerie et Patisserie Limited	1
L'hotel	1
Marco Polo Hotels	1
Mini Hotel	1
Norwegian Cruise Line Holdings, Ltd. (NCLH)	1
Novotel Century Hong Kong	1
Olympian Hong Kong	1
PHG Consulting	1
Resorts World at Sentosa Pte Ltd	1
Rhombus International Hotels Group	1
Rosewood Hotel Group	1
Sino Group of Hotels	1
Swire Hotels	1
The Hong Kong Hotels Association	1
The Royal Garden	3
Tribute Hotels	2
Tuve Limited	1
<b>Total</b>	<b>34</b>



## 7. Into the Future

In the past year, we have successfully organized a variety of activities and continued our team building, and we will make even greater efforts to ensure better services to our members and the community in the future.

Bearing the core values representing who we are and what we should do, a wide range of activities is planned for 2016:

JAN	FEB	MAR	APR	MAY	JUN
AGM	Scholarship Interview	Alumni Dinner  Art Basel/ Art Central	Member E-news Letter	3-day Alumni Tour – Chaozhou	Visit Tso Hin Kee
JUL	AUG	SEP	OCT	NOV	DEC
Handcrafted Beer Workshop	Member E-news Letter	SHTMAA Symposium	Dragon Boat Activity	22 <sup>nd</sup> Congregation  Community Day	Hiking Activity  Member E-news Letter







This Annual Report is produced by  
The Hong Kong Polytechnic University  
School of Hotel & Tourism Management  
Alumni Association.

The Hong Kong Polytechnic University, Hung Hom,  
Kowloon, Hong Kong.

E-mail: [annabel.chan@polyu.edu.hk](mailto:annabel.chan@polyu.edu.hk)