

Another successfully trade event for Dorsett Hospitality International at ITB Asia

Straight from participating in the hugely successful PTM 2013 trade show held in Chengdu for the first time, Dorsett Hospitality International moved over to Singapore and participated in ITB Asia 2013.

Led by Winnie Chiu, President and Executive Director of Dorsett Hospitality International and Philip Schaetz, Senior Vice President Sales & Marketing, the team of close to 30 participants once again made its presence felt with a much larger design-led booth space and aggressive seller-buyer appointments.

“It is important for us to keep up our momentum as we are still a relatively young company with 19 operating hotels in China, Hong Kong, Malaysia and Singapore and seven more scheduled to open. Dorsett Shepherds Bush, London is scheduled to open in the 1st quarter of 2014 as well as Dorsett Tsuen Wan; and this is a great platform for us to start to ‘market’ these two hotels in particular,” said Philip.

“Since the renaming of our group to Dorsett Hospitality International last year during ITB Asia 2012, we have been on an aggressive mode realigning our brands with Dorsett Shanghai (known before as Yue Shanghai) being the first to be renamed followed by Dorsett Mongkok (known before as Cosmo Mongkok) on October 11,” added Winnie. Cosmopolitan Hotel Hong Kong is now undergoing renovation to be in line with the design elements of Dorsett and Dorsett Regency Kuala Lumpur will be embarking on its renovation plan in 2014 in different phases and; will be known as Dorsett Kuala Lumpur comes 1 January 2014. These exercises demonstrate our group’s commitment in giving prominence to our Dorsett Hotels & Resorts brand as well as to keep up to continue to deliver superior products and services to cater to the expectations of our guests,” continued Winnie.



Picture shows Winnie Chiu, president and executive director of Dorsett Hospitality International (2nd row, 4th from left) and Philip Schaetz, Senior Vice President Sales & Marketing (2nd row, 6th from left) together with the dynamic team from the various hotels under Dorsett Hospitality International at the Dorsett booth.

About Dorsett Hospitality International

Dorsett Hospitality International (HKEx Stock Code 2266), is a spin-off from Far East Consortium Limited. With three brands under its umbrellathe upscale and midscale Dorsett Hotels & Resorts and d.Collection comprising a range of charismatic boutique hotels; and the value-led Silka Hotels; the group currently owns and manages 19 hotels in China, Hong Kong, Singapore and Malaysia; with seven more opening within the next two years in China, Hong Kong and United Kingdom. For more information on Dorsett Hospitality International, visit: www.dorsett.com

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