24 June 2014

**THE PENINSULA AMBASSADORS**

***An Initiative to Ensure the Tradition of Peninsula Service and Spirit***

How to introduce The Peninsula Hotels’ company culture, heritage and DNA to new staff members – and especially when entering a completely new market such as Europe? This is the challenge facing the team at The Peninsula Paris, opening on 1 August 2014, the newest addition to The Peninsula Hotels group of luxury properties around the world and the first Peninsula hotel outside Asia and the USA.

Enter The Peninsula Ambassadors - eight young French hoteliers selected to undergo a month-long training programme to prepare them for the opening of The Peninsula Paris.

The cross-discipline group – including the hotel’s Chief Concierge, LiLi Cantonese restaurant manager, Director of Front Office Operations and the Conference and Catering Sales Director, among others - spent the month of May 2014 at The Peninsula Hong Kong, covering Front Office, Food and Beverage, Housekeeping, Banqueting and Catering divisions in their training. In addition – and more importantly – the programme enables the Ambassadors to absorb the culture and brand values of the group at first hand, so that they are able to mentor their peers and spread the Peninsula *esprit de corps* on their return to Paris.

The unique and comprehensive learning course, entitled the Peninsula Ambassadors Programme, is designed not only to introduce participants to Peninsula operations and service standards, but also to impart the more intangible elements, such as the company’s long heritage dating back to 1866 and the company culture. First introduced in Tokyo in the run-up to the hotel’s opening in 2007 and then again in Shanghai in 2009, the programme has proved extremely successful at building the understanding and appreciation of the legacy and traditions of Asia’s oldest hospitality group.

“We are very excited about this programme, and we are particularly delighted that we have such talented young individuals as partners,” said Sindy Tsui, General Manager of Human Resources, The Hongkong and Shanghai Hotels, Limited, parent company of The Peninsula Hotels.

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“This initiative reiterates our commitment to training to ensure that our guests’ expectations are met and exceeded,” said Nicolas Béliard, General Manager of The Peninsula Paris. “It provides the necessary framework to further push our tradition and service standards”.

But it was not all work - the Ambassadors also spent some free time seeing the sights – including the Peak Tram, Peak Tower and the Repulse Bay, HSH’s other Hong Kong properties – learning tai chi and how to make dim sum.

“I’ll come back to Paris and try to implement the spirit of the brand – I’d like to bring home the atmosphere, the excellence of the people and the roots of the company” said Olivier Rouy, Chief Concierge. “The Peninsula has a huge history of welcoming and the service is above your expectations”.

“I’ve worked in the hotel industry for many years, and it’s all about service”, added Christophe Wong, LiLi manager. “When people come to Peninsula, they have very high expectations, and I think that for all of us having been able to experience it directly, we’ll bring back a little bit of Peninsula DNA which we’ll try to spread in Paris”.

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**About Katara Hospitality**

Katara Hospitality is a global hotel owner, developer and operator, based in Qatar. With over 40 years’ experience in the industry, Katara Hospitality actively pursues its strategic expansion plans by investing in peerless hotels in Qatar while growing its collection of iconic properties in key international markets. Katara Hospitality has set a target of owning and / or managing 30 hotels by 2016 and 30 more over the following decade. Aiming to become one of the leading hospitality organisations in the world, the company is supporting Qatar’s long term economic vision.

Katara Hospitality currently owns properties spread across three continents, in Qatar, Singapore, The Maldives, Switzerland, France, Italy, Egypt, Morocco, The Gambia and the Union of Comoros. While partnering with some of the finest hotel operators, Katara Hospitality also owns its own operator brands: The Bürgenstock Selection and Merweb Hotels.

[www.katarahospitality.com](http://www.katarahospitality.com)

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**About The Hongkong and Shanghai Hotels, Limited (HSH)**

Incorporated in 1866 and listed on the Hong Kong Stock Exchange (00045), The Hongkong and Shanghai Hotels, Limited is the holding company of a group which is engaged in the ownership, development, and management of prestigious hotels and commercial and residential properties in key locations in Asia, the United States and Europe, as well as the provision of tourism and leisure, club management and other services. The Peninsula Hotels portfolio comprises The Peninsula Hong Kong, The Peninsula Shanghai, The Peninsula Beijing, The Peninsula Tokyo, The Peninsula New York, The Peninsula Chicago, The Peninsula Beverly Hills, The Peninsula Bangkok, The Peninsula Manila and The Peninsula Paris (expected opening in 2014). Projects under development include The Peninsula London and The Peninsula Yangon. The property portfolio of the group includes The Repulse Bay Complex, The Peak Tower, The Peak Tramways and St. John’s Building in Hong Kong; The Landmark in Ho Chi Minh City, Vietnam; the Thai Country Club in Bangkok, Thailand, and 21 avenue Kléber in Paris, France.

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