



MARCO POLO
HONGKONG HOTEL
HONG KONG

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Press Information

For Immediate Release

MARCO POLO GERMAN BIERFEST WINS BEST EVENT TEAM SILVER AWARD AT THE MARKETING EVENTS AWARDS 2018



Hong Kong SAR of China, 5 August 2018 – The highly popular Marco Polo German Bierfest was honoured at the Marketing Events Awards organised by Marketing Magazine. On 19 July 2018, Marco Polo Hongkong Hotel took home the silver award for “Best Event Team” at the Marketing Events Awards 2018 ceremony. Celebrating its 27th anniversary this year, the Marco Polo German Bierfest 2018 will run for 23 consecutive nights from 19 October until 10 November 2018, bringing *über* fun to guests by the award-winning event team.

Since its inception in 1992, the Marco Polo German Bierfest has evolved to become one of Hong Kong’s annual signature events. The largest event of its kind in Asia is celebrated against the breathtaking backdrop of Victoria Harbour at Marco Polo Hongkong Hotel. The party spirit comes alive nightly with Die Notenhobler band from Germany playing folk and oompah tunes. As the evening’s energy hits high gear, the stage hosts joyful dancing and drinking games. One of the annual highlights is the Alphorn-blowing Challenge, where members of the audience compete onstage in showcasing their lung power to create original mountain music from the three-metre Alphorn. Authentic Bavarian dishes are freshly prepared under the watchful eye of Marco Polo Hongkong Hotel’s Executive Chef Rolf Jaeggi, whose German heritage guarantees the best crispy pork knuckles in Hong Kong.

“Thanks to the amazing team, from Culinary, Events, Finance, Communications, Technical, Security to Stewarding – everyone in the hotel works together to make the Marco Polo German Bierfest such a success. This aligns with the Marco Polo values of Teamwork and Passion to provide an exceptional experience to our discerning guests. We are honoured to receive the



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award of Best Event Team for Marco Polo Hongkong Hotel's expression of Oktoberfest," said Mr Dalip Singh, General Manager of Marco Polo Hotels – Hong Kong."

Marketing Magazine is Asia's largest publisher of marketing and advertising news that is read by the region's most influential and respected marketing professionals. The annual awards ceremony organised by the publication highlights the most creative and original campaigns and events across a wide range of industries in Hong Kong. The awards are judged by senior marketers across North Asia and Marketing Magazine's editorial board.

Programme Details

- Date : 17, 19 October - 10 November 2018
- Time : Opening Hours 6:00pm - 11:00pm
Happy Hour (Daily)* 6:00pm - 7:00pm
- * **Buy one glass of beer by Octopus at any bar counter and receive one additional glass of beer on the spot**
- Venue : Viewing Platform, Level 6, Marco Polo Hongkong Hotel
Harbour City, Tsim Sha Tsui, Kowloon
- Entrance : **Sundays to Thursdays**
- Fees Adult: HK\$160 (includes one beer)
Child: HK\$120 (includes one soft drink)
- Fridays and Saturdays**
Adult: HK\$280 (includes one beer and one beer mug)
Child: HK\$160 (includes one soft drink)
- Enquiries : 2113 3217
- Ticketing : www.hkticketing.com / 3128 8288
(Adult tickets only; tickets for persons under 18 are available at the entrance)
- Website : www.gbfbhk.com
- Facebook : www.facebook.com/marcopologbf
- Weibo : www.weibo.com/gbfbhk
- YouTube : www.youtube.com/marcopologbf
- Instagram : marcopolohongkong

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About Marco Polo Hongkong Hotel
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Situated in the heart of Tsim Sha Tsui, Marco Polo Hongkong Hotel is part of Harbour City – Hong Kong SAR of China’s largest shopping complex, housing over 450 shops, including the world’s leading luxury brands and a myriad of dining options.

Comprised of 665 luxurious guestrooms and suites, many of which offer breath-taking waterfront views of celebrated Victoria Harbour, the hotel also offers the ultimate in personalised service with The Continental Club. All rooms are well-equipped with complimentary Wi-Fi with deluxe amenities. Within a short walk are landmarks such as the Hong Kong Museum of Art, Space Museum, Hong Kong Cultural Centre, and 1881 Heritage. The hotel is also on the doorstep of Star Ferry terminal and MTR subway stations.

Marco Polo Hongkong Hotel features an outdoor swimming pool, a lobby lounge, a gym, an all-day dining outlet, Cafe Marco on Level 1, featuring a wide variety of gourmet cuisines from all over the world and our renowned authentic Italian restaurant, Cucina. The hotel has 14 function rooms; the largest venue can accommodate up to 430 guests, with the dedicated service of our professional Banquet Services Team.

The hotel is part of Wharf Hotels, a wholly owned subsidiary of The Wharf (Holdings) Ltd, a Hong Kong-listed company with core business interests in property and investments in communications and container-terminal operations. Other Wharf Hotels properties include Gateway Hotel and Prince Hotel in Hong Kong, as well as hotels in mainland China and the Philippines.

About Global Hotel Alliance

Global Hotel Alliance (GHA) is the world’s largest alliance of independent hotel brands, bringing together 30 brands of 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 13 million members exclusive opportunities to immerse themselves in local culture wherever they travel. For more information, visit discoveryloyalty.com.

For press enquiries and interview opportunities, please contact:

Ms Samantha Poon
Director of Communications
Marco Polo Hongkong Hotel | Gateway | Prince
3 Canton Road, Harbour City, Tsim Sha Tsui,
Kowloon, Hong Kong SAR, China
+852 2118 7281
samantha.poon@marcopolohotels.com

Ms Angel Wong
Assistant Communications Manager
Marco Polo Hongkong Hotel | Gateway | Prince
3 Canton Road, Harbour City, Tsim Sha Tsui,
Kowloon, Hong Kong SAR, China
+852 2118 7283
angel.wong@marcopolohotels.com

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