



MARCO POLO
HONGKONG HOTEL
HONG KONG

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Press Information

For Immediate Release

MARCO POLO GERMAN BIERFEST WINS 'BEST PR CAMPAIGN – MEDIA RELATIONS' AT MARKETING MAGAZINE'S PR AWARDS 2016



18 October 2016, Hong Kong SAR, China – The highly popular Marco Polo German Bierfest was honoured for the second consecutive year at the annual PR Awards organised by Marketing Magazine. Following last year's Silver Award for 'Best Experiential Event' during the Marketing Event Awards 2015, the iconic Marco Polo German Bierfest garnered a Silver Award for 'Best PR Campaign – Media Relations' during the PR Awards ceremony held on 30 September 2016. The award comes as Marco Polo Hongkong Hotel prepares to kick off Hong Kong's longest-running Oktoberfest celebration, which is celebrating its Silver Jubilee this year. The Marco Polo German Bierfest begins on 21 October and runs for 23 consecutive nights.

Since its inception in 1992, the Marco Polo German Bierfest has evolved to become one of Hong Kong's annual signature events. Marco Polo Hongkong Hotel's incarnation of Oktoberfest is Hong Kong's ultimate immersion of the 200-year-old Bavarian tradition whereby guests of all nationalities turn up wearing their dirndls and lederhosen.

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 the 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 Alphon.

Kicking up your heels with the chicken dance and linking arms while swinging beer mugs to German folk music is all part of the fun of German Bierfest. 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. Partygoers at this year's festival will also get the chance to win a Lehmann Watch (Wonderland Watch Special Edition) valued at HK\$55,000, plus other fabulous prizes.

"We are honoured to receive the award for 'Best PR Campaign – Media Relations' for Marco Polo Hongkong Hotel's expression of Oktoberfest," said Mr Thomas Salg, General Manager of Marco Polo Hotels – Hong Kong. "We appreciate the continued support from our media friends and would like to thank our associates and partners who have helped us bring über fun to our guests for the past 24 years at the Marco Polo German Bierfest.

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.

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About Marco Polo Hongkong Hotel **EXPLORE DISCOVER EXPERIENCE**

Situated in the heart of Tsim Sha Tsui, Marco Polo Hongkong Hotel is part of Harbour City – Hong Kong SAR'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

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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
Senior Communications Officer
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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