

HOTEL VIC ON THE HARBOUR APPOINTS REGIONAL SALES REPRESENTATIVES

Hong Kong, 8 May 2018 – Located in the newly-fashionable district of North Point on Hong Kong Island, Hotel VIC on the Harbour is delighted to announce the appointment of sales representatives in key regions around the world in preparation for the opening of the hotel this summer.

“Hotel VIC on the Harbour brings a new level of sophistication to the up-and-coming area of North Point. The appointment of sales representatives in several regions will ensure our new 5-star affordable luxury hotel and its vibrant location are well showcased to travellers from different countries,” said Elaine Chow, Hotel VIC Director of Sales and Marketing.

China Sales Office

With solid experience in the hotel business around China, **Bespoke Orient Management Consulting Ltd** will spearhead business growth from Mainland China. “We are excited to join the new Hotel VIC on the Harbour team and cannot wait to showcase this beautiful property by the harbour to the travellers from China,” said Sherona Lau, Director of Bespoke Orient Management Consulting Ltd.

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Australia Sales Office

Complete Travel Marketing features travel industry experts and holds key partnerships with the most influential travel associates. The company will be the official sales and marketing representative covering the Australian and New Zealand market, and will be responsible for raising the profile of the hotel through a strategic combination of sales and marketing activities.

“We are delighted to be representing such a chic property right on the harbour and in such a vibrant area of Hong Kong as North Point. The hotel is located close to the MTR and a ferry pier, making it easily accessible for all guests,” said Charlie Ridout, Director at Complete Travel Marketing.

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HOTEL VIC
ON THE HARBOUR

PRESS RELEASE

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London Sales Office

Select Representation will cover sales and marketing in the UK, Ireland, Belgium, Holland and Scandinavia. Under the leadership of Jonathan Wilkins, Director of Select Representation, the company has fast established itself as an honest, hard-working, result-orientated sales & marketing company.

In expressing his pleasure on the appointment, Jonathan said, “We are very excited to be involved with this wonderful new project in the newly-fashionable district of North Point. Hotel VIC will offer luxury lifestyle accommodation, wonderful panoramic views of the harbour and is only a short walk from North Point’s Ferry Pier and MTR station. The future looks bright for the hotel and the surrounding area,” he added.

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South Korea Sales Office

Being a specialist in the South Korean market, **WHYB Inc** is helping the hotel to conduct a successful strategy on both sales and marketing in the country. “It is our pleasure to work with the team, and Hotel VIC and North Point itself are truly a hidden gem in Hong Kong,” said David Choi, Director of WHYB Inc.

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Photos of Hotel VIC is available to download from the below link:

<https://www.dropbox.com/sh/m21s30twmybx8sg/AAA4bzjDPcZjnmxAiJfOIZza?dl=0>

About Hotel VIC on the Harbour

Located in the newly-fashionable district of North Point on Hong Kong Island, Hotel VIC boasts panoramic views of the harbour and is steps away from an MTR station, ferry pier, and other public transport. The hotel features 671 affordable luxury guestrooms and suites with complimentary lightning-fast WiFi, and a tailor-made smartphone app for a seamless accommodation experience. Dining options include an all-day outlet, a sophisticated rooftop bar and restaurant, and a deli shop cum coffee bar, complemented by diverse eateries and shopping experiences in the hotel's podium floors, as well as in an adjacent mall and the vibrant surrounding area. Hotel VIC is a member of Sun Hung Kai Properties Ltd. Visit www.hotelvic.com for more information.

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For more information, please contact the Marketing Communications Department:

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