

## News Release

For Immediate Release

### **“APAC Best Rookie Award” for Marco Polo Hotels** *For Pure Performance Marketing with Revenue and ROI Gains*



Ms Cheryl Chi, Group Director of Marketing Services for Marco Polo Hotels,  
Receives the **Asia Pacific Best Rookie Award 2017** by Affilired



**18 May 2017 (Hong Kong)** – Celebrating 10 years of pure performance marketing, travel performance agency Affilired has presented Marco Polo Hotels with the “Asia Pacific Best Rookie Award 2017” at its annual APAC Awards presentation, held recently in Bangkok, Thailand.

Affilired was tasked by Marco Polo Hotels to increase the hotel group’s visibility online. Qualifying for the award, Marco Polo’s various group-wide tactical campaigns yielded the best performance amongst all new partners over the past 12 months, and was identified as the leader in the category based on revenue earnings per campaign since mid 2016.



“Boosting international traffic to our website, increasing conversions and confirming bookings via direct sales continues to be a priority for us as a leading hospitality management company. Being able to speak to our customers directly to deliver an enhanced Marco Polo journey is paramount to the success of our two hotel brands, Niccolo and Marco Polo, and with Affilired’s technical expertise and network, we are able to track and measure the ROI from every single converted booking, yielding extensive additional revenues. We are delighted to win this award as Affilired’s Best Rookie for Asia and look forward to continuing our partnership with them,” said Mr Philip Schaetz, Vice President, Sales & Marketing for Marco Polo Hotels.

Accepting the award on behalf of Marco Polo Hotels, Ms Cheryl Chi, Group Director of Marketing Services added “Marco Polo Hotels is honoured to be presented with The Rookie Award which indicates positive partnership results. We will build on this momentum to achieve an even greater ROI in our future marketing strategies.”

The group’s hotels are located in established cities across China, Hong Kong and the Philippines, under the Niccolo and Marco Polo brands respectively. For reservations, visit [marcopolohotels.com](http://marcopolohotels.com).

#### **About Marco Polo Hotels**

A wholly owned subsidiary of The Wharf (Holdings) Ltd, Marco Polo Hotels currently operates 14 owned or managed upscale, full-service hotels throughout Hong Kong, China and the Philippines. Niccolo Hotels was recently added to the group’s portfolio as the new luxury collection. In addition to 4 more Niccolo hotels, the group has a Marco Polo hotel currently under development, bringing the group to 19 hotels in total. Marco Polo properties are well-known and established addresses for business and leisure travellers throughout the Asian region, with a proven reputation for exceptional service and an appreciation for their local identity. The brand maintains its long-standing ethos of discovery, creating unique guest experiences and drawing on the key philosophies of its namesake, Marco Polo: an adventurer, a traveller, an entrepreneur and a connoisseur of culture - just as Marco Polo’s modern travellers are today.

Further details on Marco Polo Hotels are available at: [marcopolohotels.com](http://marcopolohotels.com)

#### **About Global Hotel Alliance**

Global Hotel Alliance (GHA) is the world’s largest alliance of independent hotel brands, bringing together 35 brands with 550 hotels in 76 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 nearly 10 million members exclusive opportunities to immerse themselves in local culture wherever they travel. For more information, visit [gha.com](http://gha.com).

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