

COMMUNITY RELATIONS

At both corporate and operations levels, there is a policy of supporting local organisations in the fields of education, medicine, and developmental programmes for the disadvantaged, among others. These may take the form of outright cash donations, fund-raising activities or in-kind donations of hotel rooms, restaurant vouchers or product.

An example of combined corporate and operational support is the contribution to funds being raised to help victims of the tsunami disaster in Asia. The company has already donated HK\$1,000,000 for relief operations to the Red Cross, World Vision and Adopt SriLanka.com whilst across the hotels, US\$1 is to be contributed for every room night sold over the months of January and February. In December 2004, The Peninsula Hotels launched the “Tree of Hope” initiative to benefit the Make A Wish Foundation, which assists terminally ill children to fulfil a dream. Hotel functions that are part and parcel of marketing activities are also utilised to benefit community organisations. At Quail Lodge Resort, for example, its annual classic car events raised US\$60,000 for local charities such as the Carmel Unified School District.

Among a wide range of other organisations receiving support are Riding for the Disabled and Operation Breakthrough (a young offenders rehabilitation programme) in Hong Kong, the Cerebral Palsy Foundation in the Philippines, the Special Children’s Village in Shunyi

County, Beijing, the Lupus Foundation of Illinois and the Midwest Eye Bank in Chicago, and the Maple Counseling Center of Los Angeles for which the work undertaken by the managing director of The Peninsula Beverly Hills earned a civic award. Staff actively participate in community events such as the annual walk in Central Park, New York to benefit the American Cancer Society, whilst in Hong Kong, a team of four comprising the COO, Peter Borer, and three staff from The Peninsula Hong Kong raised HK\$174,000 for Oxfam on the rigorous Trailwalker event.

Educational initiatives vary from cooperation with global organisations, to transfer of knowledge and experience in tertiary institutions. The Peninsula Bangkok participates in the “Youth Career Development Program”, a joint initiative with UNICEF. The latter identifies girls, in poor rural communities, with limited career prospects, and the hotel takes 5-6 of the girls for a five-month hotel training programme. Of this year’s intake, one participant was employed by the hotel, one took up a nurse-aid training scholarship, a third was employed by another hotel, and the remaining two returned home to continue their education.

The Peninsula Hong Kong supports the Travel and Tourism Education Programme aimed at senior school students who are interested in pursuing a career in the industry.

Senior executives within the company are involved in tertiary education, retraining and youth education. An adjunct associate professorship was awarded to COO Peter Borer by the School of Hotel Management, Chinese University of Hong Kong. Ali Kasikci, the managing director of The Peninsula Beverly Hills, lectures at Cornell University’s School of Hotel Administration. Zuleika Mok, HSH’s general manager, human resources, serves on the Advisory Board of the Hong Kong Polytechnic University’s School of Hospitality as well as on the Employee Retraining Board and on the Youth Services Committee of The Hong Kong Federation of Youth Groups.



The Trailwalker team