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THE JOURNEY VS THE DESTINATION

So many of us focus on achievement as being the benchmark of success in life. Hence, for the many winners at the Hospitality Asia Platinum Awards (HAPA), there are probably some who wish fate had favoured them differently. While it is hard to be the runner-up, being number two, is sometimes more important than being numero uno. That's because when you're number one, you fear losing the top spot, but as number two, there is nowhere to go but up.

One of the things HAPA celebrates is the career journey of each individual nominee. Our finalists are short listed for a reason. They have poured heart and soul into being the people they are today, and HAPA is about the triumph of that spirit, so in that sense, a mere nomination means that someone, somewhere in the industry feels you are right up there with the pack.

That is why it is so important that each nominated personality attends the HAPA Awards dinner. It is a sign of respect to the peers who think you are worthy of recognition, and it is also a mark of respect to the men and women who have judged you and found you worthy. That is why I am so saddened sometimes when people call our committee to press for results, with the intention of only booking a place if a personality will win.

While achievement counts for a lot, and is often the reason a person gets his or her promotion, there is much to be said about the journey of each individual. We are the sum of our experiences, not the sum of our achievements. A top female industry professional cannot be passed over for a promotion because she chooses to take a year out of work to be a mother. Nor can a top chef be brushed off for an award because his religion disallows him to cook with a particular meat.

Everything we choose to do, or not do, has its implications. Life is a series of ripple effects. Hoteliers know this very well. A political revolution happens, and occupancy drops. More people carry smart phones, hence the number of apps by hotels.

As we begin a new year, I hope that management teams will, more and more, come to the realization that sometimes the Executive Housekeeper is happy enough to be bought a ticket to a gala night so she can dress up and be seen as a beautiful woman in her own right, among her peers. Winning an award is just icing on her cake.

The same goes for Hospitality Asia too. Readers may have noticed more attention being placed on photos and imagery. But that does not mean the content is any less attractive – just more subtly so. And as people in the business know, sometimes subtly is the reason guests return to a property. Just ask the guest who was found sleepwalking in an international chain hotel, in the nude, nonetheless, and gently led back to his own room safely, and with immense respect. If you want to know, this is a true story. You can get more details from me at publisher@wapublishing.asia.

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Royal Brunei Airlines
Singapore Airlines – SIA
Thai International Airways
Vietnam Airlines

AIRLINE OFFICES IN SINGAPORE

Air France
Air India
Air Mauritius Ltd
All Nippon Airways Co. Ltd
Asiana Airlines
Bangkok Airways Co. Ltd
British Airways PLC
Cathay Pacific Airways Ltd
Continental Airlines
Emirates
Gulf Air Co
Indian Airlines Ltd
Japan Air Lines Co. Ltd
KLM Royal Dutch Airlines
Korean Air Lines
Kuwait Airways Corporation
Myanmar Airways International Co. Ltd
Nippon Cargo Airlines Co. Ltd
PT Garuda Indonesia
Pakistan International Airlines
Royal Brunei Airlines
Royal Jordanian
SAS Singapore
Saudi Arabian Airlines
Sempati Air
Singapore Airlines Ltd
South African Airways
Sri Lankan Airlines Ltd
Swissair
Vietnam Airlines

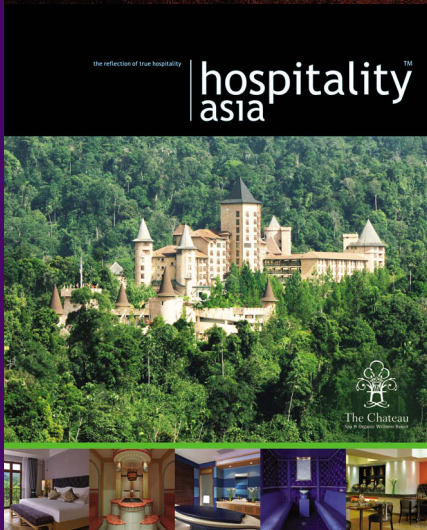
AIRPORT/AIRLINE LOUNGES

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Dynasty Lounge, KLIA
Golden Lounge Domestic KLIA
Golden Lounge Kota Kinabalu, Malaysia
Golden Lounge Kuching, Malaysia
Golden Lounge London, UK
Golden Lounge Melbourne, Australia
Golden Lounge Penang, Malaysia
Golden Lounge Perth, Australia
Golden Lounge Regional, KLIA
Golden Lounge Satellite KLIA
Golden Lounge Singapore
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