

TRAVEL AND HOSPITALITY

## Shangri-La taps Loews exec as president

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*Shangri-La Suite Class video still. Image credit: Shangri-La Hotels and Resorts*

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By STAFF REPORTS

Shangri-La Hotels and Resorts has appointed Oliver Bonke as its new president and chief operating officer.

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Mr. Bonke joins Shangri-La from Loews Hotels, where he was most recently the chain's chief commercial officer. From Sept. 1, Mr. Bonke will report to Shangri-La Asia Limited's CEO Lim Beng Chee, working out of the company's headquarters in Hong Kong.

### Hospitality hire

In his new position, Mr. Bonke will oversee all of Shangri-La's executive vice presidents across Asia and the Middle East. The operational heads of food and beverage, sales, marketing, rooms, engineering, security and quality improvement will also report to him.

Throughout his almost three decades in hospitality, Mr. Bonke has built up significant global experience.

While at Starwood Hotels and Resorts, the executive was senior vice president, sales and marketing in Asia Pacific, and also fulfilled the same position for Europe, the Middle East and Africa.

Later, Mr. Bonke joined InterContinental Hotels Group as its chief commercial officer for the Americas.

His most recent employer, Loews Hotels, is centered in New York and operates its 24 properties solely in the United States and Canada.



*Garden wing reception at Shangri-La Hotel, Singapore. Image courtesy of Shangri-La Hotels and Resorts*

"We are delighted to welcome Oliver Bonke and look forward to his arrival as the new president and COO of Shangri-La Hotels and Resorts," Mr. Lim said in a statement. "With his proven strong leadership and operational experience globally, I am confident Oliver will drive excellence and lead Shangri-La through the next phase of the group's development and strategy."

Shangri-La has recently made a number of moves to encourage loyalty.

Along with creating a dining-centric rewards program and launching a campaign for the fifth anniversary of its loyalty program, the hotel chain is looking beyond its own 95 hotels.

Fellow Asian hospitality brands Taj Hotels Resorts and Palaces and Shangri-La Hotels and Resorts have banded together to integrate their rewards programs, offering a full-bodied loyalty program to compete with similar contemporaries.

With Marriott and Starwood merging to become the biggest hospitality brand to date, it is now harder for others to compete with its massive rewards programs. Even affluent consumers want to be rewarded for their loyalty and within commerce, multi-retailer programs are becoming so extremely popular, which makes the Taj-Shangri-La partnership so important ([see story](#)).

"Shangri-La has earned a stellar reputation with travelers around the world," Mr. Bonke said. "It is an honor to join this dynamic company to help develop strategy and support the future growth of its exceptional portfolio of properties. On a more personal note, I look forward to returning to Asia, which feels like a homecoming."