

TRAVEL AND HOSPITALITY

Peninsula taps golf, Asian communities with new partnership

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Peninsula partners with Tiffany Chan. Image credit: Hongkong and Shanghai Hotels.

By STAFF REPORTS

The Peninsula Hotel is aspiring to attract golf fanatics through a new sponsorship and ambassador.

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In an attempt to strengthen its status as a prestigious golf brand for its many courses, Peninsula is sponsoring Hong Kong LPGA golfer Tiffany Chan. Throughout her travels and competitions in 2018, Ms. Chan will act as a brand ambassador and represent Peninsula.

Hole in one

The LPGA is the highest level for women's golf, making Ms. Chan a talented player.

In the past, she has also competed in the Olympics representing Hong Kong, and she won the Hong Kong Ladies Open.

Ms. Chan explained that as a child, the Hong Kong Peninsula was an icon for her and she is extremely excited to be a part of the Peninsula team.

"Having grown up in Hong Kong and enjoyed visiting The Peninsula Hong Kong since I was a child, I have admired the brand and am delighted to partner with a luxury hotel group," Ms. Chan said.

"I look forward to working with The Peninsula Hotels as an ambassador."

Not only will this help support Peninsula's brand within the golf community, but it will also tout its presence in the Asian community.

In 1928, the hotel brand opened its first location in Hong Kong and is owned and operated by Hongkong and Shanghai Hotels. It is currently the oldest hotel in Hong Kong.



Tiffany Chan is the new ambassador for Peninsula. Image credit: Honkong and Shanghai Hotels.

"With over 150 years of history in Hong Kong, The Hongkong and Shanghai Hotels and The Peninsula Hotels are very proud of what Tiffany has achieved as a Hong Kong home-grown sporting talent," said Clement Kwok, CEO of The Hongkong and Shanghai Hotels, Limited. "It is a remarkable achievement for Tiffany to have qualified to play on the LPGA Tour, the highest-level ladies golfing tour in the world, as well as having represented Hong Kong in the Olympics and won the Hong Kong Ladies Open.

"Tiffany is not only an exceptional golfer but her sincere personality and strong work ethic embody the spirit of Hong Kong people," he said. "I am delighted that our partnership with Tiffany will include being one of her sponsors and providing support for her while she is on tour, and we warmly welcome Tiffany as an ambassador for The Peninsula Hotels."

The Peninsula Hotel Hong Kong also just celebrated a four decade-long relationship with French jeweler Van Cleef & Arpels through a co-presented afternoon tea service.

Richemont-owned Van Cleef & Arpels opened a boutique at The Peninsula Hong Kong in 1975 and recently expanding the store's footprint at The Peninsula Arcade. Boutiques found within hotels often perform well because consumers are more apt to spend while on vacation, similar to travel retail found in airports ([see more](#)).