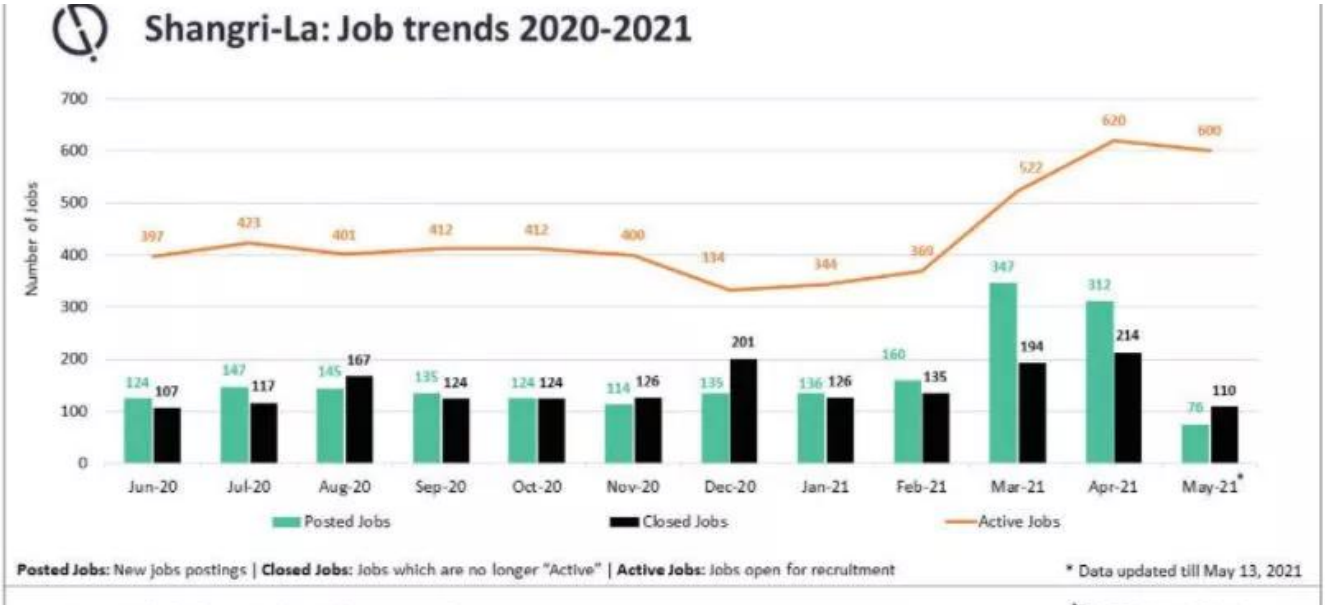
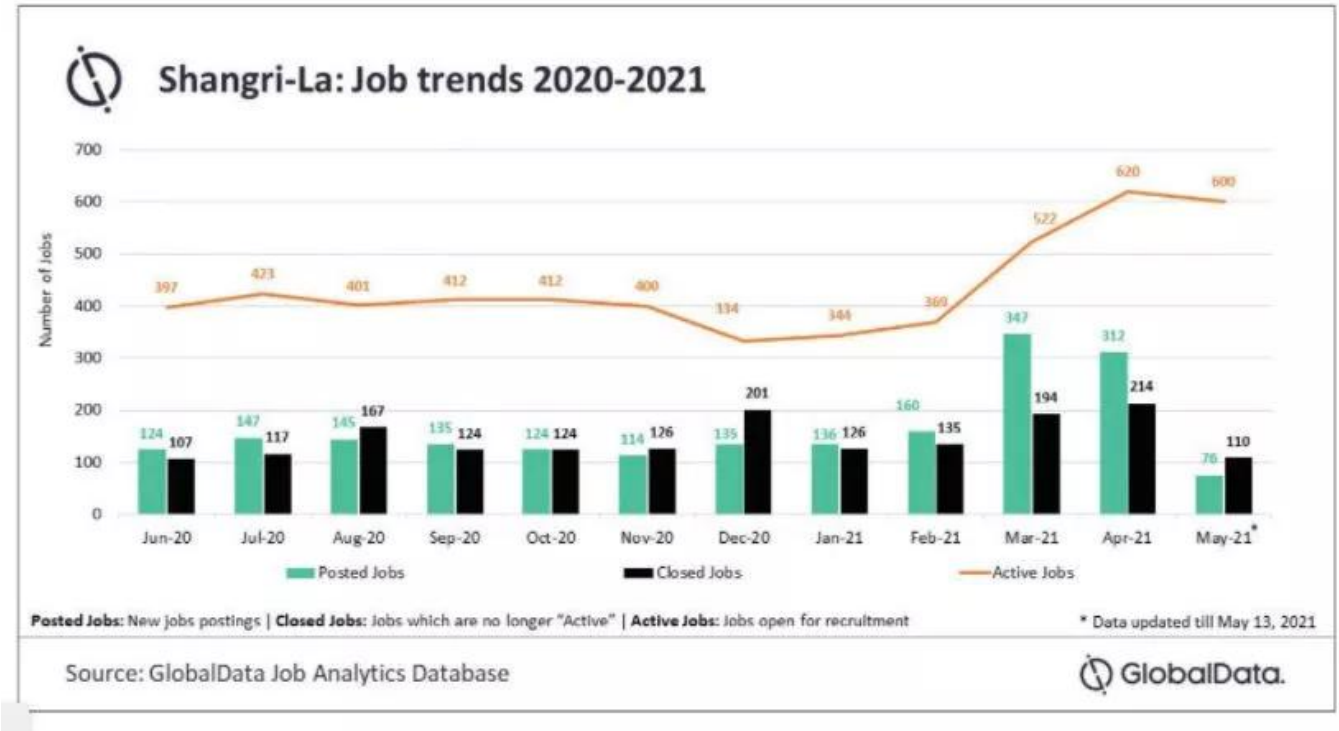


Shangri-La Steps Up Hiring In Line With Expansion Plans In Asia And Middle East, Finds GlobalData



Shangri-La International Hotel Management's (Shangri-La) increased hiring activity since March 2021 reflects the company's expansion plans across Asia and Middle East. The company is enhancing hotels' performance by identifying new growth opportunities. Hiring increased with over 650 jobs posted in March and April 2021 alone, of which around 20 percent jobs were for pre-opening teams, finds GlobalData, a leading data and analytics company.

Ajay Thalluri, Business Fundamentals Analyst at GlobalData, says: "Shangri-La's high hiring activity since March 2021 is to plan, execute, and finalize new hotel and renovation projects. The hospitality company is expanding in new geographies by building teams for its managed hotels, notably in Saudi Arabia, Japan, Cambodia, and Australia."

Shangri-La operates over 100 hotels globally in over 75 destinations and has a pipeline of upcoming hotels and mixed-use development projects in Asia, Europe, Africa, and Middle East. The company increased hires for pre-opening teams for its managed hotels in China and Saudi Arabia in 2021.

In China, Shangri-La plans to launch Qiantan in Q3 2021 and the company is timing the launch of Shoughang Park with the commencement of Beijing Winter Olympics

2022. The company is hiring across various functional departments, including job listings for multiple service managers for the hotels.

Hiring activity also increased for Shangri- La’s hotel and serviced residences in Jeddah, Saudi Arabia. Jobs at the first Shangri-La in Saudi Arabia indicate that the company is looking to implement its sales management system, training programs, and sales activity plans to maximize revenue market share. Thalluri adds: “Shangri-La is expanding in the Middle East where it

already manages five hotels in Abu Dhabi, Dubai and Oman. Saudi Arabia is the latest destination where it will be managing hotel operations for its long-term strategic interest.”

Key jobs include director of Chinese operations pre-opening; director of F&B; director of business development; director of revenue optimization; director of sales & marketing; director of government sales & affairs director of government sales & affairs; and director of sales & marketing. Thalluri concludes: “Shangri-La’s job postings could keep the present momen- tum as the company increases hires for the launch of new hotels, renovation and de- velopment of existing ones.”