Your Les Clefs d'Or Key Updates



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From the President's Desk

Anders Jensen, President, Les Clefs d'Or International

Dear friends, dear members, ladies & gentlemen,

It is my distinct pleasure to address you in the final newsletter rounding off 2021 and what a year it has been. Historically, I cannot recall a worse time for our industry with members being furloughed and made redundant, and looking at our Book of Members was not a positive sight either. Every time I looked, I could see friends from around the world finding themselves in a new and unexpected situation, completely unbearable.

As the months passed and the world opened up, members started coming back to work as hotels were opening up and a new challenge occurred with lack of staff in our lobbies and finding ourselves in one of the most busy times of our working lives behind our desks.



In between all this, we thankfully started to meet face to face again and I have been fortunate enough to share some lovely moments with our members in the UAE where I attended their Educational Day with a discussion panel and input from guest speakers as well as local experts. This also provided a wonderful time I shared with our 3rd Vice President Brian Mackenzie, as well as General Secretary, Burak Ipekci. After our visit to Dubai we continued our trip to Qatar, where we had our first face to face meeting in over 18 months with members of our Executive Committee, Zone Directors and Committee Chairs. As mentioned in previous communication, it was very productive and I personally expect a lot of interesting initiatives during this mandate.

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From the President's Desk (continued)



UICH International Leadership meeting in Doha, Qatar – our first face-to-face meeting in 18 months!



In Helsinki, Finland, with the Scandinavian Zone Leaders

Finally I had the pleasure of travelling to Helsinki to meet our Scandinavian leadership for the local Zone Meeting. It was wonderful to see our friends from the region as well as feeling the friendship, camaraderie and network once

Next year will be our first major step in returning to normalcy with the extended Board of Directors Meeting in Marrakech in mid-May with those of our Board of Directors who are able to travel accompanied by a section representative, along with Committee Chairs, Zone Directors, and Award candidates. Although smaller in size, this will almost feel like a mini congress as it will give us the opportunity to do our business and to follow our statutes with an annual meeting. I, on behalf of our global leadership, would like to extend our gratitude to President Youssef Mamouni and the Moroccan members for taking on the responsibility of bringing us together.

Although the world is not quite ready for a full international congress yet, we are already working on some exciting plans for the future. With the Pan American Congress being confirmed end of August 2022 and our next International Congress in Istanbul in March 2023, we are confident that our future meetings and the meetings we have been waiting for far too long are coming back!

As I write this, we cannot forget our cancelled congress in India. We slowly are making progress and one of the hotels has already started the refund process. We are in the final stages of negotiating with the LaLit Hotel and we are confident that we will be able to share some positive news before the end of the year. We understand the frustrations caused by what you all have been going through and not yet received any refunds. This becomes more evident with the communications that both we and the Les Clefs d'Or India leadership have received. We do understand the frustrations; trust us when I say we are as frustrated as you are. Our friends in India have been working tirelessly to end this process and we all hope that it will be finished within the first 3-4 months of 2022.

Finally I attended the Christmas Edition Educational Day, on December 21 and it was nice to see you all, though virtually, but feeling was definitely festive!

Last but not least, I want to wish you all a Merry Christmas and a Happy New Year. I simply cannot wait to have all this behind us and to see you all again.

Stay well and healthy; take good care of each other and your loved ones.

In friendship, always...

Anders



COMMITTEE UPDATES

Corporate Social Responsibility

The Corporate Social Responsibility (CSR) Committee is thrilled to share its latest initiatives with all of you.

One of the most recent activities we have is the "Job-Aid Project", a partnership with Stepstone, a leading job seeking company that provided us a personalized hyperlink to populate any vacant concierge position we could share with our members worldwide.



Another important project on the way is the "Guardians of the Guest" second round of questionnaires scheduled to be launched soon.

Last but not the least, the CSR Family would like to thank each one of you for the utmost support you have given us in 2021. Wishing you and your family peace, health, happiness and prosperity in the coming New Year 2022.

We look forward to finally meet face to face on our next gatherings.

In Caring Through Friendship,

Your CSR Family



Your Les Clefs d'Or Key Updates is a periodical newsletter published independently by the Communications Committee of UICH Les Clefs d'Or, highlighting the activities carried by members across the globe. Should you wish to share your respective section news or activities or be featured in future publications, kindly forward them via email to: assistantsecretary@lesclefsdor.org



COMMITTEE UPDATES continued

Education and Training Committee

The Education & Training Committee is looking for new members to join our team.

The aim of the Education & Training Committee is to ensure each UICH member has the opportunity to receive high-value, enlightened and enriching learning experiences throughout their concierge career. Our overreaching objectives are to provide an educational foundation that supports our members in their roles as hotel concierges and to expertly nurture our unique organisation to a bright future.



The committee is responsible for creating and delivering engaging content for our members. We deliver this content as written communication, online events and as face-to-face training at our congresses.

If you are someone who has great ideas, loves a challenge, works well in a team and would like to help to shape the future of Les Clefs d'Or, this could be the perfect opportunity for you.

Preferred skills:

- Proficient with Microsoft 365: Word, Excel, Powerpoint, OneDrive
- Familiar with social media and general understanding of on-line event platforms
- Aware of Les Clefs d'Or values, bylaws and branding
- · Teachable and takes initiative to learn independently
- Positive attitude to join a very dynamic team
- Be creative and work within deadlines
- Flexible schedule to commit to meetings and events
- Preferred commitment of two years

All applicants must have the support of your section president in order to apply.

To apply please send:

- Your resume
- Your proficiency level at Microsoft 365
- Your proficiency level on online event platforms
- Your proficiency level with social media
- A brief summary of what you would like to contribute to the committee.

<u>Please ensure that your application email copies in your section president to indicate that you have their support for your application</u>

Applicants will be short listed and contacted by the co-chairs prior to selection.

Please email the committee at education@lesclefsdor.org

Kind regards,

Your Education & Training Committee

Educational Day - DUBAI

By Cleatus George, Les Clefs d'Or UAE

This year's most-awaited Educational Day of Les Clefs d'Or UAE with a theme "Be Vocal", was held at Infinity des Lumiéres, the ultimate immersive digital art experience in the Middle East, and the biggest digital art venue in the GCC region. As the regional epicenter of pioneering cultural expression, Infinity des Lumières provides infinite possibilities to be at the centre of art, fully immersed and connected to it.

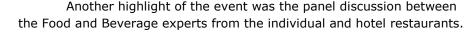
The event was participated by 250 hotel concierges and front liner associates. The key highlight of the event was the presence of HE Helal Saeed Al Marri, Director General of DTCM where he also had an interactive chat with the Les Clefs d'Or UAE National President Abey Sam. His Excellency highlighted the speedy recovery growth of Dubai as a destination and also thanked all the front liners for all the hard work they do to support Dubai as a global destination.







One of the highlights of the event was the panel discussion of hospitality leaders from key international hotel brands and panel discussed on the future of hospitality world. Panel discussed on the trends and future of hospitality segment and also the changes came up to the industry during the pandemic period. The panel was attended by William Costley - Senior Vice President Operations, Arabian Peninsula & Turkey, Hilton, Maryam Mohajer - VP, Planning, Strategy & Optimization, EMEA Marriott, Marc Descrozaille - Chief Operating Officer, IMEA, Accor and Amit Nayak - Vice President & Executive Board Member HAMA , MEA



It has been an interesting discussion to hear the viewpoints of their operations styles and also their involvement in Dubai's culinary scene.



The panel attended by Nick Patmore , Hotel Manager, JW Marriott Marquis Dubai; Kasper Gjedsted - Co-Founder, PERE.COM; Kym Barter - Vice President F&B ,Atlantis The Palm and Atlantis The Royal; Hussein Hadla -General Manager, Asil Dubai; and Mario Faria - Food & Beverage Manager, Galeries Lafayette.



The two sessions were insightful and truly inspirational. Les Clefs d'Or International President Anders Olsted Jensen, 3rd Vice President Brian Mackenzie, and General Secretary Burak Ipekci were also present and showed enormous support to the members. The Educational Day is a yearly event organized by Les Clefs d'Or UAE in their commitment to engage, inspire and educate the concierges, who serve as ambassadors of the city and at their respective hotels.



Les Clefs d'Or Czech Republic

Trip to Karlovy Vary on 11th November

After a long time, this November our Czech section decided to accept an invitation to the traditional Moser glassworks. This company is located in Karlovy Vary – the city of glass, a spa with healing mineral springs and an international film festival.

A total of eight participants met and drove from the center of Prague. Another two colleagues from the Carlsbad Plaza Hotel and the Grandhotel Pupp also joined us at the Moser glassworks. We were welcomed by the manager, Jitka Svobodova, in the visitor center. After a small snack, we were divided into two smaller groups for hygiene measures. In the Moser glassworks, they took us through the museum and the individual sections of the factory.

We saw live glassmakers blowing glass vases and other art objects. We met master engravers who have been working for weeks and months on their amazing artistic gems. Some of us were lucky enough to try some glass engraving ourselves. It's really hard work! At the Moser factory, everything is 100 percent handmade. Proof of high prestige is the fact that only goods of the highest quality ever go on sale. Only 10 percent of the objects pass Moser's demanding inspection from the beginning of production to the final luxury product. Moser Glass is rightly known as the glass of kings, emperors and popes!











After a lunch break, we went to the Carlsbad Plaza Hotel, where our colleague Robert took us through the common areas, rooms and the associated medical clinic. We had a meeting at the Grandhotel Pupp directly opposite. Two new and one old-new member of Les Clefs d'Or were ceremoniously received in the hotel lounge. Congratulations to Tomáš, Václav and Adam - may your membership strengthen you in the work of the Concierge in the future!

There was an excursion around the generous common areas of the hotel. We saw the rooms and apartments and the ballroom of this hotel that boasts almost 130 years of history. Big thank you to the management for hosting us like old friends and for the small presents from the hotel boutique.

Finally, we walked through the picturesque city center around the river Tepla, through the buildings of famous landmarks such as the theater, the building Spa Nr.1 (known from the movie, Casino Royale) and the old and new colonnade with springs.

After so many positive experiences, we ended the perfect day on the way back to Prague and it was clear to us that we would have to return and stay at least a few days to experience Karlovy Vary again!



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Les Clefs d'Or Korea

From June to September 2021, our members in Les Clefs d'Or Korea volunteered in a series of CSR activities spanning three main areas of Korea, namely Seoul, Busan and Jeju Island. Due to the government Covid-19 social distancing guidelines, the members based in each areas were not able to participate as one whole group in one day, so they divided themselves and volunteered in smaller groups on separate dates accordingly.

In **Seoul**, the focus was at the Bukhansan Mountain, a National Park in the city. Here, 31 members based in Seoul took turns over 4 dates from June to September, volunteering to help clean and collect trash, to keep the popular green lungs of the city clean.















In **Busan**, 12 members of the Busan chapter divided themselves into 4 groups and contributed their time and effort to help clean two major areas of Busan, namely the Heaundae Beach, one of the country's best beaches; and Daecheon Park, a popular park frequently visited by the nearby Heaundae residents, throughout the months of August and September 2021.





In the months of October and September, 14 members of the Jeju chapter volunteered to help clean the streets and beaches of **Jeju Island**, namely the Ta-Dong Beach Street, Rainbow Beach street, Namwon Port and Hyeopjae Beach.

The Les Clefs d'Or members of Korea are proud to have been able to contribute their efforts and volunteer their time despite the current pandemic situation. The activities not only helped clean the environment, but it also allowed members to keep in contact, and all returned motivated and ready to assist in future CSR projects.

James Park, Director of PR, Les Clefs d'Or Korea



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Les Clefs d'Or Russia

Members from the Russian section have remained active with various events and activities held all throughout Russia.

Towards the end of August, we had the opportunity to hold our traditional summer BBQ Party managed to gather around 20 colleagues for a day of merriment. We started off with a few rounds of kebabs followed by an evening karaoke session in the loft.

Despite the challenges of the pandemic, we continued our efforts to strongly support our dear partners (museums, restaurants, etc) through our #ConciergeDiscovers social media project; and the most recent was the invitation to the all-new "Pavillion" Restaurant in Moscow, recommended by the Michelin Guide, which is located in the heart of the city.10 of our members attended the event.





On the 16th of October we held our Autumn General Meeting in Moscow at the luxurious Metropol Hotel, our home and legal address of our section, which happens to also be the hotel where our President Andrey Korystov is based. We had a healthy attendance of nearly 50 members.

During the meeting we presented the first edition of our recently created Les Clefs d'Or Awards.





Nikita Korepin, Ritz Carlton Moscow



Shahriyar Aliyev, Fairmont Baku



Traditionally (since 2013) we took our part in the "WHERETOEAT" all-Russian restaurant awards in Moscow, Saint-Petersburg & Sochi. In the awards presentation, there is a category called the "Choice of the Les Clefs d'Or" where the best restaurant in the city is nominated based on our own set criteria. Also, in January we will be having the final of this award and will also be presenting our nomination for the best restaurant from the three main cities.

Lastly, we are excited to also share that we will be celebrating our Section's 22nd Anniversary in the end of January in Saint-Petersburg and in conjunction to that will be having our traditional charity lottery.

For updates, or to enjoy more photos from all of us in Les Clefs d'Or Russia, please do follow and like the following pages:







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Les Clefs d'Or Hong Kong

Tours of the Sea, Land and Skies!

Sea: On 25th June 2021, members of Les Clefs d'Or Hong Kong experienced a sunset sailing tour along the stunning Victoria Harbour hosted by Dukling Icon of Hong Kong. What better way to sail then to experience it on an original Chinese Junk, which is an icon of Hong Kong! The tour ended with a sumptuous Typhoon Shelter style seafood dinner which made for a perfect ending to a memorable tour.

Land: On the 7th of September 2021, Les Clefs d'Or Hong Kong members were treated to the Green Lifestyle Local Tour by their Associate Member, Grayline Tours, to visit the Chi Lin Nunnery, a Traditional Tang Dynasty architecture that was rebuilt in 1998. This followed with lunch at the famed 'Tim Ho Wan' – the local Dim Sum Specialists.

Sky: On the 5th Oct 2021, members had a team building activity where we hiked up the Peak of Hong Kong and did some sightseeing at the Sky Terrace 428. The Hike took the members up a nature trail along the Island Trail on Victoria Peak.









Annual General Meeting - Nov 2021

In November, we successfully hosted our AGM at Hotel Alexandra at North Point with 95 members in attendance and 45 VIPs from the trade, hotel and travel industries. During the meeting we inducted 4 new members and 3 honorary members. One of the highlights of the AGM was the launch of our very own logoed Society Face Masks – 3 ply facial masks with our national Hong Kong logo. The masks were distributed exclusively to all members and VIPs in attendance.









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Les Clefs d'Or Argentina

New Board of Directors in Argentina

On June 30, 2021, in the city of Buenos Aires, the change of management of Les Clefs d'Or Argentina took place, where the new authorities took office to fulfill their 2-year mandate.

The appointed Board of Directors was as follows:

President - Fernando Penachino (Alvear Palace Hotel)

Vice President - Martín Rodriguez (Diplomatic Hotel - Mendoza)

Secretary - Magalí Brandaríz (Four Seasons)

Treasurer - Julian Bertola (Alvear Palace Hotel)

Public Relations Director - Esperanza Coarasa (Alvear Palace Hotel)

Membership Director - Jessica Rojo Savard (Park Hyatt Mendoza)

Membership Assistant - Pablo Pintos (Four Seasons)

Community Manager - Carolina Iribarne (Enjoy Punta del Este)









New Keys!!

On Wednesday June 30, 2021 Les Clefs d'Or Argentina incorporated 4 new keys to its family. Belén Dubra, Magalí Brandariz, Pablo Pintos and Paula Pantanali had already been actively participating in the Association but it was time to honor this arduous but exquisite job of being Concierge. Congratulations and welcome to this beautiful adventure

We begin a journey full of new projects but with the same energy as always. Vive Les Clefs d'Or!

Meeting with Minister of Tourism and Sports of Argentina

Our Association was honored to be generously received by the Minister of Tourism and Sports of the Argentine Republic, Mr. Matías Lammens, to work together in the near future.

The meeting was also attended by Fernando Penachino, Esperanza Coaraza and Mario Morelli.

We seek to strengthen cooperation ties, and we will continue to take our vocation of service to every corner of Argentina.





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Les Clefs d'Or Malaysia

On the 30th of November 2021, the Society of the Golden Malaysia proudly hosted their Annual General Meeting, our first 'face-to-face' meeting since the Covid-19 pandemic began in March 2020! The much awaited event was held at the newly opened **WIP on the Park**, a lush, trendy gastro-lounge, the latest F&B outlet by the famed Souled Out Group, located at Marc Residences, in the heart of Kuala Lumpur.

This made for a very comfortable and relaxed setting, witnessing the attendance of almost 40 members comprising of both active and local Members (Malaysian Hotel Concierges) from all over the nation including the islands of Penang and Langkawi!

Mr Ragu, the Society's President, welcomed all the members and expressed how delighted he was to be able to physically meet everyone again after such a long period, and this sentiment was shared by all throughout the meeting. The happy smiles and spirit of friendship were clearly seen throughout the event, even though everyone in attendance had to remain with their face masks on, adhering to the local Covid-19 regulations.

During the AGM, members voted and agreed on some proposed amendments to the Society's bi-laws and constitution, which will then be submitted for documentation with the National Registrar of Societies. Apart from this, EXCO members also presented their respective annual reports which includes the Financial Report, Secretary's Report, Public Relations Report and for the first time, a report on Youth and Recreation activities. Mr Sharezal, our Vice President shared his thoughts on the upcoming year 2022 being the Society's 25th Anniversary year, and urged members to share their ideas and efforts towards organizing a series of events next to celebrate this momentous year.

At the end of the AGM, Mr Ali, the Chef Concierge of the Hilton Petaling Jaya, was awarded the Malaysian Hotel Concierge pin, or the Malaysian Key, by Mr Ragu - a ceremony that was long overdue due to the pandemic and prior lockdowns. During this ceremony too, Ms Fanny Foo, of Souled Out/WIP was awarded the Society of the Golden Keys Malaysia National Honorary Member for her support and contributions towards the Society.

After the AGM, the events of the day adjourned to the patio of WIP on the Park where a small cocktail was held with the attendance of all members including invited guests - Honorary Members and friends of the industry.









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MEMBER SECTION UPDATES

Les Clefs d'Or Japan

Excerpts from our monthly online meetings – (held in replacements of Face to Face meetings that have been postponed due to Covid Restrictions)

SEPT 2021: Les Clefs d'Or Japan members shared the updates on how business is after the Olympic Paralympic games, and being under the State of Emergency. Business had been slow in many places.

We welcomed Mr. Akira Shimizu (Secretary General on the Kyoto Nishi Ichiba Town Promotion) to talk about the history of the Kyoto Nishiki Market, and update on how they are embracing new technology such as creating EC sites, and VR tour of the market to reach out to people who cannot physically visit the market during these days.

We had the pleasure to welcome our Les Clefs d'Or International CSR (SEC) members Ms. Renata Farha president of Les Clefs d'Or Brazil and 1 st Vice President of UICH Mr. Randy Santos to show us a presentation on the CSR activities from other 7 sections of the world. Randy also kindly filled us in with the updates from UICH.

Presentation was given by Ms. Yap of Global Blue that Japanese government has announced that from October 1 st , all tax free process to be electric. From Global Blue's research, there are about 55,000 shops offers tax free service however, approximately 40,000 shops are able to do handle the electric tax fee. About 10,000 shops will not be able to handle the electric service so it will be very important to us to know about this change, and to inform to our guests.

Welcome to the brand new, Roku Kyoto, LXR Hotels and Resorts! – Eiji Tanaka, Chief Concierge

Located a 15mins walk away from fhe Famous Kinkakuji Temple North-West of Kyoto city, our 114 room hotel is nicely surrounded by the beautiful mountains of the Takagamine area.

We have a French restaurant called Tenjin, the ROKU spa, a hot spring thermal pool and Japanese gardens with the Tenjin river streaming through.

I very much look forward to making our hotel opening successful and welcoming as many members as possible from all over the world to our beautiful hotel, ROKU KYOTO, LXR Hotels & Resorts.

See you soon!



OCT 2021: Our main theme for the upcoming seminar in January has been fixed and shared with our members. The title will be "Connect to the future now, our role as a Concierge."

Les Clefs d'Or Japan will officially assist the business of Japan Tourism Agency on Regional training to strengthen response capability for tourists who are seeking high-quality service. We were given a presentation on the outline of the business by Mr. Yu Kono of Knot World.

Our Affiliates and members have briefed us on how their businesses are doing after the State of Emergency Declaration has been lifted. Restaurants are now able to serve alcohol with a limited time, and slowly getting busier in all areas.

CSR Team has invited all members to join the free online seminar on "Zen and Japanese Spiritual practices" with Reverend Daiko Matsuyama organized by Japan Society. He was the guest speaker at the 2015 Asian Congress in Tokyo, and had given a wonderful speech.





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Les Clefs d'Or USA

Like phoenixes rising from the pandemic's ashes, members of Les Clefs d'Or USA also continue to rise.

Despite ongoing challenges facing the US hospitality market, the majority of members are back to work. While some felt forced to retire and others have had to work in outside positions to support themselves, very few have officially changed careers. Most members that were not called back to work, continue to seek qualifying positions.

In a recent national membership survey, responding members revealed many interesting trends. In addition to financial concerns, "finding time for myself" is one of members' greatest challenges. While some members reported improved finances, the majority of members reported that they are in a worse financial position today than they were before the pandemic began.

Some markets, like Tucson Arizona, have completely eliminated concierge services. In other markets, like Florida, some hotels are challenged finding competent staff. Eighty five percent of working members report returning to the same hotel; 15% have changed hotels. Of those not working, 62% expect to return to a qualifying position before the end of 2022. Most concierges report working short-staffed in hotels that offer more limited services than before.

Members frequently comment how much they truly miss each other. Like wind under our wings, getting together lifts our spirits and invigorates our souls. Overwhelmingly, 65% of respondents did not feel their management would support their congress attendance. Despite that, nearly 70% of respondents said they planned to attend the next USA national meeting in 2023. Finding the support or funds to attend congresses is likely to be more challenging than before.

All the members of Les Clefs d'Or USA wish our friends around the world, health, happiness and prosperity in 2022!

Les Clefs d'Or Brazil

On behalf of the *Les Clefs d'Or Brésil* section, I am very pleased to share what's been going on in our section with you.

Luckily, the COVID numbers are decreasing everyday in our country and the vaccination is at full throttle. We were able to do our Face to Face Meeting after 2 years and that was our AGM.

In order to reach most of our members, we split the event into two different cities: The first day in São Paulo, at the city's brand new Asian restaurant, called **Dasian**. We had a presentation from two partners: **Shift (Transportation)** and **Be My Guest (City Tours)**. In addition to that, we also had one of the most eagerly awaited moments of the year, within the AGM: the pinning ceremony, where we hosted three new members; **Adriana Evangelista from Campos do Jordão, Rafael Silva from São Paulo and Romulo Maciel from Florianópolis**. Last but not least, we had a fabulous dinner at the Dasian restaurant.



On the second day, we had our meeting in Rio de Janeiro. It started with a welcome cocktail at the **Spirit Bar, inside the Fairmont Hotel** which boasts one of the most astonishing views of Rio de Janeiro. From there, we headed to the **Fasano Hotel**, where we had our General Assembly and the new Board of Les Clefs D'Or Brésil was elected:

President Renata Farha, Vice President of Operations Igor Alvim, Vice President of Development and Treasury Joao Faustino, General Secretary Leonel Leandro.

Our day ended with a lovely dinner at the famous Italian restaurant, **Gero**, where a lovely Christmas table was prepared for us as we were having a "Christmas Eve" dinner. In both days we had the honor to have some 3 very special and important International Guests: Randy Santos, Burack Ipekci and Martin Rey. Thank you for being with us and making our AGM even more special.

