

Les Clefs d'Or, Singapore

The Society of the Golden Keys of Singapore

celebrations



Honorary Secretary message

Dear members and friends,
Looking into the crystal ball, we can foresee how our industry will have changed by 2030:
As we celebrate our 25th Anniversary, "Welcome is the best cheer" and in this meeting was a cheerful gathering of friends united in a desire to extend the frontiers of good hospitality.
In the next 25 years, I anticipate our customer base largely will be composed of the Millennial generation -- those individuals born in the 1980s and 1990s. What are the major challenges the hospitality industry will face in reaching its goals over the next quarter.
The question will be how are we, members of the Les Clefs d'Or, going to transform the way we work to cater to the new generation of visitors and guests to keep pace with the excitement of what the future is going to unfold.
Concierges whose experience and authority everyone deferred, even his superiors, lynchpin role in a hotel for their ready smile and cheerful helpfulness. Of course, a concierge is more than just a professional greeter, at a moment's notice 'The more challenging the request, the more we enjoy it'. After 22 years in the society, serving as Executive Committee, Honorary Secretary and Vice-President in the 5 terms - I hope I have helped the association to become as association of professionals.
Les Clefs d'Or is strong and vibrant association exactly because of these differences and the global networks, which can be created by people with a common purpose. Technology, and how to make the best of it, everyone agreed the networking and cementing friendship as the primary benefit. When hospitality becomes an art, it loses its very soul but Les Clefs d'Or has made hospitality and art and retained its soul. I believe that technology will change many services provided by our industry, particularly with regard to guest contact. Although fully automated services provided will be common, properties such as ours as well as others in the luxury sector will continue to emphasize personalized interactions of human touch.
In order for our destination to meet its great potential, we must dream big in an imperfect world. Concierges must be creative and steadfast with our messaging, as leisure and business travelers alike hold a favorable impression of everything that our destination has to offer.
Looking back in 1988 the year I start as a concierge, I can only say that the success of Les Clefs d'Or Singapore is attributed to the hard work, commitment and contribution from members of the Executive Committee, fellow members, Associate members and friends, especially the new members and observers, who have shown great enthusiasm and commitment to continue your participation and friendship to discover and advance fullest possibilities for service in the world's new times.

In Service Thru Friendship

Mohammad Salleh
Asst Chef Concierge
MARINA BAY SANDS PTE LTD