

FOR IMMEDIATE RELEASE

## SWIRE HOTELS ANNOUNCES SENIOR LEADERSHIP TRANSITIONS ACROSS THE HOUSE COLLECTIVE

**Hong Kong, August 2020** – Swire Hotels is excited to announce three new roles amongst the Senior Management team. Michael Faulkner, Mark Passmore and Olivier Dumonceaux have all worked with the company for numerous years, in multiple cities, embodying the care and commitment Swire fosters between its people.

Michael Faulkner, General Manager of The Middle House since its opening in 2018, will be transitioning into Head of Sales & Distribution at the Central Support Office based in Hong Kong this September 2020. “I’m very excited to be joining our leadership team, and working closely with our hotels, clients and partners as we continue our growth across the group,” said Michael. Prior to his role at The Middle House, Michael was Director of Sales & Marketing at The Opposite House and General Manager at EAST Beijing. His new role will focus on developing a comprehensive distribution strategy for both The House Collective and EAST.

Taking over from Michael Faulkner as General Manager of The Middle House, is Mark Passmore, who was previously the General Manager of The Opposite House in Beijing. Mark started his work with Swire Hotels in 2007 in Hong Kong before moving to become the General Manager of The Temple House in 2013, where he oversaw the pre-opening and opening of the award-winning property. He became instrumental in steering The Opposite House through its renovation and repositioning and will now lead The Middle House through the next phase of its evolution.

“I am delighted to be joining The Middle House and look forward to contributing to the continued success of the House. I have been very lucky to be part of two very unique Houses in Beijing and Chengdu, truly inspired by how our Houses resonate with our guests and local communities. This is largely due to the unscripted and genuine service offered by our team members and I can’t wait to see what Shanghai has to offer,” said Mark.

As The Opposite House prepares for a relaunch, Olivier Dumonceaux will continue as Hotel Manager and assume responsibility of the property overseeing all aspects of the House. “I’m very honored to be part of the growth at Swire Hotels,” said Olivier. “With the exciting changes taking place at The Opposite House, my team and I are looking forward to bringing our exceptional experience to Beijing.”

Olivier joined Swire Hotels in 2016 as the Director of Restaurants & Bars at The Temple House, where he led the pre-opening and opening of the property. In 2018, he relocated to Beijing to take over as Hotel Manager of The Opposite House, overseeing the renovation and opening of three new restaurants & bars as well as the multifunctional event space - Commune.



“We’ve spent a great deal of time curating an incredible team at Swire Hotels to help nurture and grow The House Collective and EAST Hotel brands,” said Dean Winter, Managing Director at Swire Hotels. “Michael, Mark and Olivier’s extensive experience across the different Swire Hotels properties and insights from the cities they have been, are great assets for the growth of our brands. We are very excited to see what each of them will bring to these new positions.”

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### **About Swire Hotels**

Swire Hotels creates and manages distinctive hotels in Hong Kong, Mainland China and the USA under two brands, The House Collective and EAST, providing unscripted and authentic experiences for individually minded travellers who seek originality, style and personalised service.

The House Collective, a group of Houses each uniquely imagined and inspired by their locations, began with The Opposite House in Beijing, which opened in 2008, followed by The Upper House in Hong Kong, The Temple House in Chengdu and the latest addition, The Middle House in Shanghai, which opened in 2018. While EAST, designed for today’s go-getters, takes personal life balance to a whole new level and includes EAST Hong Kong, EAST Beijing and EAST Miami.

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