



## **Artyzen Hospitality Group Appoints New Senior Vice President**

**30 September 2020, Hong Kong, China** – Artyzen Hospitality Group (“AHG”, “Company”) announces today the appointment of Peter Wynne as Senior Vice President, who will be heading the Company. He has taken over from Robbert van der Maas who will be leaving the Company in mid-November 2020.

Peter has more than 30 years of experience in the hospitality industry. He joined the Company from Hard Rock International as Area Vice President of Hotel Operations – Asia Pacific, where he oversaw a pipeline of development projects in the region, expanding managed operations in China and Southeast Asia. He has established and led a regional support team to ensure marketing, sales and operational support is provided to all operating units and critical path support for pre-opening projects. Prior to that, Peter worked for Swire Hotels, where he was first General Manager – Projects and Development based in Hong Kong corporate office. His role was to focus on development pipeline and future hotel projects from early feasibility studies, all the way to pre/post opening operation support. Subsequently, he was relocated to Beijing and became Area General Manager to oversee operations of both The Opposite House and EAST, Beijing. Other major hotel groups for which Peter worked for include Raffles Hotels, Taj Hotels and Aman Resorts. During his career, he has worked in locations such as Australia, China, French Polynesia, Hong Kong, India, Malaysia, Maldives, Seychelles, Switzerland and The United Kingdom, and he is a British national.

“We are delighted to welcome Peter to lead the way forward for AHG. We believe the new leadership will enable AHG to continue developing in a self-sustainable manner, while its parent company Shun Tak Holdings will continue to be fully behind the team in capitalizing growth opportunities. I would like to thank Robbert particularly in co-establishing AHG, having put in extensive effort in leading the Company to develop it over the years to its current stage, and wish him every success in his future,” said Rogier Verhoeven, Vice Chairman of Artyzen Hospitality Group.

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Photo Caption:



Artyzen Hospitality Group announces the appointment of Peter Wynne as Senior Vice President

**For more information, kindly contact:**

Aurora Wang  
aurora.wang@artyzen.com

**About Artyzen Hospitality Group**

Artyzen Hospitality Group is the hotel division of Hong Kong-listed conglomerate Shun Tak Holdings. Launched in 2013, the hotel management company's branded hotel concepts and services bridge an East and West cultural understanding to create and generate profitable partnerships with developers and owners. The Group's portfolio comprises Zitan, Artyzen Hotels and Resorts and Artyzen Habitat. Each hotel brand brings the Group's philosophy of Art, Culture and Emotional Wisdom to life in a unique and contemporary way to provide culturally rewarding guest experiences. Artyzen Hospitality Group is led by a team of highly experienced and globally respected industry leaders known for innovation and talent management. The Group's management practices reinforce their partners' interests while upholding a strong commitment to building environmentally, socially and culturally sustainable properties. [www.artyzen.com](http://www.artyzen.com)