



Press release

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Swissôtel Sydney Appoints Michelle Yi As Assistant Director of Sales

Swissôtel Sydney is pleased to announce the appointment of Michelle Yi in the role of Assistant Director of Sales. Reporting to Jenifer Dwyer Slee, Director of Sales & Marketing, Michelle will be responsible for driving leisure and MICE business to the hotel at a time when the hotel industry is doing well despite global pressures and changing landscapes.

"I'm delighted to join the Swissotel Sydney team," said Michelle. "Sydney continues to be the top destination choice for the leisure and meeting market. Australian travellers are also increasing in numbers, and for the first time in a while, the growth in domestic overnight trips is exceeding the growth in international arrivals which is excellent news for a well-positioned CBD hotel with an impeccable product offering."

Michelle brings a wealth of experience to the Assistant Director of Sales position. She joins the AccorHotels family from Next Story Group, where she was central in boosting MICE business growth to Sage Hotel Wollongong from Sydney and Canberra. Prior to this, Michelle held sales and business development roles with Shangri-La Hotels & Resorts and Palazzo Versace Gold Coast.

"Michelle's in-depth experience and understanding of the Australian market makes her the perfect candidate for this role," said Jenifer Dwyer Slee. "Michelle's industry knowledge and vast network of contacts will be intrinsic to the business success of the hotel."

Swissôtel Sydney boasts 369 beautifully appointed rooms and suites, a restaurant and lobby bar, an award-winning day spa and eight state-of-the-art meeting rooms including a heritage-listed ballroom accommodating up to 400 people. Conveniently located in the heart of Sydney's city centre, just 30 minutes from Sydney Airport, Swissôtel Sydney offers the perfect venue for shopping, dining, shows and popular attractions.

Known for its efficient service and modern design, the Swissôtel brand continues to gain traction in the Asia Pacific region with new hotel openings in the Gold Coast, Jakarta and Bali in next three-year pipeline.



For more information please visit: www.swissotel.com/sydney

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About Swissôtel

One of the best-known Swiss brands in the world, Swissôtel Hotels & Resorts offers contemporary hotels infused with the freshness and vitality of alpine energy, rooted in the tradition of Swiss hospitality. Respected for its intelligent design, quality craftsmanship and mindful approach to sustainability, Swissôtel gives its guests peace of mind to explore the world, discover life's true rewards and embrace opportunities to 'live it well'. The Swissôtel brand was founded in 1980 and today numbers more than 30 hotels globally including flagship properties such as Swissôtel The Bosphorus in Istanbul, Swissôtel The Stamford in Singapore and Swissôtel Krasnye Holmy in Moscow. Swissôtel is part of Accor, a world-leading travel and lifestyle group which invites travellers to feel welcome in 4,800 hotels, resorts and residences, along with some 10,000 of the finest private homes around the globe.

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