**About SHA**

The Singapore Hotel Association (SHA) is the umbrella body for hotels in Singapore. Its membership is made up of hotel entities which are represented by proprietors of hotels or appointed representatives.  
  
Its current membership comprises 148 hotels which accounts for more than 90% of total gazetted room count.  
  
The SHA is currently headed by its Executive Director, Ms Margaret Heng, who is also the Chief Executive of SHATEC.

**Activities of SHA revolve around the following main themes:**

* Research and Representations
* Marketing and Promotions
* Manpower and Training
* Productivity and Service Excellence
* Safety and Security
* Community and Public Relations
* Publications

For more information, please visit [www.sha.org.sg](http://www.sha.org.sg)