



EastinEasy

STAY SMART
STAY EASY



- **Smart** - Well-designed Smart Hub and rooms, everything you need done right
- **Comfortable** - Relax, unwind, and sleep well
- **Consistent** - The same reliable experience every stay

BRAND PILLARS



BRAND POSITIONING

Eastin Easy is a smart hotel brand that delivers exceptional value through comfort so guests can relax, recharge, and enjoy a consistently good stay every time.



EASTIN EASY CUSTOMERS

- Web savvy and looking for the best deal
- Want a simple, comfortable and convenient place to stay
- Appreciate a friendly service approach
- Exceptional value
- Budget conscious



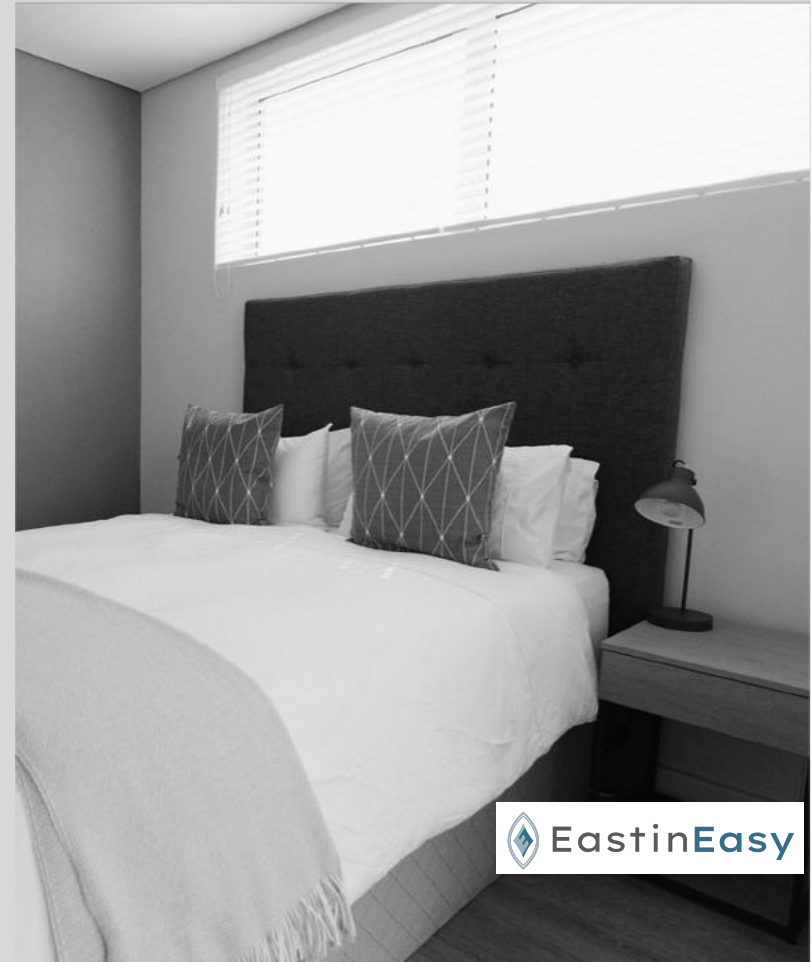
Average Number of Rooms	120 rooms upwards
Room Size and Types	Minimum size 22 sqm Minimum 2 room types
Smart Hub	Check-in & Chill Zone (Check In & Vending machines) Social Sphere (Play& Social Zone) Recharge Zone (Rest and Reset Shower facilities)
Smart Bed	Rest Easy -Designed for better Sleep
Smart Shower	A Powerful Start to Every Day
Hotel Technology	Self Check-in Kiosk System EV Car Chargers

PRODUCT SPECIFICATIONS



EASY SELLING POINTS

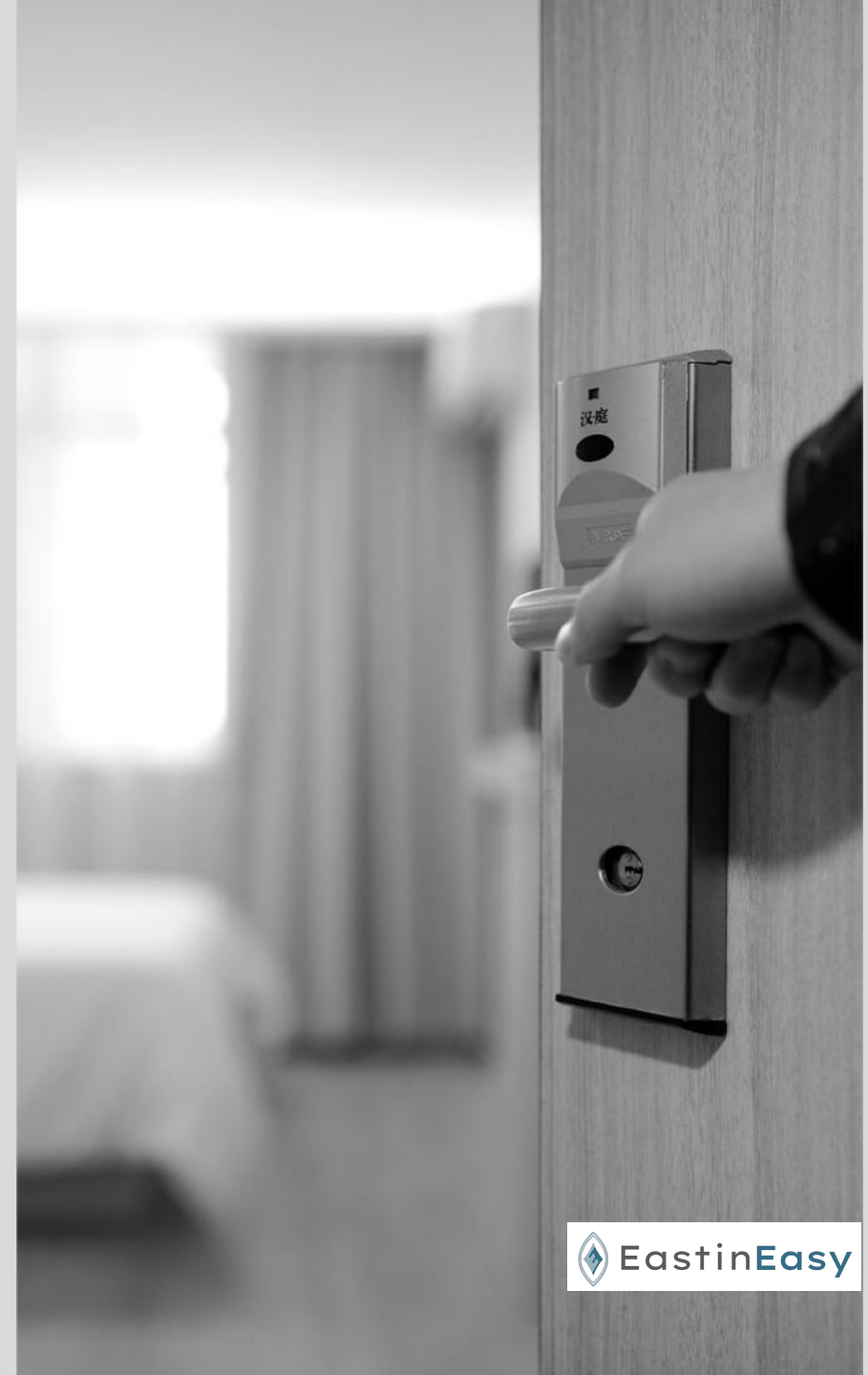
- Free Wi-Fi for seamless connectivity
- Smart Hub, Smart Shower, and Smart Bed for personalised comfort and functionality
- Self Check-In for a fast, effortless arrival experience
- Housekeeping service every other day, supporting sustainability while maintaining comfort standards



WE DELIVER

We provide full brand guidelines and manuals.

- Brand design guidelines/technical standards
- Brand manuals, including:
Operations/HR/Finance/Sales/
Marketing/Yield Management/
Pre-opening processes
- Brand job profiles
- Brand training programs
- Brand identity



CONTACT US

Eastin Easy



+662 096 6200



enquiry@eastinhotelsresidences.com

571 RSU Tower, 9th Floor, Unit 903,
Sukhumvit 31 Road, Wattana,
Bangkok 10110, Thailand



THANK YOU