



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

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THANK YOU