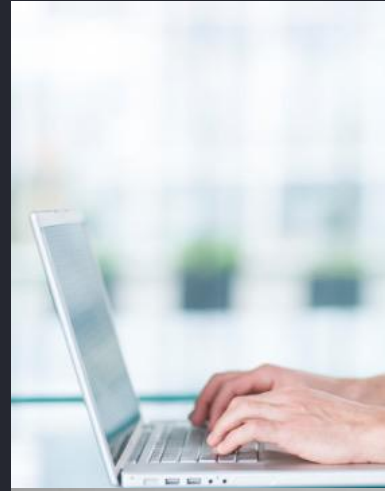




EASTIN

*Easy*



TAKE IT EASY

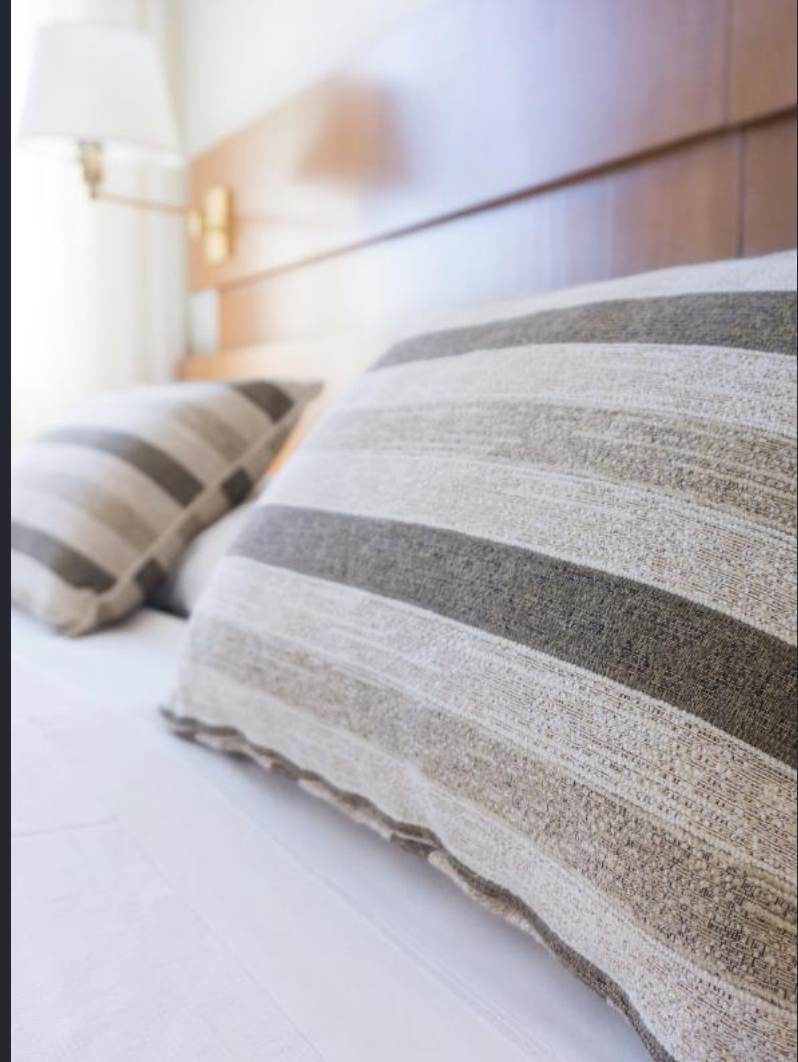
# BRAND POSITIONING

A 3 star hotel brand based on relevance to market and the needs of today's travelers.

The brand provides comfortable accommodation, need focused facilities plus approachable services for business and leisure travelers.

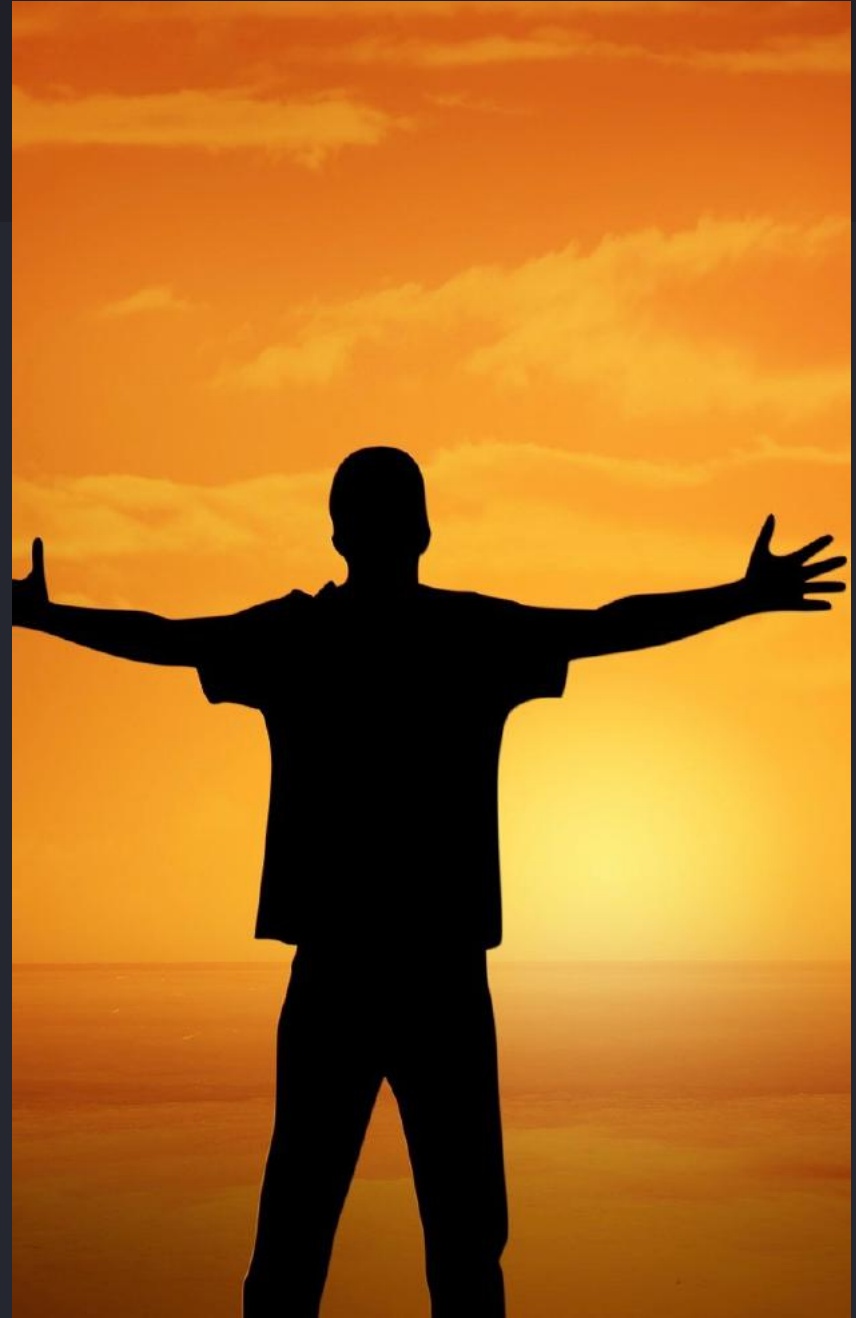



- **Value** – Exceptional value for money
- **Comfortable** – Able to relax and have peaceful rest
- **Consistent** – Knowing what you can have, can appreciate and that it works every time



# BRAND PILLARS

EASTIN  
EASY  
CUSTOMERS



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


# PRODUCT SPECIFICATIONS

- Minimum 80 keys
- Room size: min 20 sqm
- Shower only
- Queen size with deluxe bedding
- 24 hour Gym
- Internet corner
- Café
- Mini mart available



EASY  
SELLING  
POINTS



- 
- Free Wi-Fi
  - Easy stay rates - 6/12/24 hour choices
  - Daily housekeeping service
  - Retail facility for food/beverage



# 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



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# THANK YOU

