



EASTIN
GRAND
HOTELS & RESORTS

EASTIN GRAND

Brand Presentation

www.eastinhotelsresidences.com



BRAND POSITIONING

A 5-star luxury brand created based on relevance to the market and the desires of targeted customers. The brands provide value and consistency through flexible venues and services with added value to serve the desires of business and leisure travellers.

BRAND PILLARS

Service and Value Redefined

Value - Getting a good deal every time

Flexible - Having choices and solutions which work for both business and pleasure

Consistent - knowing what you can have, can appreciate and that it works every time

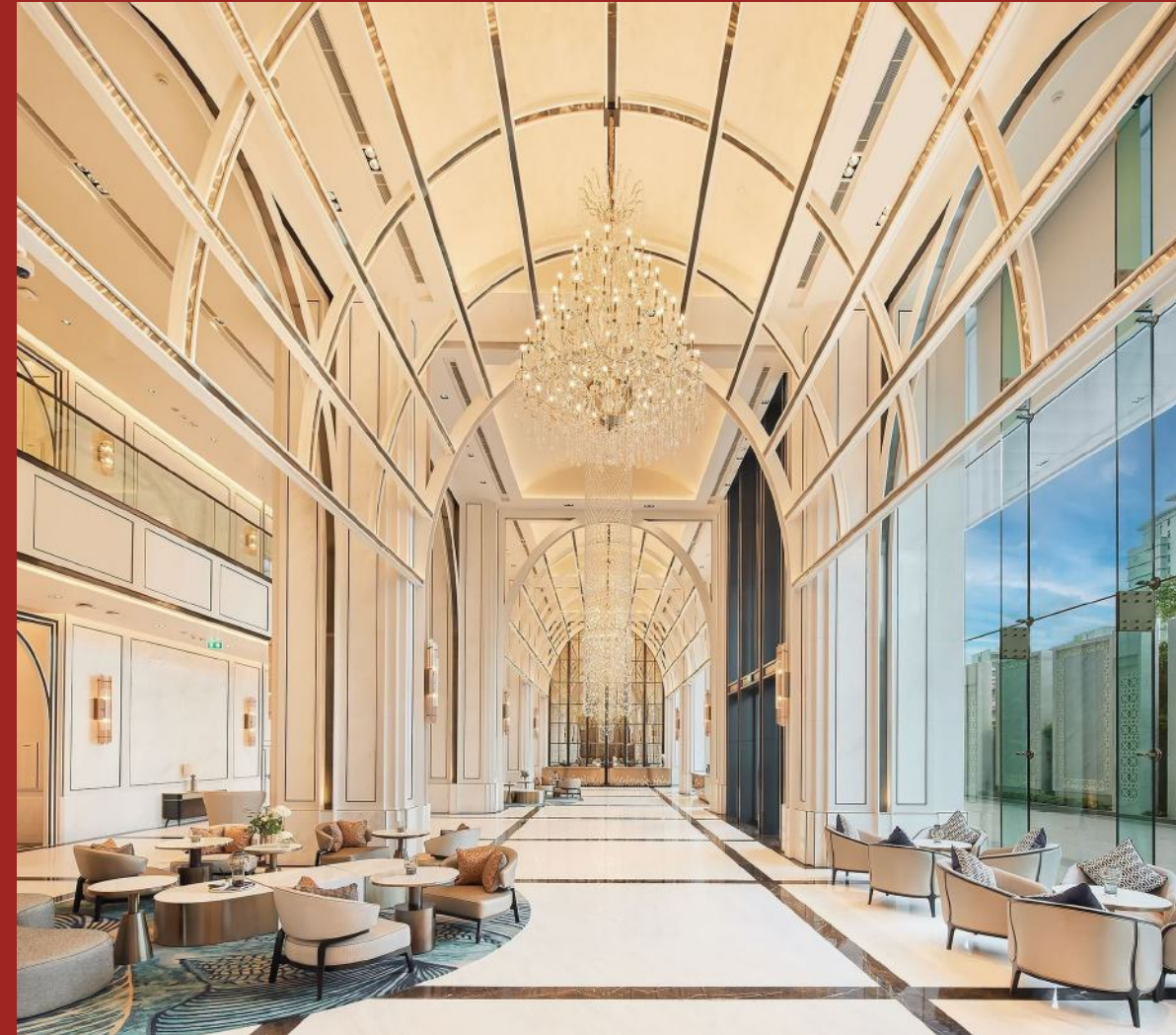




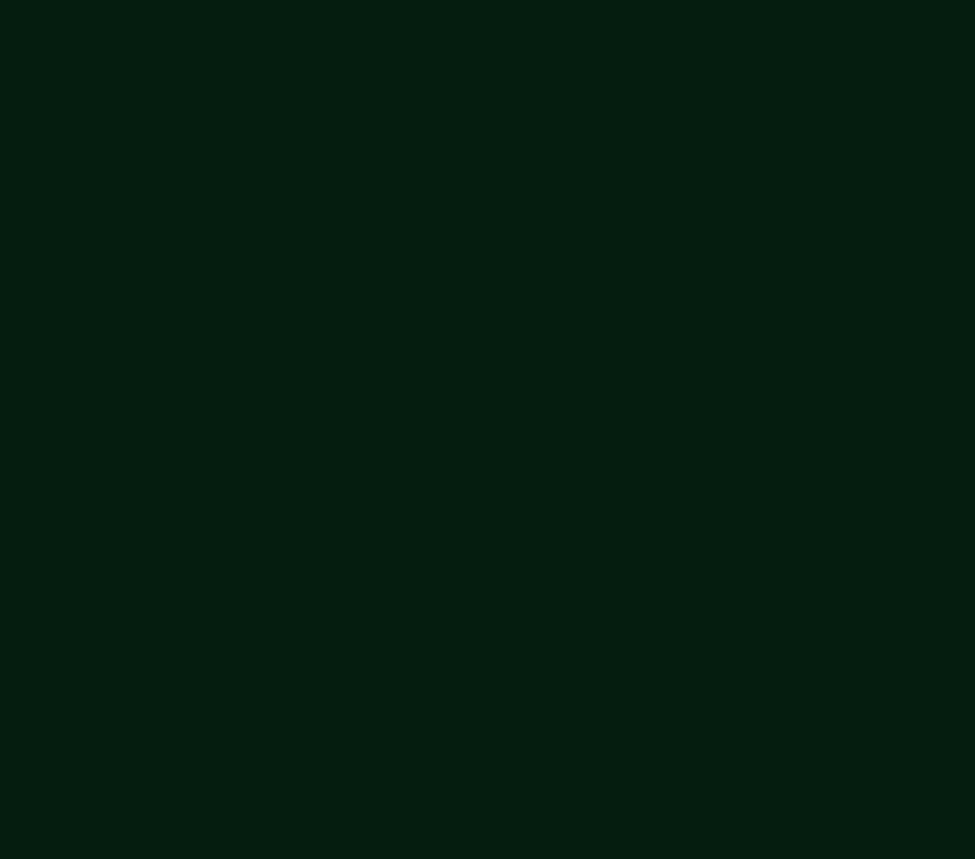
PRODUCT SPECIFICATION

- 200 keys upwards
- Room minimum space requirements
 - Superior - 34 sqm
 - Deluxe - 46 sqm
 - Suite - 92 sqm
- Large size bathroom
- Luxury bedding
- 24 hour gym
- Large conference/event facilities
- Swimming pool
- 2 restaurant + 1 lounge bar
- 24 hour room service
- Executive Lounge
- Free Wi-Fi and internet terminals
- Deluxe TV channel selection

UNIQUE SELLING POINTS



- Extended breakfast to 11:30 hrs
- Ready and welcome, guaranteed (advised your arrival time 48 hours in advance of arrival and we guarantee your room is ready otherwise the 1st night is free)
- Children at 16 years old and below
- A complimentary drink anywhere in
- Usage of opened design Co-working Space
- 24/7 access to executive lounge experience (for executive floor guest only)
- Double your spending money (deposit money on arrival, we top up, up to 100%, no refunds)



OUR GUESTS

- Gender: Male 60, Female 40
- Age between 35+
- Income USD40,000 - 50,000+ annually
- Couple/Group of Friends
- Regional traveller
- Business traveller of mid-sized companies, both local and regional
- Low cost air travellers or package bookers
- Want luxury comfort and convenience at the right price with maximum flexibility
- They expect consistent, efficient service and attention to details
- Location-driven, in some cases, on the selection of hotel when travelling with family
- Business and leisure oriented
- Slightly more luxurious, more refined fit-out and facilities
- Need for seamless connectivity and the latest technology

CONTACT US



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THANK YOU

