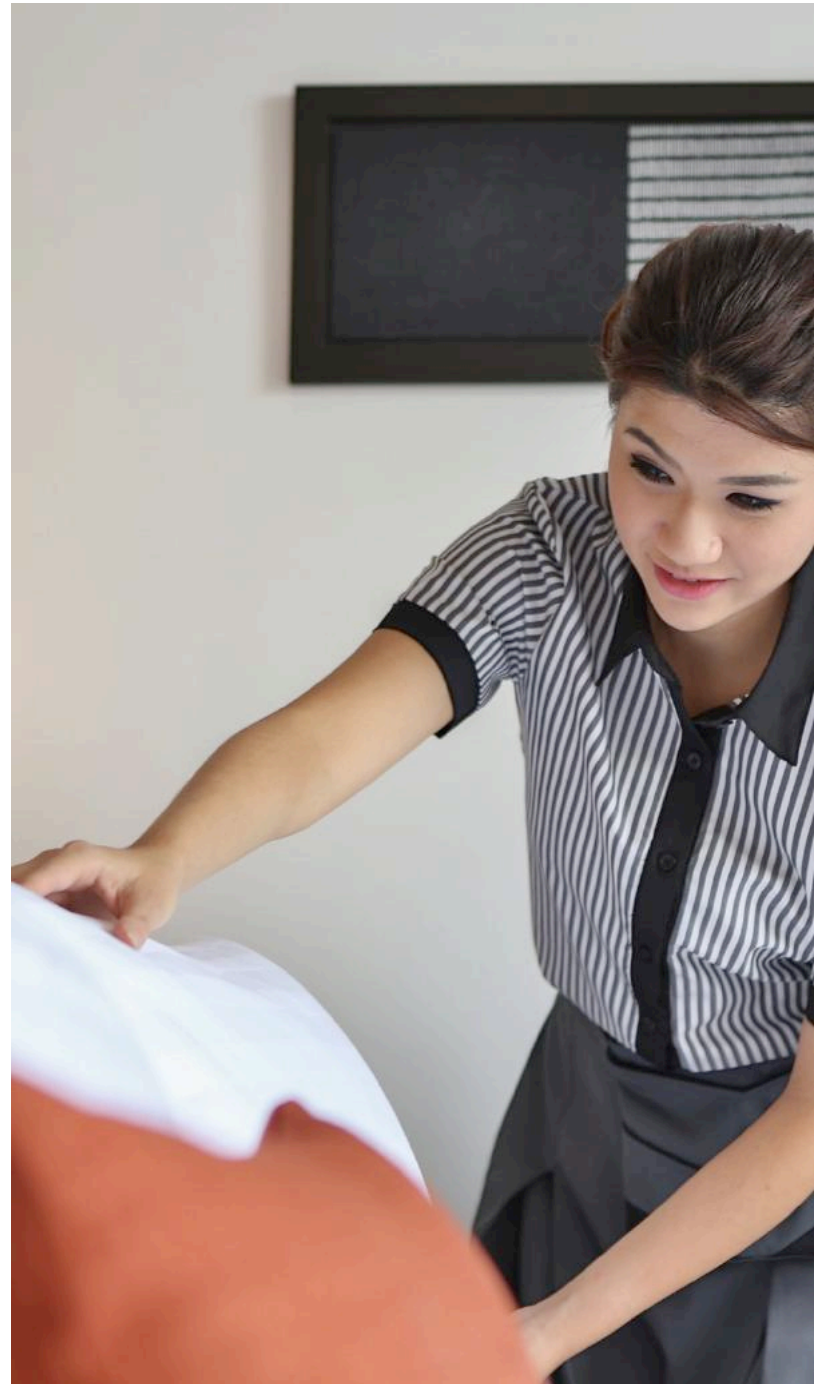




EASTIN HOTELS & RESIDENCES

BRAND POSITIONING

A 4 star brand created to base on relevance to market and the needs of targeted customers. The brand provides value and consistency through flexible venues and services with added value to serve the desires of business and leisure travelers.



BRAND PILLARS



**Value for all
occasions.**



- **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

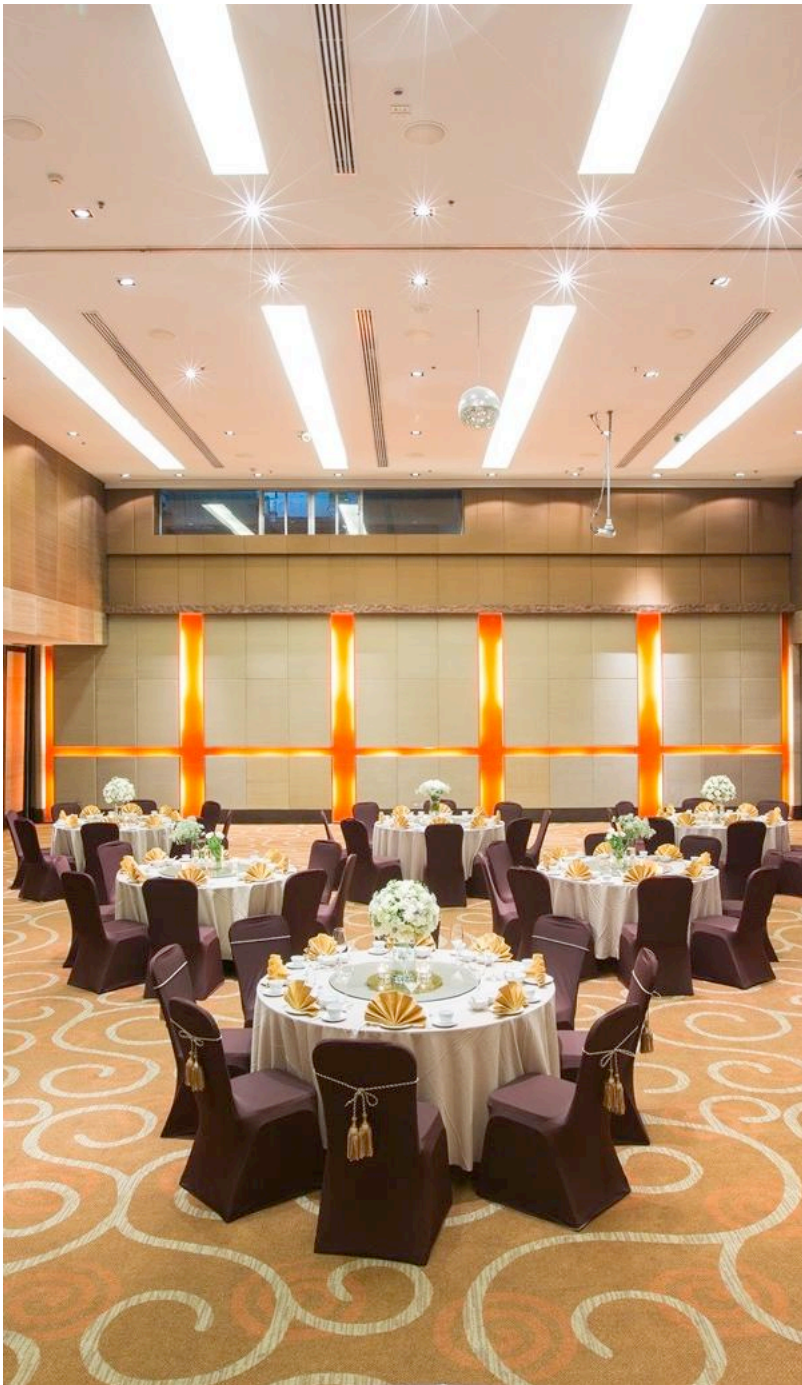
Value for all occasions.

@Eastin



EASTIN HOTELS PRODUCT SPECIFICATIONS

- 200 keys upwards
- Max 3 room types
 - Superior - 28 sqm
 - Deluxe - 32 sqm
 - Suite - 50 sqm
- Shower only for Superior/Deluxe
- Luxury bedding
- 24 hour Gym



EASTIN HOTELS PRODUCT SPECIFICATIONS

- Large conference/event facilities
- Pool
- 1 restaurant + 1 lounge bar
- 24 hour room service
- Free Wi-Fi and internet terminals
- Deluxe TV channel selection



EASTIN RESIDENCES PRODUCT SPECIFICATIONS

- 80 keys upwards (to 500 units)
- Maximum 4 unit types
 - Studio - 55 sqm
 - One Bedroom - 80 sqm
 - Two Bedroom - 110 sqm
 - Three Bedroom - 135 sqm
- Luxury Bedding and toweling for serviced units
- Gym with 24 hours access (Min 90 sqm)



EASTIN RESIDENCES PRODUCT SPECIFICATIONS

- Restaurant
- Retail shop
- Room service - 06.00 to 23.00 hours
- Free Wi-Fi throughout the residences together with a deluxe TV channel selection
- On or off site Laundry Services

EASTIN HOTELS & RESIDENCES CUSTOMERS

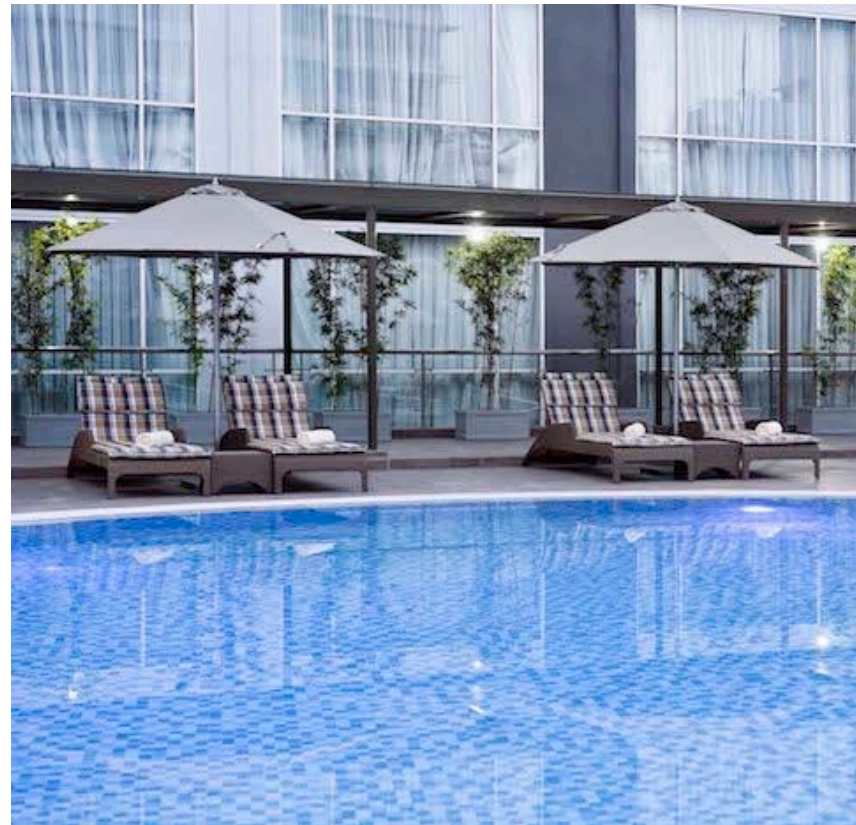
Value for all occasions.

@Eastin



Value

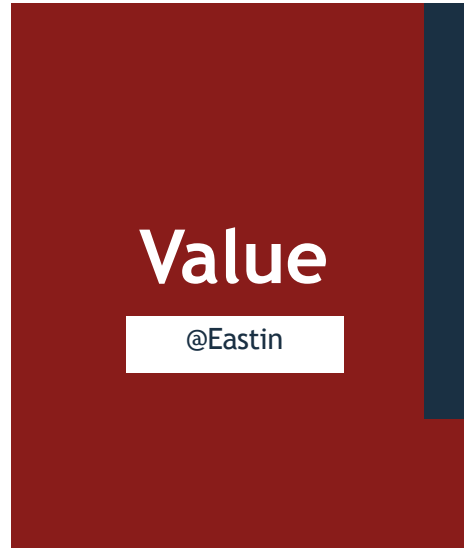
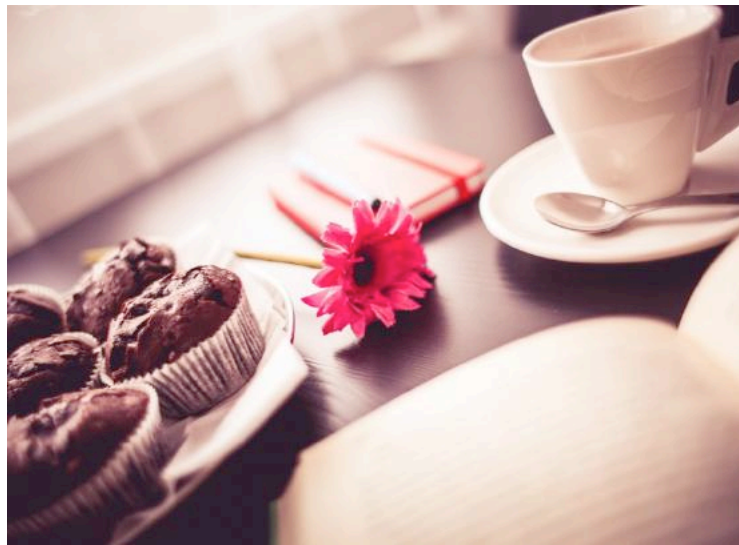
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- Want comfort and convenience at the best value
- Do not want surprises just consistency and uncluttered environments
- Value hunters to get the right deal, not necessary the purpose of visit or timing
- Location driven in some case on selection of hotel when travelling with family
- Business and leisure oriented based on location
- Great facilities and efficient service
- Good technology and connectivity

Value for all occasions.

@Eastin





Value

@Eastin

EASTIN HOTELS

UNIQUE SELLING POINTS

- Extended breakfast to 11:30 am.
- 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
- Children aged below 4 years old eat free
- Free accommodation and breakfast for up to 2 children under 16 sharing a room with their parents or grandparents.
- 50% off all F&B for children up to 16

Value for all occasions.

EASTIN RESIDENCES

UNIQUE SELLING POINTS

- Free Wi-Fi throughout the residences together with a deluxe TV channel selection
- Children aged below 4 years old eat free
- Free accommodation and breakfast for up to 2 children under 16 sharing a room with their parents or grandparents.
- Family Mart type shop on premises

Value for all occasions.

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WE DELIVER

We provide full brand guidelines and manuals.

- Brand design guidelines/technical standards
- Brand manuals including;
Operations/HR/Finance/Sales/Marketing/PR/Revenue
Management/Pre-opening processes
- Brand job profiles
- Brand training programs
- Brand identity

Value for all occasions.

CONTACT US

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THANK YOU

