



EASTIN

Hotels | Resorts | Residences



SIMPLY MORE.

*More
moments
that matter.*

Asia | Middle East | Africa | Europe



Brand *Positioning.*

Eastin is a contemporary hospitality brand that gives travellers more of what matters — more comfort, more connection, more discovery and more value — delivered with warm Asian hospitality.



Experience Pillars.

EASTIN. SIMPLY MORE.

Eastin gives travellers more of what matters — delivered with warm Asian hospitality.

MORE COMFORT

Quality sleep, showers, beds, Wi-Fi, lighting, charging, storage and amenities.

MORE CONNECTION

Spaces and service that help guests meet, work, eat, drink, relax and socialise.

MORE DISCOVERY

Local culture, food, design, people and recommendations that connect guests to place.

MORE VALUE

Better design, service, technology, flexibility and recognition — not simply lower rates.

Brand *Personality.*

WARM

Friendly, approachable and naturally hospitable.

SMART

Efficient, intuitive and contemporary.

CONFIDENT

International without being corporate.

CURIOUS

Interested in destinations, people and local culture.

RELAXED

Never overly formal or pretentious.

THOUGHTFUL

Small details that make a meaningful difference.



A couple walking away from the camera on a wet beach, holding hands. The man is wearing a white shirt and patterned shorts, and the woman is wearing a white dress. The background shows the ocean and mountains under a cloudy sky.

EASTIN Customer *Mindset.*

"I want a stay that feels easy, comfortable and genuinely worthwhile."

Eastin guests are smart, open-minded and experience-oriented travellers. They appreciate quality and thoughtful service, but don't need formality or extravagance. They want a hotel that understands what matters, makes things easy, and gives them opportunities to discover more.

The Emotional Mindset

"Make it easy."

I don't want unnecessary complications.

"Make me comfortable."

I want to feel at home, relaxed and looked after.

"Give me something more."

I appreciate thoughtful touches and unexpected value.

"Let me discover."

I want to experience something of the destination, not just sleep there.

"Keep it genuine."

I prefer real human warmth to formal hospitality rituals.

"Let me be myself."

I don't need to dress up or behave a certain way to enjoy a good hotel.

EASTIN

Signature Touches.

01

Eastin Welcome

02

Wake Up at Eastin

03

Eastin Living

04

Eastin Local

05

Eastin Well

06

Eastin Smart Stay

07

Eastin Little More

08

Eastin Sustainable Stay

Hotels | Resorts

Experience Features.

- 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 & wellness program
- Large conference/event facilities
- Swimming pool
- Social public space
- Destination-led experience restaurant
- 24-hour room service
- Free Wi-Fi and internet terminals
- Deluxe smart TV with good channel selection



EASTIN
Simply More.

Hotels | Resorts

Brand Differentiators.

MORE FREEDOM

More flexibility to enjoy your stay your way.
Breakfast until 11:30 a.m. and more relaxed hotel routines.

MORE ASSURANCE

More confidence that everything will be ready when you arrive.
Ready & Welcome, Guaranteed.

MORE TOGETHER

More value for families, so you can enjoy more time together.
Children's stay, breakfast and dining benefits.

MORE TO DISCOVER

More ways to experience the destination.
Local insights, recommendations and experiences.

MORE THOUGHTFUL

More little touches that make a stay feel genuinely cared for.
Warm, intuitive and personal hospitality.



Residences

Experience Features.

- 80 keys upwards (to 500 units)
- Maximum 4 types: Studio – 55 sqm
 One Bedroom – 80 sqm
 Two Bedroom – 110 sqm
 Three Bedroom – 135 sqm
- Luxury Bedding and towelling for serviced units
- Gym with 24-hour access (Min 90 sqm)
- Restaurant
- Retail shop
- Room service – 06.00 to 23.00 hours
- Free Wi-Fi throughout the residences, together with a deluxe smart TV
- On or off-site laundry services



EASTIN
Simply More.

Residences

Brand Differentiators.

MORE LIKE HOME

Space, comfort and freedom to settle in.

MORE CONVENIENCE

Everyday essentials and thoughtful facilities close at hand.

MORE TOGETHER

More room and more value for the people who matter.

MORE CONNECTED

Stay connected, entertained and productive.

MORE LOCAL

Experience the neighbourhood, not just the residence.



Contact us.



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EASTIN
SIMPLY MORE

MODERN.
WARM.
LOCAL.
SIMPLY MORE.

The brand that gives guests more of what
actually matters.