

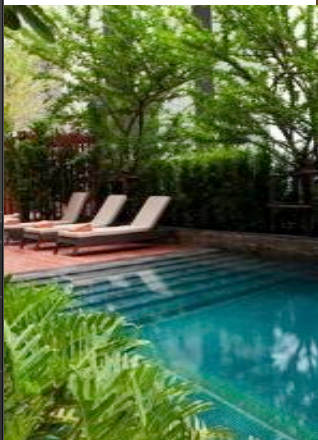


**EASTIN**  
GRAND HOTELS

*Service and Value Redefined*

# BRAND POSITIONING

A 5 star luxury brand created to base on relevance to 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 travelers.



# BRAND PILLARS

- **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 SPECIFICATIONS

- 200 keys upwards
- Room minimum space requirements
  - Superior - 34 sqm
  - Deluxe - 46 sqm
  - Suite - 92 sqm
- Large size bathroom
- Luxury bedding
- 24 hour gym



# PRODUCT SPECIFICATIONS

- 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





# EASTIN GRAND CUSTOMERS & MINDSETS

- 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 traveller 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 case on 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 latest technology



# 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 the hotel during stay
- 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)

# HOW WE DELIVER OUR BRAND STANDARDS

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



# CONTACT US

## Eastin Grand Hotels



+662 096 6200



Email: [enquiry@eastinhotelsresidences.com](mailto:enquiry@eastinhotelsresidences.com)

RSU Tower, 9th Floor, Unit 903,  
Sukhumvit 31 Road, Wattana,  
Bangkok 10110, Thailand

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