



EASTIN GRAND

HOTELS & RESORTS

Simply More.

Refined.
Personal.
Simply More.

EASTIN GRAND
Hotels & Resorts



ONE FAMILY *Two Expressions.*

EASTIN HOTELS & RESIDENCES

SIMPLY MORE.

Contemporary
Warm
Smart
Relaxed
Thoughtful

EASTIN GRAND HOTELS & RESORTS

SIMPLY MORE.

Refined
Warm
Personal
Confident
Composed

Same Eastin spirit.
More elevated expression.

BRAND *Positioning.*

Eastin Grand is a contemporary upscale hospitality brand that gives travellers more of what matters — more refined comfort, more meaningful experiences, more personal service and more connection to the destination — delivered with warm Asian hospitality.

Experience Pillars.

*EASTIN GRAND.
SIMPLY MORE.
More Worth Remembering.*

Quality feels natural.
Service feels personal.
Luxury feels comfortable.
Experiences feel meaningful.

MORE REFINED

Thoughtfully
considered spaces,
design, comfort and
details.

From the quality of
the room to the way
the lighting,
amenities, dining
and public spaces
come together.

MORE PERSONAL

Hospitality that
recognises the
individual.

Service that
anticipates needs,
remembers
preferences and
feels genuinely
human.

MORE TO DISCOVER

More ways to
experience the
destination.

Food, culture,
design, wellness,
neighbourhoods,
people and
experiences that
connect guests with
place.

MORE TO REMEMBER

Creating moments
that stay with
guests.

From a memorable
meal to a beautiful
view, a thoughtful
gesture or an
unexpected
experience.

Brand *Personality.*

WARM

Genuine, welcoming and naturally hospitable.

REFINED

Thoughtful, polished and beautifully considered.

CONFIDENT

Assured without being showy or corporate.

PERSONAL

Recognising individual needs and creating a sense of being cared for.

CULTURED

Connected to food, design, people and the character of the destination.

COMPOSED

Calm, effortless and never unnecessarily formal.





Eastin Grand guests appreciate quality but don't need extravagance.

Customer *Mindset.*

DISCERNING

They notice quality and detail.

EXPERIENCE-ORIENTED

They want more than a room.

CONFIDENT

They know what they like and value effortless service.

CURIOUS

They want to experience the destination.

CONNECTED

They value time with people, food, culture and place.

INDEPENDENT

They want luxury without unnecessary ceremony.

EMOTIONAL *Mindsets.*



“I want something exceptional, but I don't need it to be excessive.”

“Make it effortless.”

I don't want unnecessary formality or complications.

“Make me feel special.”

I appreciate service that recognises me as an individual.

“Give me quality I can feel.”

I notice the details that make a stay better.

“Give me something to discover.”

I want to experience the destination, not just visit it.

“Make it memorable.”

I want moments I will remember after I leave.

“Let me be myself.”

Luxury should feel comfortable, not intimidating.

GRAND

Experience Expression.

EASTIN GRAND

Simply More.

REFINED ACCOMMODATION

- Contemporary, sophisticated room design
- High-quality bedding and bathroom experience
- Thoughtful lighting and technology
- Comfortable work and relaxation spaces
- Meaningful views or sense of place
- Suites that provide a genuine step-up experience

ELEVATED WELLNESS

- High-quality fitness facilities
- Wellness and spa experiences
- Spaces designed for restoration
- Flexible wellness experiences where appropriate

DESTINATION-LED DINING

- Distinctive restaurants and bars
- Strong local relevance
- Quality ingredients and thoughtful presentation
- Experiences that can attract both hotel guests and local guests

SOCIAL & PRIVATE SPACES

- Elegant public areas
- Comfortable lounges
- Spaces for conversation and connection
- Executive or premium guest experiences where appropriate

MEETINGS & CELEBRATIONS

- Flexible, sophisticated event spaces
- Modern technology
- Professional service
- Weddings and celebrations with a sense of occasion

EFFORTLESS TECHNOLOGY

Technology should make the stay:
easier — not colder.

EASTIN GRAND

Signature Touches.

01

GRAND WELCOME

A warm, polished arrival that feels personal from the start.

02

GRAND TABLE

Dining experiences that bring together quality, place and people.

03

GRAND MOMENTS

Thoughtful gestures and unexpected details that make a stay memorable.

04

GRAND WELL

Wellness experiences designed around restoration and balance.

05

GRAND DISCOVERY

Local recommendations and experiences curated beyond the hotel.

06

GRAND EVENINGS

Distinctive moments around dining, drinks, music, views and atmosphere.

07

GRAND CONNECTION

Spaces and experiences designed to bring people together.

08

GRAND DETAILS

The small things that demonstrate thoughtfulness.

EASTIN GRAND

Brand Differentiators.

MORE REFINED

Quality you can see, feel, and experience.

Design, comfort, dining and details are thoughtfully elevated.

MORE PERSONAL

Service that knows when to be present and when to step back.

Warm, intuitive and individual.

MORE ASSURED

Guests can relax knowing that the important details are taken care of.

Confident service without unnecessary formality.

MORE TO DISCOVER

The destination becomes part of the stay.

Local food, culture, design, people and experiences.

MORE TO REMEMBER

The goal is not simply a good stay.

It is a stay worth remembering.



Contact us.



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MORE WORTH REMEMBERING.

