

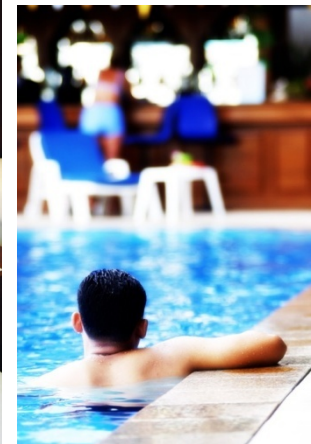
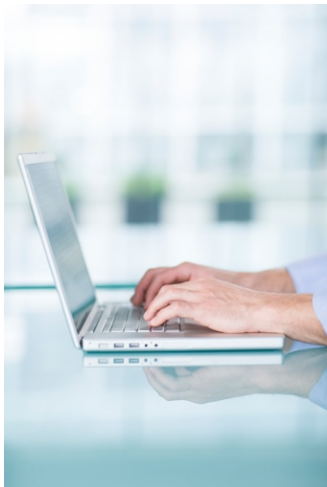


EASTIN
HOTELS

VALUE FOR ALL OCCASIONS

BRAND POSITIONING

A 4 star commercial brands created to base on relevance to market and the needs of targeted customers. The brands provide value and consistency through flexible venues and services with added value to serve the needs 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

BRAND COMPETITIVE SET

Courtyard by Marriott

Holiday Inn

Novotel

Amari

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

BRAND TARGET CUSTOMERS

Age:	Young singles between 25-35+
Lifestyle:	Web savvy Low cost air travelers or package bookers Families with young children Regional travelers
Income:	USD40,000 - 50,000 annually
Value:	Value hunters looking for comfort and convenience at the right price with maximum flexibility to serve purpose of their visit
Source markets:	Northern Europe, UK, Hong Kong, Singapore, India, Middle East, North Asia, South East Asia

BRAND CUSTOMER MINDSETS

- Want comfort and convenience at the right price with maximum flexibility
- Do not want surprises just consistency and uncluttered environments
- Value hunters
- Business oriented
- Great facilities for travelers with kids
- Always look to obtain the maximum from a visit and normally the choice of destination as well as purpose and timing will be driven by getting the right deal

UNIQUE SELLING POINTS

- Free Wi-Fi
- Family floor/s
- Flexi Breakie (breakfast from 6 - 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)
- Clean at cost (laundry at cost prices)
- Fair Play, mini bar pricing
- Children at 16 years old and below
- Value meetings, for every 10 paying rooms 1 room is free including breakfast and for every 10 paying delegate meeting/event package one delegate free
- Delegate meeting rooms include internet and LCD usage

HOW WE REACH OUR TARGET CUSTOMERS

Sales/marketing and revenue management

Accountability:

- Annual Market Positioning plan
- Monthly Sales, Marketing and Revenue Management Report

E-Commerce:

- Brand property websites
- Search engine optimization (SEO) of brand and property websites
- Latest technology booking engine from iStay
- White label Global Distribution System codes reaching travel consortia and consumer cut over powered by TravelClick
- E-marketing through pay per click campaigns
- 3rd party website affiliations with Agoda, Wotif, Expedia, Hotelbed, Gullivers Travel, Booking.com, Orbitz Worldwide, Miki Travel, Travco, Jacob online, Transhotel, Hotel4u.com

HOW WE REACH OUR TARGET CUSTOMERS

Sales:

- Centralized International Travel Trade contracting
- Brand trade show attendance at ITB, ATF, ITCMA, ATM, AIME
- Brand sales missions to China, Japan and Korea
- RFP and Consortia programs process
- International sales offices based at each main source market with Regional Sales & Marketing Office team in Thailand/India/Vietnam for both in bound and out bound
- Sales networks in India to cover the following locations: Mumbai, Delhi, Calcutta and Bangalore
- Centralized key corporate account management
- Complete brand sales process manuals and templates

HOW WE REACH OUR TARGET CUSTOMERS

Marketing:

- Brand identity manual and collateral/advertising templates
- Brand wide partnership marketing programmes
- Centralized International press network
- Internationally segmented database
- Bi-monthly brand wide consumer and travel trade e-news update
- Annual brand targeted advertising campaigns
- Social networking campaign

HOW WE REACH OUR TARGET CUSTOMERS

Revenue Management:

- Complete brand revenue management manual and processes
- Pricing structure guidelines
- Defined market segments
- Standardized Property Management and booking engine configuration standards
- Brand wide core package transient non negotiated programmes
- Central Reservation System and inventory control via iStay
- Weekly Revenue Strategy Meetings which include review of strategies and pricing resulting in 3 month forecasts
- Extranet control and Inventory control standard guidelines

HOW WE DELIVER OUR BRAND STANDARDS

We provide full brand guidelines and manuals as well as the corporate support.

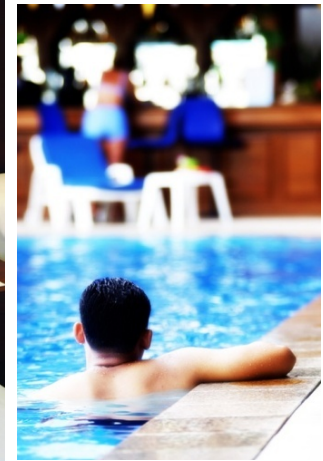
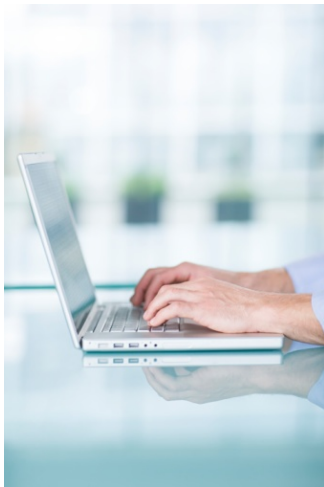
- Brand design guidelines/technical standards
- Brand manuals including; Operations/HR/Finance/Sales/Marketing/PR/Revenue Management/Pre-opening processes
- Brand job profiles
- Brand training programs
- Brand identity

PROFIT/REVENUE DRIVEN AND FLEXIBILITY

We will give minimum operating profit guarantees as the foundation of our management agreements otherwise no fees are payable as well as flexible contract exit clauses should assets sales be executed with requirements of vacant possession.

Solutions made for value construction and renovations on new builds and conversion opportunities for our partners and clients.

“Value for all occasions.”



THANK YOU