



华住酒店集团

成就美好生活



More than just STAY experience...

August 2013

Respond to Guests' Rising Demand: Free Wifi Coverage



Target 100%
WIFI coverage
by 2013 year
end; 70%+
completed now

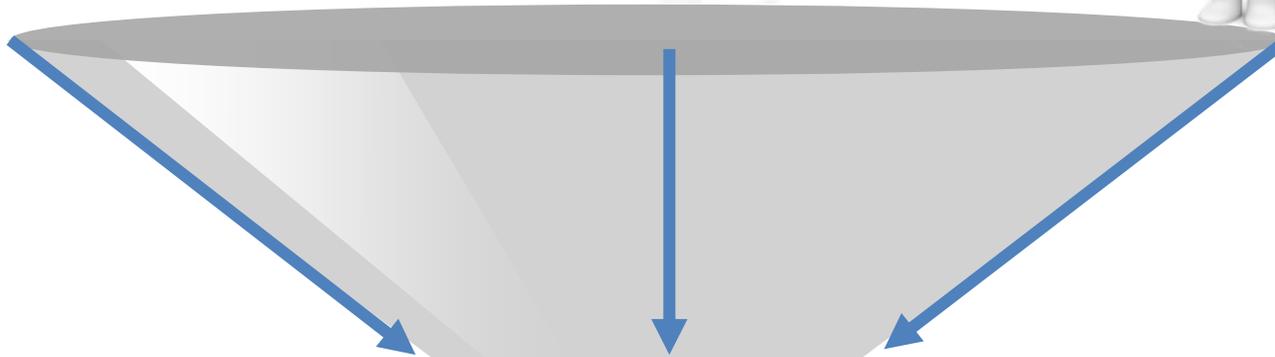


Reach Guests Everywhere: Multiple Digital Booking Channels

Website Booking

Smartphone APP Booking

PAD APP Booking



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HUAZHU HOTELS GROUP LTD

1 Engage Guests in A New Way: Interactive Game Screen

Offline: Target Travelers @ Airport Terminal



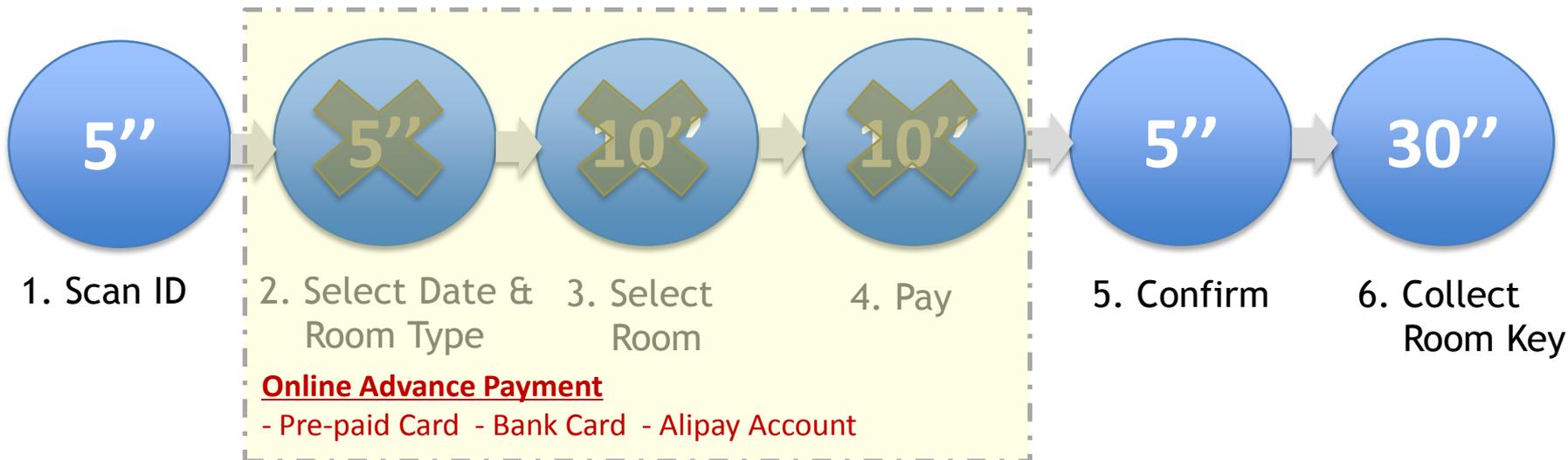
- ✓ Over **60,000** users in 2 months after launch
- ✓ Over **10,000** coupons bundled with guest accounts
- ✓ **80%** conversion rate (est.)

Online:
Win Coupon in QR
Code and Scan

Online
Booking through
e-channel

Offline
Check-in at hotel

3 New Processes to Transform the Delivery of Brand Experiences: 40" Check-in



* At 10 selected hotels, in testing stage

New Processes to Transform the Delivery of Brand Experiences: 0" Check-out



✓ Pay at check-in, NO check-out needed

✓ For all Hua Zhu guests



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