



Immediate Release

EAST LAUNCHES INTEGRATED WELLNESS OFFERINGS

Effortlessly Accessible Options from Dynamic Urban Hotel Group EAST

Hong Kong (June 2019) - Just in time for summer, EAST Hotels boosts its wellness offerings around the world at EAST Hong Kong, EAST Beijing, and EAST Miami. EAST's varied wellness offerings include state-of-the-art fitness centres, innovative fitness programmes, healthy culinary offerings, local experiences and opportunities to connect with other travellers through group activities for those looking for a well-rounded approach to well-being.

"With EAST, we have created a brand of business hotels with a wonderfully balanced approach to life. These exciting new wellness offerings are designed to appeal to go-getting urbanites who work hard, play hard, and lead an active and healthy lifestyle." said Jennifer Cheung, General Manager of EAST, Hong Kong. "EAST is where the sun rises and new ideas are born - we want to give our guests everything they need to make the most of each new day".

BEAST (BODY BY EAST)

All EAST properties offer state-of-the-art gyms playfully named BEAST, short for Body by EAST. BEAST provides everything needed to work out while on the road, whether guests are runners, weight lifters, yogis, or all of the above. Each property also features a beautifully designed pool, so guests can relax in a peaceful oasis amid the hustle and bustle of these vibrant cities.

Each spacious BEAST fitness centre is fitted with an impressive array of the latest equipment, including cardio, free weight, and resistance machines, as well as mats and plenty of stretching space. Guests can also find top of the line workout machines, including the recent addition of a Peloton bike at EAST Miami.

Fitness fanatics seeking a more tailored approach to their workout routine can book a local fitness pro through each hotel's Guest Experience program. In addition, the hotels offer monthly calendars of engaging wellness programming - such as The Knockout, a full-on cardio workout and Muscle up, a resistance training workout - both available at EAST, Miami.

EATS AT EAST

EAST is dedicated to taking personal life balance to a new, exciting level for guests and food is no exception. Inspired by this philosophy, the brand's culinary offerings are lovingly known as FEAST (Food by EAST) and are guided by the mantra of "Simple Things, Done Well". FEAST restaurants at EAST, Hong Kong and EAST, Beijing offer international menus full of flavoursome dishes made using the freshest quality ingredients available. The bustling cafes offer fresh, healthy, and authentic Asian cuisine along with Western inspired dishes, including full vegan and



vegetarian options. Guests can enjoy a wide range of health conscious food offerings from acai smoothie bowls with fresh tropical fruits to a special Beyond burger, the world's first plant based burger.

At EAST, Hong Kong, even cocktails have had a healthy makeover, with Sugar, the rooftop bar, offering creative libations that are low on the Glycemic Index, using fresh fruits and herbs rather than sugar to create flavoursome combinations. The bar also offers specialty cocktail menus throughout the year, such as a special "Dry January" menu for travellers looking to start the year on the right foot.

In Beijing and Miami, guests on the go can grab light bites at Domain, EAST's relaxed all-day café. From freshly squeezed juices and smoothies to light healthy salads, Domain has plenty of offerings for the health-minded guest. Domain's relaxed atmosphere offers the ideal coworking environment for busy business travellers and guests looking to relax while they recharge. In the morning, Domain is the perfect spot for a healthy, nourishing breakfast, or to refuel with a nutritious smoothie or juice following an intense on-property workout class.

THE EAST WELLNESS COMMUNITY

EAST is dedicated to providing guests with unique ways to experience a destination while also connecting with the local communities. Each EAST hotel thoughtfully incorporates this philosophy into their wellness programming, offering guests an opportunity to socialize through group activities, such as the newly launched BEAST Run Club at EAST, Miami. Taking place on the first Saturday of every month, the BEAST Run Club includes a guided 5k run led by EAST, Miami's Director of Guest Experience, followed by fresh squeezed juices and healthy snacks. A new course is unveiled each month, allowing guests to explore different neighborhoods across the city.

For those looking to explore on wheels, EAST, Hong Kong and EAST, Miami guests can utilise branded bicycles and join other travellers in exploring and connecting with the unique culture of each destination. EAST, Beijing offers ongoing programming with like-minded partners - such as Lululemon, which sets up a curated pop-up shop and leads a series of community classes on-property. For adventurous guests interested in exploring the beautiful scenery outside of the bustling city, EAST, Hong Kong offers a hiking guide for one of Hong Kong's most popular trails and special EAST "dino" tote bag, which includes essentials such as mosquito repellent, a hiking guidebook, energy bars and an EAST tumbler.



About EAST

EAST are lifestyle hotels located in Hong Kong, Beijing and Miami that take personal life balance to a whole new, exciting level. Whether guests are travelling for work or pleasure, there's a real emphasis on healthy, fabulously enjoyable living at EAST. From bustling cafes, lively neighborhood restaurants, slinky outdoor decks and big, buzzing workspaces, to quietly calming bedrooms, EAST gives guests their very own volume controller. Being located in key commercial and lifestyle districts, EAST brings convenience and all the cities' happenings right to its guests.

EAST, Hong Kong

<https://www.east-hongkong.com/en/>

EAST, Beijing

<https://www.east-beijing.com/en/>

EAST, Miami

<https://www.east-miami.com/>

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