

FOR IMMEDIATE RELEASE

Swire Hotels introduces digitalised guest services for a greener, faster, smarter experience

Hong Kong, January 2022 - With our personal digital devices playing an integral role in our daily life, Swire Hotels has introduced carefully designed tech-enabled improvements in its guestrooms and restaurants to make guest experience more seamless and personalised - across all properties in Hong Kong, soon to be extended to properties in the Chinese Mainland and Miami.

Contrary to overloading guests with complex applications for tech's sake, we have taken a simple, consumer-centric approach, allowing our guests to customise their hotel journey using digital devices they are familiar with. By scanning a QR code in the room, an extensive range of services are only a few taps away on the integrated platforms StayPlease and OnDemand - from scheduling a time to collect your dirty laundry to selecting how you like your eggs done when ordering your all-day breakfast. We do see that the platforms are getting popular with our guests from the decreasing phone call volume in the first two months after the launch while around 60% of in-room dining transactions now comes from digital services.

Dean Winter, Swire Hotels Managing Director comments, "Everything we do is about our guests and our people, which forms the cornerstone of our digital approach. Our goal is to make life easier and more convenient for guests, liberating them to do more important things while boosting operational efficiency. This also enables our team members to concentrate on the guest experience rather than administration and process management, thereby providing them with better services."

With sustainability as one of Swire Hotels' passions, EAST Hong Kong and EAST Miami have both launched digital menus at the bustling eatery FEAST, co-working café and lounge Domain and stylish rooftop bar Sugar. Diners can simply order food and drinks by scanning a QR code using their personal devices, with receipts texted or emailed to them. By introducing a paperless dining experience, we seek to encourage our guests to make more responsible choices for the environment.

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Extensive range of services are only a few taps away on the integrated platforms StayPlease and OnDemand, available in all guest rooms



Guests can order food and drinks by scanning a QR code using their personal devices



With digital menus launched, guests can now enjoy paperless dining experience at FEAST, Domain and Sugar





About Swire Hotels

Swire Hotels creates and manages distinctive hotels in Hong Kong, Mainland China and the USA under two brands, The House Collective and EAST, providing unscripted and authentic experiences for individually minded travellers who seek originality, style and personalised service.

The House Collective, a group of Houses each uniquely imagined and inspired by their locations, began with The Opposite House in Beijing, which opened in 2008, followed by The Upper House in Hong Kong, The Temple House in Chengdu and the latest addition, The Middle House in Shanghai, which opened in 2018. While EAST, designed for today's go-getters, takes personal life balance to a whole new level and includes EAST, Hong Kong; EAST, Beijing and EAST, Miami.

For more information, please contact:

Ms. Teresa Muk

Head of Brand & Communications

Swire Hotels

Tel: +852 2844 8998

Email: teresamuk@swirehotels.com

Ms. Jaime Chua

Assistant Director of Marketing

Swire Hotels

Tel: +852 2844 4068

Email: jaimechua@swirehotels.com

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<https://www.swirehotels.com/en/>