

MOBILE

Peninsula draws attention to new mobile experience with exclusive offerings

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Peninsula Hotel Beijing

By STAFF REPORTS

The Peninsula Hotels is celebrating its recently released new mobile experience by offering consumers exclusive discounts when they book reservations on their mobile phones or tablets.

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The Peninsula Hotels only recently introduced the mobile-optimized Web site and is clearly looking to draw consumers' attention to its upgraded services. By offering exclusive deals and discounts, The Peninsula Hotels will likely prompt consumers to remember its Web site when booking their next vacation.

Special occasion

The Peninsula Hotels has been putting more effort into its social and mobile presence for a number of years. For example, Peninsula Hotels created its first general Twitter and Instagram handles with a brand-wide social post on the local properties in just 2014.



Peninsula Hotels is encouraging guests to use its mobile Web site

Each individual Peninsula location had its own social media pages, but this was the first time that the general brand of Peninsula Hotels hosted its own Instagram and Twitter. The decision to broaden its social media presence will likely help the brand gain more attention, especially among the younger generations of guests ([see story](#)).

Similarly, having an active mobile site that is easy to navigate is very appealing to consumers of all ages. Peninsula Hotels is now working to introduce these new features to consumers and remind them to use them regularly.

The exclusive discount and upgraded room that Peninsula Hotels is offering will likely appeal to guests of all ages. Sharing this exclusive mobile site offer online ensures that consumers who are not aware of the mobile site will still have the advantage of discovering it in this way.

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