

TRAVEL AND HOSPITALITY

Shangri-La brings innovative rewards to the table, debuting dining loyalty

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Image courtesy of Shangri-La

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Shangri-La Hotels and Resorts is modernizing its dining experience with the introduction of a dining-focused subset of its loyalty program that leans on a full-bodied digital platform.

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The Table by Golden Circle is Shangri-La's new program to expand reward capabilities to its most loyal customers while also ushering in new members, specifically for dining and beverage. A digital platform provides diners with recommendations based on their mood while providing users with a method to keep track of rewards and special offers.

"For the first time in the industry, guests will be able to earn and redeem points at Shangri-La restaurants and bars worldwide whether they are staying at a Shangri-La property or not," said Wee Kee Ng, vice president for partner and loyalty marketing at Shangri-La Hotels and Resorts. "Another first is Instant Dining Rewards, which allows members to redeem Golden Circle Award Points on the spot.

"That means no pre-planning or vouchers are required," he said. "In addition, members will receive Golden Circle Award Points on all qualifying transactions, including discounts, and Jade and Diamond level members receive bonus earnings and more value on redemptions for dining transactions."

Feasting on loyalty

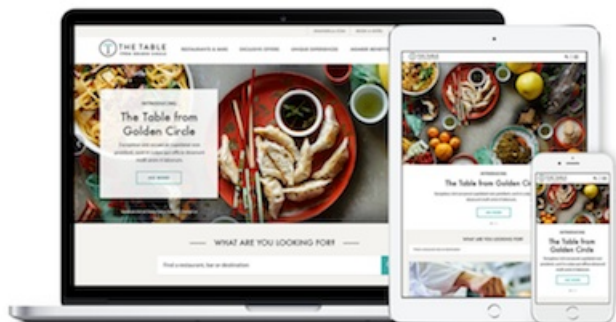
Members of Shangri-La's rewards program, Golden Circle can now instantly earn rewards while dining at one of its 500 restaurants and bars worldwide. The Table is rolled into the existing Golden Circle program that includes three tiers of loyalty levels.

Shangri-La is taking a multichannel digital approach to spark an innovative dining experience for its most valued customers. The Table's online portal is mobile-optimized for users to manage rewards, view special offers or see location options while on-the-go.

Users can browse Shangri-La's dining and nightlife locations categorized by different moods to better align with the values of today's customer. The five moods include elegant, intimate, upbeat, chill and adventurous, of which users

can view locations that fit within each description by clicking on a specific category.

For instance, under the moniker labeled Chill, Shangri-La's platform congregates a series of locations that embody a more relaxed and casual environment such as The Noodle Bar located in Beijing. However, affluent customers interested in the Elegant category can browse a list of dining options that focus on refined cuisine and high-standards service.



Shangri-La's The Table platform spans multiple digital devices

The digital hub focuses on high-quality photography and moving images to capture the essence of Shangri-La's dining experience and to entice customers. The hotel brand also launched an Instagram account specific to The Table, with more photographs and video to appeal to consumers.

Instagram users can view the entire page of The Table to see a collage of images that combine to make a larger picture of a well-crafted dish. The Table is also being ushered in with a new video that shows off the experience of dining with Shangri-La.



Diners at Shangri-La locations eat with an innovative experience

The video shared on social media features a narrator encouraging viewers to try something new while footage of various food and drink experiences from Shangri-La are shown.

Golden moments

The hotel and resort brand recently started a conversation about the true meaning of loyalty to celebrate the five-year anniversary of the Golden Circle rewards program ([see more](#)).

Golden Circle members will automatically be able to receive dining rewards points. Members under the Gold category, which is the lowest level of its rewards program, receive one point for every one dollar spent.

Second tier associates, labeled as Jade, will receive 1.25 points for every \$1.25 and top ranked members in the Diamond level will be awarded 1.50 points for \$1.25.

"Companies which readily adopt loyalty programs can appreciate how programs influence or urge a customer's decision on where to stay and eat," Mr. Ng said. "And while points and benefits, or any other prizes, can entice the loyalty of a customer, Shangri-La's guests indicated that they are looking for unique dining experiences.

"This and other results were obtained through an online survey we sent to Golden Circle members, hotel guests and local residents in 10 locations," he said. "In fact, 56 percent of the responses from the 3,041 replies we received from Hong Kong, Singapore, China, Vancouver, Dubai and London showed travelers do search for unique dining experiences.

"With this in mind, we wanted to enhance our guests' appreciation of Shangri-La and give them another reason to dine and drink at over 500 restaurants and bars at all Shangri-La, Kerry, Traders and Hotel Jen properties worldwide, regardless of whether they are on the road or in their home town."

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