

TRAVEL AND HOSPITALITY

Shangri-La launches Suite Class amenities package for stress-free stays

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Shangri-La Suite Class video still

By JEN KING

Shangri-La Hotels and Resorts is taking care of the details so that its guests can enjoy every moment spent at the brand's properties.

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Available at select locations, Shangri-La has introduced a new tier of guest services, the Suite Class. Hospitality brand image rests on amenities, programs and degree of service a guest receives with every stay, and quite often the level of personalized attention is the reason behind repeat and frequent stays with a hotelier, regardless of location.

"The Shangri-La Suites program was conceived to provide guests with a high level of personalization, recognition and experiential experiences tailored to their needs," said Johnson Wong, group director of rooms at **Shangri-La**. "Beyond the luxury and comfort of our properties, we wanted the benefits to fit seamlessly with the guests' lifestyles and as they are rarely confined to their rooms, we sought to introduce unique benefits that would make our guests' stay more rewarding, and more memorable.

"Target consumers include leisure guests who travel extensively and expect a high degree of personalized service and look for rich experiences," he said. "Our Golden Circle members and business executives are also who the suite program would appeal to."

Sweetening up its suites

Shangri-La's Suite Class will be available at 12 properties in Asia Pacific with hotels in Bangkok, Beijing, Hong Kong, Jakarta, Indonesia, Manila, Philippines and Shanghai included.

With the new program, Shangri-La is ushering in a new way for guests to travel in luxury. Guests will gain access to a range of personalized services and exclusive benefits, all with the intention to make stays relaxing and hassle free.

In a film produced for Suites Class, Shangri-La highlights the amenities included in the package. The film begins with a couple being driven from the airport to a Shangri-La property.

Once the couple arrives, they are escorted to their guest suite for private, in-room check-in. For high-profile guests,

this may be an attractive amenity as it may prevent causing a scene in the lobby as they are welcomed to the property.

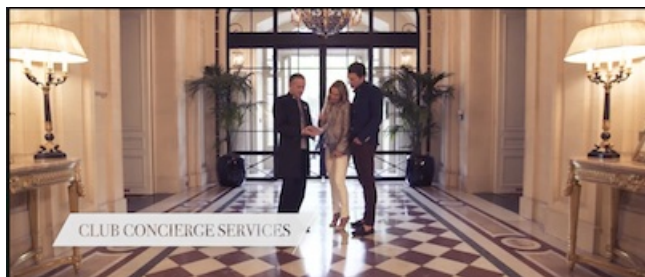


In-room check-in for Suite Class guests

Shangri-La also uses the film as an opportunity to highlight the decor featured in its suites, showing both a living area and bedroom. The scene ends with the couple walking out onto their balcony overlooking Hong Kong, while a marble-clad bathroom is seen in the foreground.

The 50-second promotional video continues with a one-on-one club concierge meeting and the couple venturing out to explore based on the hotel's recommendations.

Due to affluent travelers' habit of mixing business trips with leisure, Shangri-La is ensuring it can accommodate a professional's needs by loaning wireless WiFi devices to guests for the duration of their stay. While complimentary WiFi is now expected at many hotel properties, the added benefits of knowing a strong wireless signal is available off-site can put a guest at ease.



Concierge services for Suite Class guests

Shangri-La also invites Suite Class guests to the Club Lounge at its properties to enjoy an evening cocktail hour. Culinary amenities in Suite Class also include in-room or at the Club Lounge breakfast service as well as snacks and beverages served throughout the day.

The Suite Class video can be viewed [here](#). On the same hub, potential guests can book their stay at a Shangri-La suite at participating hotel locations.

Perks of your stay

Top-level amenities are an intrinsic part to hospitality brands within the luxury space.

For example, Oberoi Hotels & Resorts is treating guests who stay in top-tier suites to the celebrity treatment with a series of amenities representative of experiences only VIPs receive.

The Indian hospitality brand has launched a series of initiatives to make its top-tier customers feel as though they are celebrities, with programs such as a 24-hour butler service, luxury transportation to and from the airport and unique amenities at its various locations. Oberoi is hoping to see more suite reservations by creating an enticing vacation and travel experience ([see story](#)).

In addition to guest service, loyalty and rewards programs entices consumers to book stays at preferred hotel brand's properties.

Shangri-La, for example, modernized its dining experience with the introduction of a dining-focused subset of its loyalty program that leans on a full-bodied digital platform.

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 ([see story](#)).

"We are focused on enriching the travel experience and to provide an even greater level of individual service in our properties," Mr. Wong said. "We want our guests to feel recognized and the way we act on their behavior or choices will help our colleagues create differentiated experiences for guests.

"Impacting the entire customer journey and all touch points is an opportunity for us to increase guest loyalty and enhance confidence in our brand," he said.

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