

TRAVEL AND HOSPITALITY

Shangri-La rewards consumers for mobile engagement

January 23, 2018



Shangri-La is rewarding guests who use its mobile app. Image credit: Shangri-La

By STAFF REPORTS

To launch the updated version of its mobile application, Shangri-La Hotels and Resorts is offering exclusive benefits to its loyalty members.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The Hong Kong-based hotelier is giving its Golden Circle enrollees up to triple the rewards points for engaging with functions of the new app. Mobile has become an increasingly important touchpoint for travel, as a growing number of bookings come through the channel ([see story](#)).

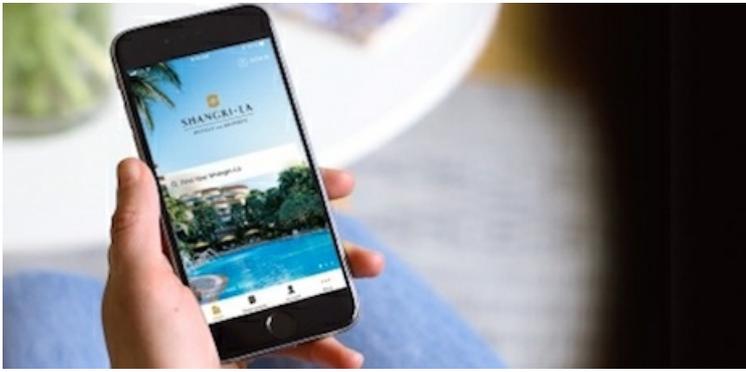
Mobile incentives

Available for Apple and Android phones, Shangri-La's app includes features such as booking and mobile check-in and check-out.

Consumers who are enrolled in the hotel chain's Golden Circle loyalty program can also manage their account or redeem rewards through the app.

The app is also designed to be a point of discovery, with hotels searchable by name or location. Shangri-La has included content about the properties as well resources about the destination such as live maps.

Connecting the online and offline experience, consumers can click to call a reservation agent from the app.



Shangri-La's app includes features such as fast booking and mobile check-in. Image courtesy of Shangri-La

Rewarding guests who use the app, consumers will earn 100 Golden Circle points just for downloading the app and signing in to their account. When enrolled loyalty members book within the app, they will receive double the reward points, while booking and using mobile check-in will earn guests triple the loyalty points.

Also encouraging downloads on-site, all Shangri-La properties feature QR codes.

High satisfaction rates from guests who interact with hotel brands' mobile applications while on their trips reveal the potential of hospitality apps, according to L2.

Guests who interact with hospitality apps during their hotel stays report higher satisfaction rates, but L2's findings show that 38 percent of guests do not use these apps during their stay. This demonstrates that hospitality brands have further to go in terms of integration and visibility with their mobile apps ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.