

TRAVEL AND HOSPITALITY

Shangri-La links with Klook to serve up local experiences

December 5, 2018



Shangri-La spas will make use of Book4Time's new digital tools. Image credit: Shangri-La

By STAFF REPORTS

Shangri-La Hotels & Resorts is expanding the menu of experiences available to its guests through a partnership with travel booking platform Klook.

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Members of the group's Golden Circle rewards program will be able to earn and redeem points when they book activities or dine at restaurants using Klook. Luxury travelers are often looking for unique, local experiences on their trips, something this partnership seeks to provide through a tech-friendly service.

"By delivering additional hotel and in-destination features, we are strengthening the value proposition for guests in line with their widening needs and giving them more inspiring choices during their travels," said Irene Lin, executive vice president of marketing at Shangri-La, in a statement. "Collaborating with Klook will allow us to offer guests a deeper discovery of local experiences and we're excited the partnership will open up many more memorable moments to guests in and beyond Shangri-La hotels worldwide."

Local living

As part of the partnership, Klook will be opening concierge desks in three Shangri-La hotels this month. Properties in Hong Kong, Bangkok and Singapore will debut the service, which lets guests book experiences via a tablet.

These activities can then be redeemed through a QR code or voucher.

To incentivize booking, Shangri-La is giving consumers 100 Golden Circle points for every booking made through February.

At launch, consumers will also be able to redeem Golden Circle points for Klook experiences in Singapore, Bangkok, Beijing and Shanghai. This will eventually expand to activities around the globe by the third quarter of 2019.



Singapore. Image credit: Klook

In addition to making Klook experiences available to Shangri-La guests, Klook will be allowing consumers to book experiences at the hotel chain. The partners will also collaborate on marketing.

"The luxury traveller is more tech-savvy than ever as they are seeking smart, convenient and cash-free solutions, and we're continually enriching Klook's services to make the platform suitable and engaging for all types of travelers," said Anita Ngai, chief revenue officer at Klook, in a statement. "We're excited to be innovating on a series of initiatives with Shangri-La - Klook Concierge and Golden Circle redemption program are just the start of an exciting partnership ahead."

Shangri-La has made other moves to make booking more tech-savvy. The chain recently selected Book4Time as the exclusive provider of spa software throughout its more than 100 hotels.

The global hotel chain is working with the tech startup to introduce a number of new digital tools to streamline and improve its spa services around the world. The partnership is meant to improve customer experience as well as retention ([see story](#)).

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