

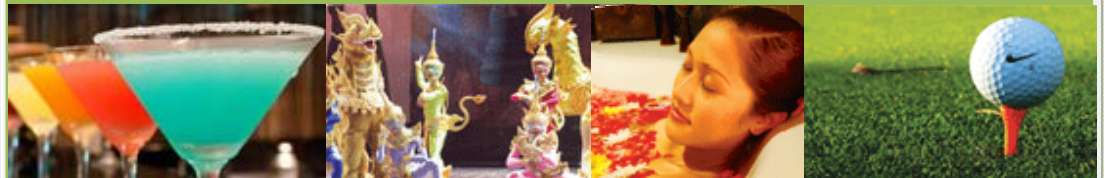
2010

Compass Hospitality

# CHPP eBook

## Compass Hospitality Privilege Program

Partners are required to read this eBook to know what we are doing and what we need from you to join our program.



Compass Hospitality Co., Ltd.  
September 2010



**W**elcome to Compass Hospitality's Privilege Program, the program that holds tremendous opportunities for partners to market and promote their products and services. A Privilege program is another marketing tool or an alternative channel for partners to do their marketing. If you are interested in joining the program, please contact our Online Marketing Department at +66(0)2 168 7667.

## About Compass Hospitality

Compass Hospitality is a young and dynamic hospitality group providing a wide range of professional services relating to hospitality in Thailand and Malaysia. The majority of our properties is located in Bangkok, and caters to various lifestyle preferences.

### Bangkok Properties:

- ❖ Located on the sophisticated, buzzing **Sukhumvit Road** and in the Bangkok wholesale fashion area of **Pratunam**
- ❖ 21 properties with 3,743 bedrooms (See a list of participating properties on page 4)
- ❖ 3 to 5-star serviced apartments and modern style city hotels

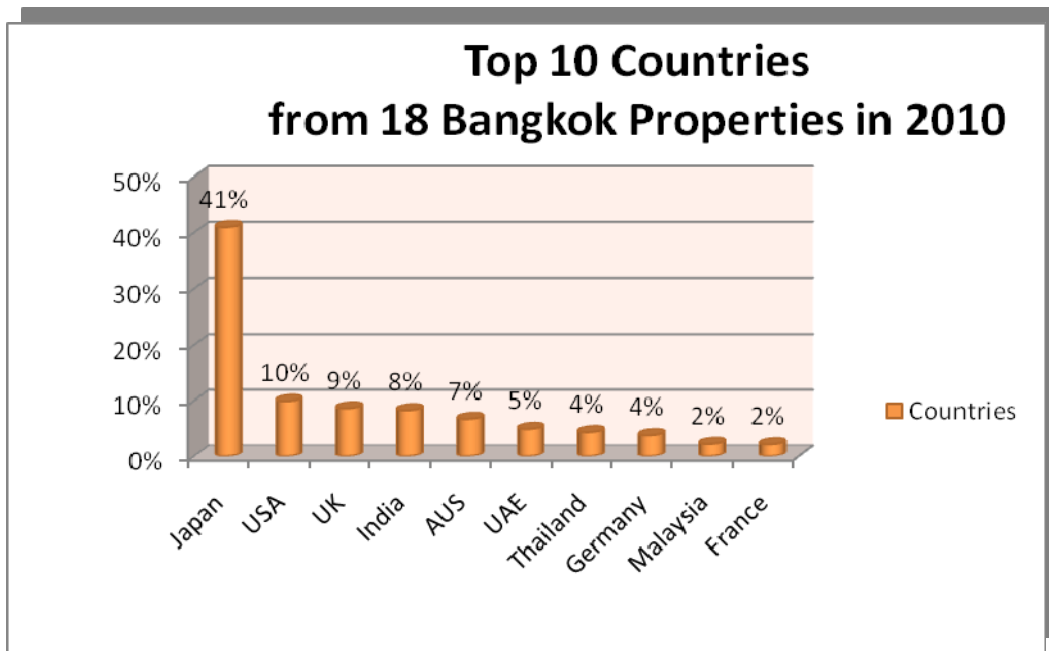
### Transportation:

- ❖ Walking distance to top shopping malls, restaurants, entertainment outlets, offices, banks and embassies
- ❖ Within walking distance to BTS and MRT train stations.

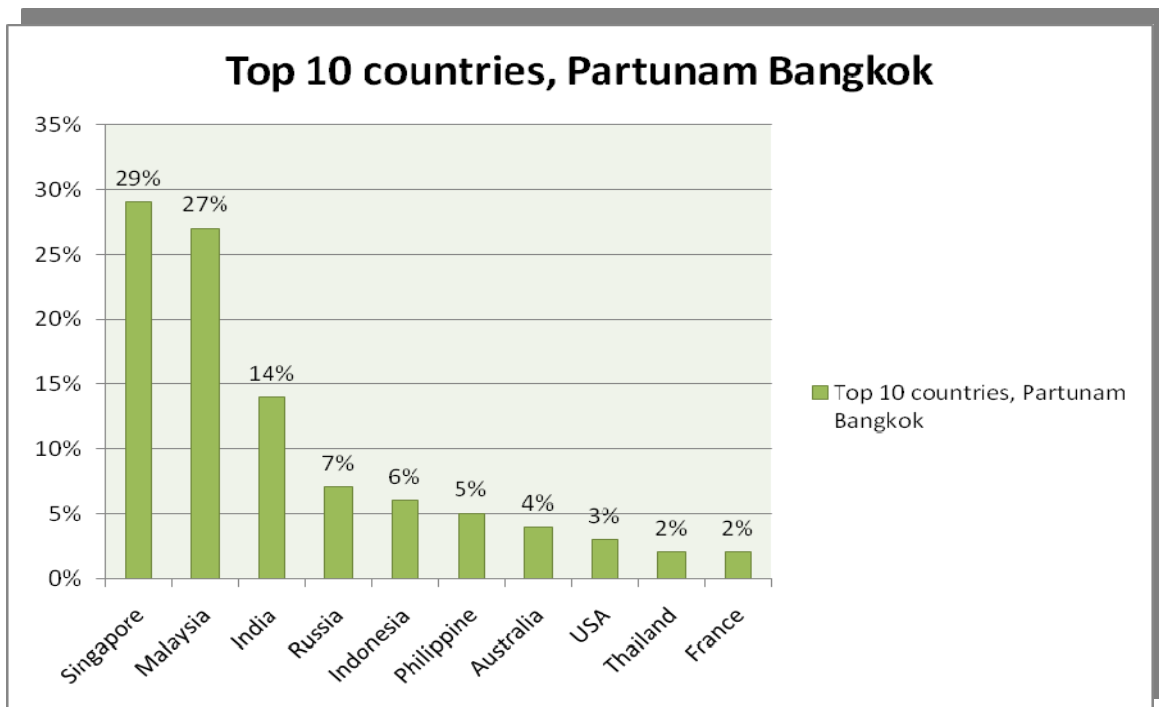
### Our properties' performance:

- ❖ Approximately 75 % occupancy all year round (Year2010) from 18 properties in Bangkok



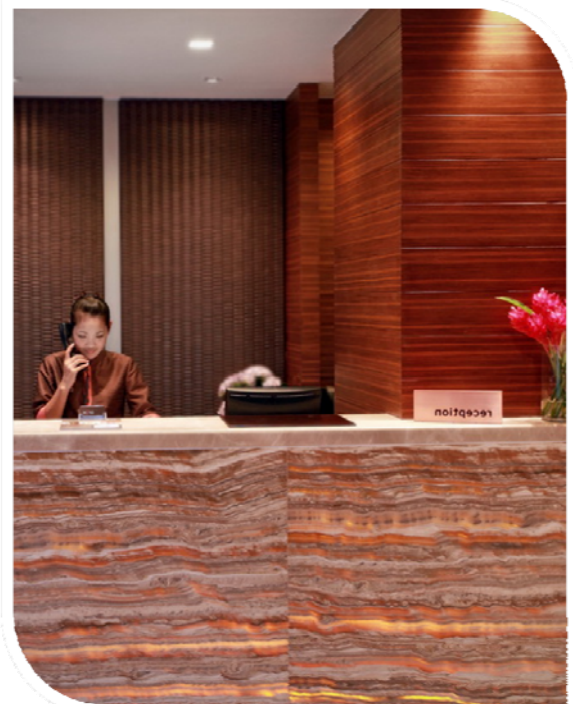
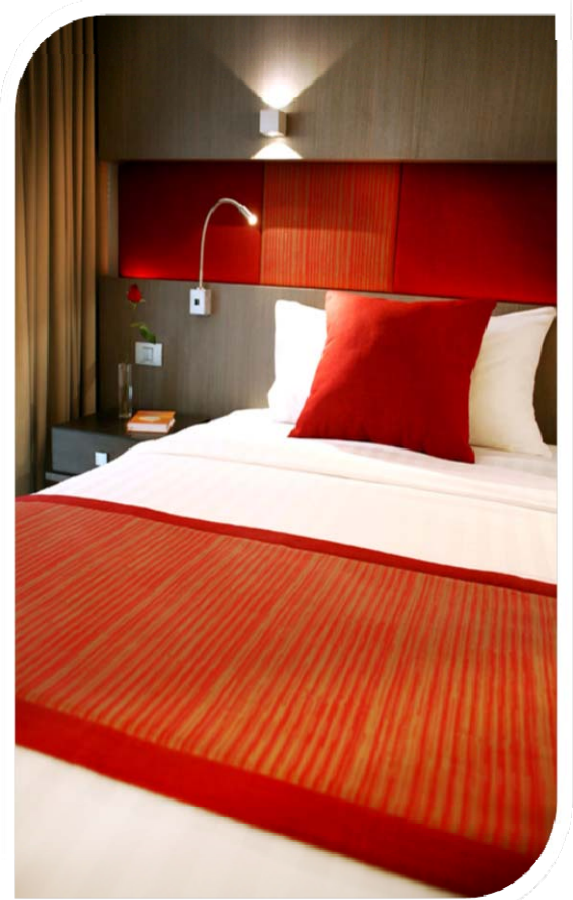


Our properties are mostly located in the Sukhumvit area, an area popular with the Japanese, making it the primary reason for the large number of Japanese customers; however, our properties do receive a lot of visitors from the USA, UK, India, Australia and Europe as well. Visitors from South East Asia whilst not indicated in the graph are increasing steadily over time. Visitors to the Pratunam area are distinctly different from the Sukhumvit as the core business/interests of the area is mainly shopping. The majority of customers come from Singapore, Malaysia and India respectively.



## Participating properties

1. Windsor Suites Hotel, Sukhumvit Soi 20
2. Legacy Express, Sukhumvit Soi 1
3. Aspen Suites, Sukhumvit Soi 2
4. Royal Ivory, Sukhumvit Soi 4
5. Omni Tower, Sukhumvit Soi 4
6. On 8, Sukhumvit Soi 8
7. Adelphi Suites, Sukhumvit Soi 8
8. Kingston Suites, Sukhumvit Soi 15
9. Admiral Suites, Sukhumvit Soi 22
10. Admiral Premier, Sukhumvit Soi 23
11. Legacy Suites, Sukhumvit Soi 29
12. Adelphi Grande, Sukhumvit Soi 41
13. Citin Pratunam, Pratunam
14. Citrus 22 Sukhumvit, Sukhumvit Soi 22



## About the program

The program is established for Bangkok properties.

- ❖ No joining fee
- ❖ The program will be launched in the last quarter of 2010 and includes;
  - Privilege Page; more detail on program and the list of current partners
- ❖ Privileges are accorded to customers booking directly online or through our Central Reservations Office
- ❖ Partners will be freely promoted via various marketing channels

## What is a Privilege Program?

Privilege Program is another marketing channel, holds opportunities for a company and partners looking to;

- ❖ Create mutual brand awareness
- ❖ Boost traffic
- ❖ Promote products and services

And offer only exclusive privileges to customers while simultaneously establishing a business relationship.

## Model of the privilege

Privileges can be in the form of a discount or a special offer as below;

Discount	Email Blasting	Digital Coupon	Online Catalogue	Online Activities
Below 20%	-	☺	☺	-
20%	5,000	☺	☺	Once
30%	10,000	☺	☺	Once

**By Partner**

**By Compass Hospitality**

**Special offers can also include:**

- ❖ Free of charge health check up
- ❖ Free of charge dental check up
- ❖ 30 minutes free foot massage
- ❖ 50% discount for skin test
- ❖ Others.....

**Marketing Opportunities**

Media	Privilege
<b>Online Channel</b>	<ul style="list-style-type: none"> <li>• Banner advertisements on selected property websites</li> <li>• Banner advertisements on Compass Travel Guide website</li> <li>• Banner advertisements on guest room booking confirmation e-Mail</li> <li>• The Partners LOGO with list of privileges on Compass Hospitality Privilege Website</li> <li>• Viral Marketing via Social Media channels such as Facebook &amp; Twitter</li> <li>• Newsletters and EDM (Electronic Direct Mail)</li> </ul>
<b>Partner’s site</b>	<ul style="list-style-type: none"> <li>• A copy of the followings;                             <ul style="list-style-type: none"> <li>○ Contract Agreement</li> <li>○ Compass Hospitality’s privilege list</li> <li>○ Properties’ key card samples</li> </ul> </li> <li>• Our banner at your website.</li> </ul>

**How to join the program (For Partners)**

Prior to joining the program, please check to see that:

- ❖ Our properties are located close to you
- ❖ Our properties are your target market
- ❖ We can truly be of assistance to help you promote your products & services

To join, you are required to;

- ❖ Fill in the 'Compass Hospitality Privilege Partner' application form
- ❖ OR call the Online Marketing Department at Compass Hospitality Co., Ltd at +66(0)2 168 7660 and ask for Ms. Tanyarat Mahitthises (SOM)

After submitting an online application form, we will revert to you within 48 hours.

### **Additional Requirements (For Partners)**

- ❖ JPG image file (2-3 is enough)
- ❖ Ai file of your company logo
- ❖ Brief description of your company, product and services

### **Contact Us**

**Ms. Tanyarat Mahitthises (SOM)**

**Online Marketing Executive**

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