

Cosmopolitan Hotel Hong Kong



Cosmo Hotel Mongkok



FOR IMMEDIATE RELEASE

Always an Outstanding E-marketer. Now Another Surge of 40% Growth in Brand Website Transaction. The Adrian Awarded Cosmopolitan Hotel Hong Kong and Cosmo Hotel Mongkok's e-commerce excellence is recently being further recognized when leading online travel agent partners awarded it their yearly company awards

Managed by Kosmopolito Hotels International

(Hong Kong, 15 May 2012) 2011 has been rewarding for **Cosmopolitan Hotel Hong Kong** and **Cosmo Hotel Mongkok** for their participation in electronic activities. Not only once, but three times elected by online travel agents as outstanding hotel partners of the year demonstrating our excellence in e-commerce and engagement with customers through e-channels. Also Once an Adrian-awarded hotel, Cosmopolitan Hotel Hong Kong has never ceased its e-marketing efforts and its works are recognized industry-wide in marketing objectives, creativity, quality, content and results.

Cosmopolitan Hotel Hong Kong as an Adrian-awarded hotel and an outstanding e-marketer

Thanks to the advancement of web technology and Internet security, online payment is becoming gradually more popular and favorable as it can help save time, and the process is boundary-free and fuss-free. Envisioning this trend, the hotel began to advance its official website for capturing online booking and from then forward a great deal of efforts were carried out . The development has been focusing on (1) content, (2) visibility, (3) engagement and (4) understanding searching habits so as to ensure the booking process will be an informative, interactive, easy to reach and most importantly, the start off of an overall pleasant hotel experience.

Content is king with no denial. To help potential customers understand the hotel and its proximity, truthful contents including the background of the hotel, detailed rooms descriptions, introduction of hotel facilities and services, further to recommendations of what to do and where to go whilst in the city are publicly listed on the website. Images of the hotel and neighborhoods are as well accessible to enrich visual identity. We trust that useful and abundant content is a catalyst for booking behavior.

Visibility is essential to reach the widest span of target audience. With greater mobility of people, the electronic space has become the reservations unit enjoying the largest capacity. While the setting itself is encouraging, it is the hotel's effort to make ourselves as easily reachable and visible as possible on the world wide web. In this light, we have contributed a great deal of work on Search Engine Optimization and also have done a quality amount of link

building to own hotel websites. By doing these, we guarantee that our potential customers reach our sites with the shortest searching time.

Engagement should be a mutual relationship, and even three-way. To make things more interactive, our hotel websites are open for guest comments in which guests can simply leave a message on the “contact us” page or send an email direct to any hotel delegate. Guest enquiries are guaranteed a response from the hotel within 24 hours as part of the hotel service quality. We further push the engagement beyond by including a hyperlink of the leading traveler’s site Tripadvisor so that interaction becomes three-dimensional: hotel, guests and public intertwined and any viewers who visit the hotel website will be given a chance to engage in public communications activities.

Understanding searching habits is the first step of all. We understand that being able to put ourselves in our customer’s shoes is important and it helps us grab the right direction when developing on the website content, web visibility, customer’s engagement and all. Anita Chan, General Manager of Cosmopolitan Hotel Hong Kong and Cosmo Hotels, shared, *“When technology is constantly changing, it is not the most techno-savvy that will survive. It’d rather be the one that is most responsive to change. It can be changes in many forms, and I see the change in customer behavior matters the most, as at the end of the day, it’s the behavior that leads to purchase decision, overriding technology as a means. Taking those into consideration, we have done extensive studies to understand guest’s searching habits for example we develop multiple website layouts for pc, tablet, smartphone, etc. to ease the booking process. The site’s content, visibility and customer’s engagement are all specially tailored to ensure customers a seamless purchase experience.”* Chan further added, *“In fact, Cosmopolitan Hotel and Cosmo Hotel Mongkok’s brand website total production has increased by over 40% between Jan and Apr 2012 compared to the same period last year. This figure tells that our effort in e-channels is on the right track.”*

Favorite hotel partners of Booking.com, Travelocity and Agoda

Stemming from hotel websites, same has been extended to our partnership with valued online travel agents (OTA). We make sure contents on hotel min-site within our partner’s site is relevant to guest’s needs and that we are visible along the search process via various means including actively participating in promotions, marketing campaigns, etc. Above all, we maintain rate parity to ensure a win-win working relationship with our distributors.

Much loved by our OTA partners, various awards are given to us recognizing our excellence in e-commerce in 2011. **Cosmopolitan Hotel Hong Kong** is awarded **Outstanding Hotel Partner Award by Booking.com** and **Best Partner Award by Travelocity**. As for **Cosmo Hotel Mongkok**, a **Gold Circle Award is presented by Agoda** as an affirmation of the hotel’s excellence in customers’ engagement through e-channels. Those awards are indeed encouraging and have further uplifted our ultimate goal which is to grow revenue alongside with a mutually trustful relationship among the hotels, customers and OTAs.

Marching towards social media and digital marketing

With trends constantly changing, in the coming months, we will be focusing on customer’s communications by means of social media and digital marketing. Currently, both Cosmopolitan Hotel Hong Kong and Cosmo Hotel Mongkok are hosting their own Facebook official pages so that fans are connected to the properties and will know about information such as hotel’s recent promotions, neighborhoods activities and event highlights. Messages left on Facebook are guaranteed to receive a response within 24 hours. There are also other forms of engagement for example seasonal promotions lined up with travel sites such as Tripadvisor.

We trust that riding on our Cosmopolitan Hotel Hong Kong's commitment "**Stay Connected**", our customers will be offered the right platform to be connected to us and enjoy the best of their stay far ahead of time before making reservations. We will also uplift Cosmo Hotel Mongkok's spirit of "**Beyond thoughtful. Anytime. Everywhere.**" and carry on rendering thoughtful service at any point of time omnipresent.

-End-

The 4-star **Cosmopolitan Hotel Hong Kong** is situated on the former Chinese Xin Hua News Agency Building in Wan Chai, boasting a distinguished address that typifies history and convenience to all focal shopping locations and commercial landmarks in its vicinity. While all its 454 rooms and suites are competitively priced to offer guests stay of unmatched value, its notable features designed with modern travelers' need in mind combine to fashion a new dimension of comfort. Cosmopolitan Hotel Hong Kong is a Michelin-recommended most comfortable hotel for 3 years in a row. The recommendation accredits its outstanding service and comfortable stay environment for global travelers. Managed by Kosmopolito Hotels International and also a member of WorldHotels.

The boutique **Cosmo Hotel Mongkok** is located between Mongkok and Tai Kok Tsui districts – Hong Kong's most celebrated jumble for the new/old, east/west and a place heavily soaked in local heritage that goes along with global glam. Opened in mid of 2010, this 100% in-door smoke-free hotel offers 285 rooms including 20 suites. Specially designed Room Comfort, Room Superior, Room CosMorganic, Room Family Quad and Suite Air are all presented with modish décor and functional design making them most well-appointed for any kind of stay. The hotel's dramatic double-height entrance and huge chandelier begin a chapter filled with the warmest welcome and most attentive care. A mere 4-minute walk to Olympic Station, the hotel is also a 10-minute walk to MongKok subway station and an easy 30-minute drive from Hong Kong International Airport. Famous local markets and world-class shopping malls are found both close by. The Italian restaurant Cinecittà is a place for a meal to remember. Managed by Boutique Series by Kosmopolito, it is also a member of Utell Hotels and Resorts.

Media enquiry:

Cosmopolitan Hotel Hong Kong

Stewart Chen, Communications Manager

+852 3552 1810

stewartchen@cosmopolitanhotel.com.hk

www.cosmopolitanhotel.com.hk



Cosmo Hotel Mongkok

Wendy Ho, Communications Manager

+852 3987 2222

wendyho@cosmomongkok.com.hk

www.cosmomongkok.com.hk

