

For Immediate Release

Harbour Plaza Hotels & Resorts Receives "2024 Annual Digital Enterprise Award" from Tencent WeChat Mini Program



Harbour Plaza Hotels & Resorts is thrilled to announce the receipt of the 2024 "Annual Digital Enterprise Award" from Tencent WeChat Mini Program in Guangzhou. This award not only recognizes our achievements in digital transformation but also underscores our leading role in applying digital technology for business development in the hotel industry.

Digital Innovation Enhances Guest Experience

Utilizing the WeChat Mini Program platform, Harbour Plaza Hotels & Resorts has created a one-stop booking service system for our hotel group, which operates under four brands: Harbour Grand,

Harbour Plaza, Hotel Alexandra and Rambler. Guests and travel agents can complete the entire booking process, from browsing hotel rooms to receiving instant booking confirmation within minutes by accessing the Harbour Plaza Hotels & Resorts WeChat Mini Program on their mobile phones. The trend of using mobile devices to make travel arrangements is now a common practice. The WeChat Mini Program truly exemplifies the convenience of "easy booking with just a smartphone." This efficient service model not only saves guests' time and enables last minute hotel arrangement to be made, but also enhances the guests' overall experience of the hotel through appreciation of the convenience brought by digital transformation.

Intelligent Operations Optimize Management Efficiency

In addition to enhancing the guest experience, Harbour Plaza Hotels & Resorts has also improved operational efficiency through the WeChat Mini Program. Reservation staff can receive guest booking requests in real time, allowing them to respond to and process requests promptly, significantly improving booking efficiency and room inventory management. Concurrently, data analysis functions enable the hotel to monitor its operational status in real time, optimizing resource allocation and reducing operating costs. This innovative booking model has allowed Harbour Plaza Hotels & Resorts to stand out in a fiercely competitive market.

Ms. PC Koh, Finance Director of Harbour Plaza Hotels & Resorts, stated: "Receiving the WeChat Mini Program's 'Annual Digital Enterprise' award is an affirmation of our group's achievements in digital transformation and serves as motivation for us to continue moving forward. We will further expand our digital strategy, continuously exploring and be receptive to innovations, so that we can continue to enhance guests' experience with higher quality, more convenient services, while also contributing to the digital development of the hotel industry."

With the accelerated arrival of the digital age, Harbour Plaza Hotels & Resorts, with its forward-looking strategic vision and unwavering execution, has taken the lead for digital transformation in the industry. Inspired by this "Annual Digital Enterprise" honour, Harbour Plaza Hotels & Resorts will continue to advance along the digital path, bringing even more surprises and excitement to their guests.

About Harbour Plaza Hotels and Resorts

Harbour Plaza Hotels & Resorts is a major player in the Asian hospitality industry by providing a distinctive blend of comfortable elegance, understated luxury and value for money in all of its hotels. The company currently manages 13 hotels in Hong Kong and Shanghai. Harbour Plaza Hotels and Resorts is a member of CK Asset Group.

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