



LOUIS T COLLECTION

Louis T Collection and WIHP Open New Doors For Chinese Travellers

New platform provides independent hotels with Chinese digital marketing tool kit

SINGAPORE (January 19, 2016) - As Chinese travellers leave the comfort zone of the group tour for do-it-yourself exploration, a new partnership between a fledgling hotel group and a marketing services company is pointing the way.

In January, Louis T Collection (Louis T), and WIHP (World Independent Hotels Promotion) launched a new initiative that connects a curated collection of independent hotels with individual Chinese travellers.

The portal in the Louis T website opens the door on essential Chinese language content about a selection of WIHP hotels, including details on rooms and suites, facilities and each property's location. More than that, visitors to the site will have access to a bounty of travel advice specifically tailored to the Chinese market, covering visa information, seasonality, currencies, where to visit, to shop etc, through the Plan Your Trip component. Customers can then book direct with the hotel, using a Chinese booking engine. This concept has been tested at Louis T's first hotel, Mantra Samui Resort in Koh Samui Thailand and Plan Your Trip is the site's most visited page.

"Though Chinese is by far the world's most spoken language, Chinese travellers, most of the time, still have to navigate in English online when it comes to travel to overseas. Nowadays I see how my Chinese friends who travel frequently, including everyone on the Louis T team in China, search and book online." said Grant Healy, co-founder and CEO at Louis T. "We see a great opportunity in letting independent hotels around the world share their unique stories to the rapidly growing Chinese outbound market.

Several hotels located in key gateway cities in Europe and U.S. destinations favoured by Chinese long haul travellers will be moved into the collection and more hotels will be added as demand increases.

"We have a number of clients in Europe and the U.S. interested in expanding their reach to the Chinese FIT market but don't have the in-house expertise from both language and cultural aspects," said Vincent Ramelli, President and CEO at WIHP. "Both Grant and I believe that this partnership will provide our hotel clients with a simple and effective way of reaching what has become the largest outbound travel market in the world."



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Customers will be able to find and book hotels of the Collection on www.louistcollection.com.

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About Louis T Collection

Louis T Collection is an innovative new force in hospitality management and building solutions with hospitality ties spanning back more than a century.

The company's extensive suite of services is designed to elevate both independent hotels and small hotel groups to the next level of success, while allowing them to maintain their unique charm and essence of location. Louis T achieves this through leveraging a diverse range of expertise and leading-edge technology alliances that optimize styling, improve market share, operational performance and profitability.

Louis T Collection is a member of The Getz Group of Companies.

www.louistcollection.com

About WIHP

We design, engineer and support state-of-the-art marketing tools for hotels and chains.

Since the creation of the company in 1999, we've been focused on helping hotels improve direct bookings through their websites and other channels. Built by marketing experts and real hoteliers, WIHP knows just what it means to manage a hotel, and created a marketing company around the true needs of the modern hoteliers.

As a hotel marketing agency, we believe that we are only good if we can increase the revenue and profits of our customers, who are the most important resource we have. Our business purpose is to guide our customers in the hotel marketing world, and to help them make the right decisions that can be measured in increased results. We believe that the best marketing is about promoting and selling the truth, and that being truthful in marketing is one of the most efficient ways to boost sales.

We believe that by being a great team means we need to do even more and get better results than any others on the market. We know that by hiring people that are constantly thinking one step



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ahead, working on developing solutions that will solve real life problems of hoteliers, we create a better future for hotel guests. We also know that our strength isn't just to have a great team but to do great actions and always measure the success. No matter how brilliant the solution, it is only as good as it gets results.

www.wihphotels.com