



Press Release

For immediate release

Dorsett Wanchai, Hong Kong Achieves New Milestone in Brand Building

(Hong Kong, November 16, 2018) Another milestone has been achieved in the year 2018 as Dorsett Wanchai, Hong Kong announces that it has won the much coveted award - **Hong Kong Brand Leadership 2018** at the annual Hong Kong Best Employer Brand Award 2018 organized by the Chief Marketing Officer (CMO) Asia, a global network of executives with more than 45,000 global executives in more than 110 countries.

The awards seek to identify and celebrate outstanding individuals and organisations from various sectors such as real estate, hotels, design firms, and manufacturing that have achieved extraordinary success from innovative and effective brand building and marketing practices in Hong Kong.

As a flagship hotel under Dorsett Hospitality International – a Hong Kong hospitality brand, Dorsett Wanchai is honoured to be recognised for its excellent branding strategy for introducing the brand promise **‘Stay Vibrant’** to its global stakeholders through a number of unique and vibrant initiatives, including the newly launched Dorsett – Your Rewards, a global loyalty programme for the group.

Taking ‘Comfortable and Personalised Stay’ to the Next Level

“While we celebrate our achievement today for being one of the most successful brands in the hospitality industry, our marketing team has already started working on other new brand initiatives in line with our global brand strategy based on 5 brand attributes – Priceless Delight, City Convenience, Social Connectivity, Vibrant Engagement, and Active Wellness. More exciting experiences are coming soon in our hotel in 2019, so stay tuned,” says Ms Anita Chan, General Manager of Dorsett Wanchai, Hong Kong.

The exciting brand initiatives that the hotel successfully launched early this year include the 26-hour Full Stay and the Dorsett Wanchai 3 Wishes package. These two initiatives are game changers as they totally change the way people define a 4-star hotel accommodation.

Ms Chan continues: “If you book directly with Dorsett Wanchai, you can enjoy the 26-hour full stay. Meaning, you can choose your preferred check in time and check out 26 hours later at no extra cost. If you check in at 4 pm, you can stay until 6 pm the next day. On arrival, you’ll be given three perks that you’ve ‘wished’ for when you booked the Dorsett 3 Wishes package. There are 12 perks to choose from, ranging from airport lounge access, free breakfast, free room upgrade to laundry service, and more - a personalised stay at its best.”

The Dorsett Wanchai, Hong Kong

The award-winning 4.5-star Dorsett Wanchai Hong Kong is conveniently located between Wanchai and Causeway Bay on Hong Kong Island giving its guests easy access to all business, shopping, and sightseeing destinations in the city. The hotel is a mere 8-minute walk to MTR stations, Times Square, and a 10-minute drive from the Hong Kong Convention and Exhibition Centre. The Dorsett Wanchai, Hong Kong offers 8 types of newly renovated rooms and suites ranging up to 48 sq. m. The signature Grand Deluxe Course View Room offers a breath-taking view of the racecourse in front of the hotel. A complimentary shuttle bus service is available to 14 destinations via five routes and all rooms are equipped with 200Mbps high-speed Wi-Fi internet. Other facilities include the Dining House Restaurant that serves the finest Guangdong and Huaiyang dishes, the 3T bar, a gym room, and various meeting spaces. Visit: www.wanchai.dorsetthotels.com

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