

For Immediate Release

Harbour Plaza Hotels and Resorts Inducted into TTG Travel Hall of Fame for Third Consecutive Year



Harbour Plaza Hotels & Resorts is proud to announce its induction into the prestigious TTG Travel Hall of Fame for the third consecutive year. This esteemed recognition celebrates our unwavering commitment to excellence across every facet of our hospitality portfolio. We are honoured to be acknowledged among the industry's finest and remain dedicated to delivering exceptional experiences to our guests worldwide.

Founded in 2002, the TTG Travel Hall of Fame recognizes the Asia Pacific region's most distinguished travel organizations that consistently set industry benchmarks and lead with innovation and service excellence. The 34th TTG Travel Awards Gala Dinner and Ceremony was held on September 25 in Bangkok, Thailand.

Digital Innovation to Optimize Guest Experience

Our group strategy to redefine booking experience through technology is highlighted by the launch of a new WeChat Mini Program. It provides travellers and trade partners with a streamlined 24/7 booking platform, featuring instant confirmation and secure e-payments for a frictionless experience. Harbour Plaza Hotels & Resorts has been honoured by Tencent WeChat with the "2024 Annual Digital Enterprise" award.

"We strive to elevate guest experience and boost operation efficiency through a dual approach of digital and physical innovations. Our WeChat Mini program has streamlined the mobile booking and payment process for travellers and trade partners," said Ms. P.C. Koh, Director of Harbour Plaza Hotels & Resorts. "Later this year, we will complement this by launching self-service kiosks for check-in and check-out across all our hotels, creating a seamless and efficient stay experience from start to finish."

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 at 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.

For further enquiry, please contact:
Sales & Marketing
Tel: (852) 2123 1845
sales@harbour-plaza.com
www.harbour-plaza.com

