

Guoman & Thistle Hotels launch guest rewards scheme

Submitted by: pr-sending-enterprises

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Guoman & Thistle Hotels has launched a user-friendly rewards scheme, 'Signature', for guests staying at any of the group's properties across the UK.

Signature is quick, free and easy for guests to join. Guests progress through Blue, Ruby and Gold membership tiers depending on how often they stay, to enjoy benefits such as a free Sunday lunch, priority / late check-out and free room upgrades.

The scheme is valid across any of the groups hotel's including the newest member of the Guoman Hotels collection, the recently refurbished hotel, The Grosvenor Hotel (http://www.guoman.com/en/hotels/united_kingdom/london/the_grosvenor_hotel/index.html).

The Signature Blue tier is open to all guests and is completely free to join. To qualify for the Signature Ruby tier, guests must stay at any Guoman or Thistle property for 4-10 nights across a maximum of two stays or more than eleven nights (across two stays) to become a Signature Gold member.

Signature Gold tier members receive all the rewards that Blue and Ruby tier guests receive as well as additional benefits such as complimentary tea and coffee at weekends, a dedicated check-in area and increased WI-FI usage. In all tiers, from time to time, members will receive exclusive offers and 'unique treats' as a thank you for staying with Guoman or Thistle.

Guests can enrol for the scheme and monitor their rewards points at www.guomansignature.com or www.thistlesignature.com.

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About Guoman Hotels

Guoman Hotel Management Limited operates two hotel brands within the UK market; Guoman Hotels, an exclusive collection of deluxe hotels in London (<http://www.thistle.com/>) and Thistle Hotels, a chain of quality full service luxury hotels UK (<http://www.guoman.com/>).

Guoman Hotels in the UK consists of five landmark properties; Charing Cross, The Cumberland, The Royal Horseguards, The Tower and the newest addition, The Grosvenor Hotel in Victoria. Whilst each hotel in the portfolio is different with its own unique identity and style, each provides the very highest levels of comfort and service to its guests.

Guoman Hotel Management Limited is a wholly-owned subsidiary of GuocoLeisure Ltd, part of the Hong Leong Group which has hospitality and leisure businesses across the globe with hotels in Europe, USA, Australasia and Asia. For further information please visit www.guoman.com.

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