

Guoman and Thistle hotels reveal enhanced websites for faster browsing and booking

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Guoman Hotel Management UK Ltd has revealed new look websites for both its Guoman and Thistle hotel brands. The company, which launched free Wi-Fi across its Guoman property portfolio last month, has redeveloped the sites in superfast HTML5, ensuring time is saved when browsing, booking and even upgrading rooms from PCs, tablets or mobile technology platforms.

The investment in the sites includes a freshly designed homepage to complement the individual style of each of the hotels run by Guoman Hotel Management. The sites also feature an upgraded 4-step booking journey, and visible offers - easily searchable by hotel, date and offer type.

Mithu Sengupta, eCommerce Director, Guoman and Thistle Hotels, commented: "With digital technology constantly evolving it's important that we keep up with the latest booking trends to make the booking process as easy and enjoyable as possible for our business and leisure travellers.

"We have listened to feedback from our customers and based the new features on their comments and suggestions. This is just the first stage in our web development project and using the help of usability experts, we will be making further improvements throughout the rest of this year and well into 2013, including an enhanced mobile site, to make the user experience even better."

For further information about Guoman and Thistle Hotels and to experience the new websites, visit www.guoman.com and www.thistle.com.

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About Guoman Hotel Management UK Ltd:

Guoman Hotel Management Limited operates two hotel brands; Guoman Hotels - an exclusive collection of luxury hotels in London (http://www.guoman.com/en/group/find_a_hotel.html) - and Thistle Hotels, a chain of quality full service hotels in the UK and Malaysia.

Guoman's UK hotels consist 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.

Thistle has 32 UK hotels (http://www.thistle.com/en/group/find_a_hotel_map.html), many in superb city centre locations, including ten in central London. In addition, Thistle has 2 hotels in the exotic peninsula of Malaysia.

Guoman Hotels PR Contact:

Natalie Eales

Siren Communications
Room on the Roof
Riverside Studios
Crisp Road
London
W6 9RL
0208 237 1210
www.guoman.com