

Group hotels debut “Go Royal” loyalty programme 集团酒店推出全新 Go Royal (帝赏) 会员奖赏计划

Group hotels launch Go Royal by SHKP (Go Royal), one of the largest hotel and shopping loyalty programmes in Hong Kong, that combines hotel dining, stay, leisure and shopping rewards. With the convenient Go Royal mobile app, members would be able to redeem bonus points, the same loyalty currency used by The Point by SHKP (The Point), the integrated customer loyalty programme for the Group malls across the city, at the Group’s shopping malls for fabulous rewards. The Point members can also readily enjoy exceptional accommodation or dining experiences at Royal Hotels and their award-winning restaurants.

Go Royal debuts at a time when COVID-related restrictions are being gradually relaxed and the Government has launched the latest round of the Consumption Voucher Scheme to boost the economy. Customers can truly benefit with the additional rewards offered by the Go Royal membership. The new programme encompasses five Royal Hotels (namely The Royal Garden, Royal Park Hotel, Royal Plaza Hotel, Royal View Hotel and ALVA HOTEL BY ROYAL) and their 20 restaurants. As The Point bonus points are also redeemable at 25 SHKP malls, Go Royal members can enjoy more extraordinary rewards after earning the bonus points with their spending at Royal Hotels.

Group Executive Director Adam Kwok explains: “Go Royal brings together loyal guests of the Group’s five Royal Hotels and members of The Point. To elevate customer experience, the programme comes with an easy-to-use mobile app to offer a more comprehensive, diverse and tailored experience that suits the spending habits of the new generation. Guests can easily fulfil their wish for hotel stays, dining and shopping in malls with two programmes, one single account and one set of bonus points.”

The initiative comes as another major customer experience enhancement for the Group’s largest shopping mall customer loyalty platform, The Point, with a membership of nearly 2 million.

Members can easily earn more points at various touchpoints. They can earn one point for every dollar spent at Royal Hotels, on top of 25 SHKP malls.

Group Executive Director Christopher Kwok adds: “Go Royal’s alliance with The Point is a significant strategic milestone for The Point. It underscores the growing importance of The Point as a core membership programme of the Group that enhances the synergy and creates extra value for our customers and across businesses within the Group. With a customer-centric approach, we are elevating the loyalty programme to the next level for our customers, and creating more opportunities for nearly 2 million members to earn and burn their points.”

18 Membership Types 会籍类别

Two types of Go Royal membership are available – Go Royal, a free membership with no expiry date; and Go Royal Gold, a membership with an annual fee of HK\$1,388, which offers more discounts and an array of exclusive offers.

Go Royal提供两种会籍，分别是不设期限的免费会籍Go Royal (帝赏卡)，以及以年费HK\$1,388解锁更多折扣优惠及专属礼遇的Go Royal Gold (帝赏金卡)。

Member Type 会籍类别	Requirements 加入资格	Validity Period 会籍期限	Card 会员卡	Member Benefits 会员优惠
Go Royal (帝赏卡)	Free enrolment 免费注册	No expiry date 不设期限		10% off on dining 9折餐饮优惠
Go Royal Gold (帝赏金卡)	Annual fee HK\$1,388 年费HK\$1,388	One-year 一年		Up to 20% off on dining & 8% off on rooms 高达8折餐饮优惠及92折住宿优惠

Both membership types are designed for those seeking luxury and convenience. Providing quality curated products and services that resonate with an elevated lifestyle, members can find the very best in life with Go Royal.

两种会籍均是为追求生活享受的人士而设。Go Royal呈献优质及精挑细选的产品和服务，营造尊尚的生活方式，为会员带来更美好的生活体验。

Go Royal Launch Offers[^]

Go Royal迎新礼遇[^]

To celebrate the launch, from now till the end of July 2022, members will receive:

为庆祝Go Royal全新推出，由即日起至2022年7月底，会员可享：

- A HK\$100 Welcome Coupon: Upon becoming a Go Royal member after free registration;
HK\$100 迎新礼券：免费注册成为 Go Royal 会员后即时赠送
- Triple Welcome Bonus Points: The first HK\$500 spending in a single qualifying transaction at any participating hotel or restaurant will earn triple Welcome Bonus points, and every subsequent HK\$1 spending can earn 1 point;
三倍迎新积分：于参与计划的酒店及餐厅完成首笔单合资格交易，首笔 HK\$500 合资格消费可赚取三倍迎新积分，随后每消费 HK\$1 可赚取 1 分

[^]Welcome offers are available while stocks last.
迎新礼遇数量有限，先到先得。



Go Royal brings together loyal guests of the Group’s five Royal Hotels and members of The Point. Guests can easily fulfil their wish for hotel stays, dining and shopping in malls with two programmes, one single account and one set of bonus points
Go Royal结合集团旗下5间“帝”系酒店的粉丝及The Point积分奖赏计划的会员，两个计划、一个账户、一套积分，同时满足酒店住宿、餐饮及商场购物的多重愿望

集团旗下酒店推出香港最大型的酒店及消费购物综合奖赏计划之一Go Royal by SHKP (帝赏)，为会员提供酒店餐饮、住宿、休闲及购物方面的礼遇。Go Royal会员可通过简单易用的Go Royal手机应用程序，使用与新地商场综合会员计划The Point共用的积分，于集团遍布各区的商场兑换丰富的购物礼遇；而The Point会员则可在“帝”系酒店，以积分兑换非凡的住宿体验，并在屡获殊荣的酒店餐厅兑换餐饮奖赏。

此奖赏计划推出的时间正值新冠疫情相关管控措施逐步放宽，加上政府推出新一轮消费券以提振经济，Go Royal的各项奖赏将让顾客体验更多的喜悦。计划涵盖5间“帝”系酒店（即帝苑酒店、帝都酒店、帝京酒店、帝景酒店和帝逸酒店）及其20间餐厅，而The Point积分奖赏计划覆盖25个集团商场，Go Royal会员可于各酒店消费之余赚取The Point积分，兑换更多精彩奖赏。

集团执行董事郭基辉表示：“Go Royal结合新地旗下5间‘帝’系酒店的粉丝及The Point积分奖赏计划的会员，以提升顾客体验为目标，通过简单易用的手机应用程序，为顾客提供更全面、更多元化、更契合新世代消费模式的体验。两个计划、一个账户、一套积分，同时满足酒店住宿、餐饮及商场购物的多重愿望。”

此次合作亦再度为集团的商场积分奖赏计划The Point旗下接近200万名会员，提供更优质的顾客体验，会员可以轻松地在不同场所赚取更多积分，即在5间“帝”系酒店每消费HK\$1，便可如同在25个集团商场消费一样，赚取1分The Point积分。

集团执行董事郭基泓指出：“Go Royal与The Point结盟是一个重大及策略性的里程碑，彰显The Point作为集团核心会员计划的重要性，亦可增强协同效应，为顾客以至集团各项业务创造更多价值。我们本著以客为先的精神，进一步优化奖赏计划，为接近200万名会员带来更多赚取和享用积分的机会。”

Member Benefits 会员礼遇

Go Royal members can enjoy a whole range of hospitality, dining, and shopping rewards, including:

Go Royal会员礼遇包括一系列酒店、餐饮和购物奖赏，包括但不限于：

- 10% off on dining, up to 20% off for Gold members
9折餐饮优惠，金卡会员享高达8折
- 8% off on rooms (applicable to Gold members only)
92折住宿优惠（仅限金卡会员）
- Gold members receive HK\$1,200 worth of dining coupons and bonus vouchers for complimentary lunch buffet, birthday cake and more.
金卡会员另可即时赠总值 HK\$1,200 餐饮现金券及多种额外礼券包括自助午餐及生日蛋糕等
- Earn 1 The Point bonus point for every HK\$1 of qualifying hotel spending[^]
于参与酒店每消费HK\$1即可赚取1分The Point积分[^]
- Double bonus points in birthday month[^]
于生日月份可享双倍积分[^]
- Earn points for qualifying events held in participating hotels[^]
于参与酒店举办合资格活动可赚取积分[^]
- Redeem member-exclusive rewards[^]
凭积分兑换会员专属奖赏[^]
- Online hotel services via Go Royal App including checking points balance, redeeming hotel rewards, room booking, table reservations, takeaway & delivery, and e-Shop.
通过Go Royal手机应用程序查阅积分纪录、兑换酒店奖赏、预订房间、餐饮订座、使用美食外卖自取/外送及网上商店服务

[^]Go Royal会员完成首笔 HK\$500 或以上的单次合资格消费，即可享受有关礼遇

[^]Go Royal members will start enjoying these benefits upon making the first single qualifying hotel spend of HK\$500 or above.

For more information, please click: www.goroyal.com.hk

更多详情，请点击：www.goroyal.com.hk

[^]Go Royal terms and conditions apply.

[^]受Go Royal之条款及细则约束。