

Group hotels debut “Go Royal” loyalty programme 集團酒店推出全新 Go Royal (帝賞) 會員獎賞計劃

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.”

Membership Types 會籍類別

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提供兩種會籍，分別是不設期限的免費會籍Go Royal (帝賞卡)，以及以年費HK\$1,388解鎖更多折扣優惠及專屬禮遇的Go Royal Gold (帝賞金卡)。

Member Type 會籍類別	Requirements 加入資格	Validity Period 會籍期限	Card 會員卡	Member Benefits 會員優惠
Go Royal (帝賞卡)	Free enrolment 免費登記	No expiry date 不設期限		10% off on dining 9折餐飲優惠
Go Royal Gold (帝賞金卡)	Annual fee HK\$1,388 年費HK\$1,388	One-year 一年		Up to 20% off on dining & 8% off on rooms 高達8折餐飲優惠及92折住宿優惠

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.

兩種會籍均是為追求生活享受的人士而設。Go Royal呈獻優質及精挑細選的產品和服務，營造尊尚的生活方式，為會員帶來更美好的生活體驗。

Go Royal Launch Offers[^]

Go Royal迎新禮遇[^]

To celebrate the launch, from now till the end of July 2022, members will receive:
為慶祝Go Royal全新推出，由即日起至2022年7月底，會員可享：

- A HK\$100 Welcome Coupon: Upon becoming a Go Royal member after free registration;
HK\$100 迎新禮券：免費登記成為 Go Royal 會員後即時贈送
- 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;
三倍迎新積分：於參與計劃的酒店及餐廳完成首筆單次合資格交易，首 HK\$500 合資格消費可賺取三倍迎新積分，隨後每消費 HK\$1 可賺取 1 分

[^]Welcome offers are available while stocks last.
迎新禮遇數量有限，先到先得。



GO ROYAL by SHKP

ROYAL HOTELS ALL-NEW MEMBERSHIP PROGRAMME
ROYAL HOTELS 全新酒店會員計劃

立即下載 Go Royal App

下載 GO ROYAL App 登記成為會員
於酒店食、住、玩都可以賺取 The Point 積分！

Download Go Royal App and Become our member, Eat, Stay and Play & Earn The Point bonus points!

立即登記送您 HK\$100 迎新禮券
Become our member to receive a HK\$100 Welcome Coupon

The Royal Garden, Royal Plaza Hotel, Royal Park Hotel, Royal View Hotel, ALVA HOTEL BY ROYAL

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結合集團旗下5間「帝」系酒店的粉絲及The Point積分獎賞計劃的會員，兩個計劃、一個賬戶、一套積分，同時滿足酒店住宿、餐飲及商場購物的多重願望

集團旗下酒店推出本港其中一個最大型的酒店及消費購物綜合獎賞計劃Go Royal by SHKP (帝賞)，為會員提供酒店餐飲、住宿、消閒及購物方面的禮遇。Go Royal會員可透過簡單易用的Go Royal手機應用程式，使用與新地商場綜合會員計劃The Point共用的積分，於集團遍佈各區的商場兌換豐富的購物禮遇；而The Point會員則可在「帝」系酒店，以積分兌換非凡的住宿體驗，並在屢獲殊榮的酒店餐廳兌換餐飲獎賞。

此獎賞計劃推出的時間正值新冠疫情相關的管控措施逐步放寬，加上政府推出新一輪消費券以提振經濟，Go Royal的各項獎賞將讓顧客體驗更多的喜悅。計劃涵蓋5間「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間餐廳，而The Point積分獎賞計劃覆蓋25個集團商場，Go Royal會員可於各酒店消費之餘賺取The Point積分，兌換更多精彩獎賞。

集團執行董事郭基輝表示：「Go Royal結合新地旗下5間『帝』系酒店的粉絲及The Point積分獎賞計劃的會員，以提升顧客體驗為目標，透過簡單易用的手機應用程式，為顧客提供更全面、更多元化、更切合新世代消費模式的體驗。兩個計劃、一個賬戶、一套積分，同時滿足酒店住宿、餐飲及商場購物的多重願望。」

是次合作亦再度為集團的商場積分獎賞計劃The Point旗下接近200萬名會員，提供更優質的顧客體驗，會員可以輕鬆地在不同場所賺取更多積分，即是在5間「帝」系酒店每消費HK\$1，便可如同在25個集團商場消費一樣，賺取1分The Point積分。

集團執行董事郭基泓指出：「Go Royal與The Point結盟是一個重大及策略性的里程碑，彰顯The Point作為集團核心會員計劃的重要性，亦可增強協同效應，為顧客以至集團各項業務創造更多價值。我們本著以客為先的精神，進一步優化獎賞計劃，為接近200萬名會員帶來更多賺取和享用積分的機會。」

Member Benefits 會員禮遇

Go Royal members can enjoy a whole range of hospitality, dining, and shopping rewards, including:
Go Royal會員禮遇包括一系列酒店、餐飲和購物獎賞，包括但不限於：

- 10% off on dining, up to 20% off for Gold members
9折餐飲優惠，金卡會員享高達8折
- 8% off on rooms (applicable to Gold members only)
92折住宿優惠 (僅限金卡會員)
- Gold members receive HK\$1,200 worth of dining coupons and bonus vouchers for complimentary lunch buffet, birthday cake and more.
金卡會員另獲即時回贈總值 HK\$1,200 餐飲現金券及多種額外禮券包括免費自助午餐及生日蛋糕等
- Earn 1 The Point bonus point for every HK\$1 of qualifying hotel spending[^]
於參與酒店每消費HK\$1即可賺取1分The Point積分[^]
- Double bonus points in birthday month[^]
於生日月份可享雙倍積分[^]
- Earn points for qualifying events held in participating hotels[^]
於參與酒店舉辦合資格活動可賺取積分[^]
- Redeem member-exclusive rewards[^]
憑積分兌換會員專屬獎賞[^]
- Online hotel services via Go Royal App including checking points balance, redeeming hotel rewards, room booking, table reservations, takeaway & delivery, and e-Shop.
透過Go Royal手機應用程式查閱積分紀錄、兌換酒店獎賞、預訂房間、餐飲訂座、使用美食外賣自取/外送及網上商店服務

[^]Go Royal會員完成首筆 HK\$500 或以上的單次合資格消費，即可享受有關禮遇

[^]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

更多詳情，請按此：www.goroyal.com.hk

[^]Go Royal terms and conditions apply.

[^]受Go Royal之條款及細則約束。