

NH HOTEL GROUP PRESENTS MOBILE GUEST SERVICE, A NEW DIGITAL SOLUTION FOR HOTEL SERVICES

From booking a table to ordering via the virtual minibar, guests can access anything they need using their own mobile devices



London, 12 November 2020 – Mobile Guest Service, a new digital solution launched by NH Hotel Group, is designed to change the way in which guests interact with the company’s hotels and services, improving their experience and prioritising safety. It is a system that offers guests full control of their hotel stay from any electronic device, whether that’s a mobile phone, tablet, or laptop.

The platform provides practical information about the hotel, access to main services such as room service, spa, gym and restaurant reservations, the option to request extra amenities and the ability to order products from the now virtual minibar. In addition, Mobile Guest Service offers guests useful information about the destination, including tips for visiting tourist hot spots alongside access to the daily international press.

Posters in reception, lobbies and rooms of the Group’s properties will give users access to the content through a QR code. The system is already available in 293 of the 350 hotels that the Company manages internationally, including both of its hotels in the UK (NH London Kensington and nhow London).

“Innovation is a priority for NH Hotel Group. We believe that the best way to improve our guests’ stay is to offer them a different, agile and simple service, as today’s life requires. Mobile Guest Service adds to our digital commitment with which we intend to make the final guest experience even more satisfactory. Furthermore, this platform reinforces the customer’s perception of security, since they are able to interact with all the hotel services using only their own device”, Isidoro Martínez de la Escalera, NH Hotel Group Chief Marketing Officer, highlighted.

NH Hotel Group, at the forefront of technological advances

The Group is a pioneer in technological innovation in the hotel sector. At the end of 2018 it launched FASTPASS, an application that combined three services from an online application for the first time - Check-in, Check-out and Choose Your Room. Now the company is taking another step forward in incorporating technological solutions that help improve the stay in its hotels.

Feel Safe at NH, safety for customers and employees

Since the reopening of its hotels, the Group has implemented Feel Safe at NH, a new set of measures that address the current health crisis that includes aspects such as maximising the cleaning and sanitising processes of each hotel space, new processes and protocols for restaurant management and control of air and water purification. The concept has been implemented to ensure that anyone who is in a NH Hotel Group property, be they a customer or an employee, can feel safe.

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About NH Hotel Group

NH Hotel Group is a consolidated multinational player and a benchmark urban hotel operator in Europe and the Americas, where it runs more than 350 hotels. In 2019, the Company is working with Minor Hotels on integrating all of its hotel trademarks under a single corporate umbrella brand with a presence in over 50 countries worldwide. A portfolio of over 500 hotels has been articulated around eight brands - NH Hotels, NH Collection, nhow, Tivoli, Anantara, Avani, Elewana and Oaks - to forge a broad and diverse range of hotel propositions in touch with the needs and desires of today's world travellers.

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