

NH HOTEL GROUP LAUNCHES *FASTPASS* TO OFFER GUESTS COMPLETE CONTROL OVER THEIR STAY

The Group is the first urban hotel chain in Europe to offer combined Online Check-in, Choose Your Room and Online Check-out services thanks to *FASTPASS*

Madrid, 30th October 2018. NH Hotel Group is launching *FASTPASS*, combining three innovative services - Online Check-in, Choose Your Room and Online Check-out - that put complete control over their stay in the hands of the customer. With this programme, the Company leads the way once again in the use of technological innovation in the hotel sector, as the first European urban hotel chain to offer all three services at once. The implementation process will be delivered in two phases and by 2019 it will be available in 330 of the Group's hotels.

Under the claim *Get the power of your stay*, the Group goes a step further in its commitment to offer an excellent service to its customers who, with *FASTPASS*, will now be able to customise their experience in NH hotels, saving as much time as possible. Not only will members of the NH Rewards loyalty programme benefit from these services, but all NH customers in the vast majority of the Company's hotels in Europe and the Americas, where more than 42,000 rooms have been digitalised.

How does *FASTPASS* work?

48 hours before arriving at the hotel, the guest will receive an e-mail to access Online Check-in where the guest can provide all his or her details up to 12 noon on the arrival date, so that on arriving at the hotel all he or she has to do is pick up the room key. During the Online Check-in process, the guest will benefit from the Choose your room service, which lets guests consult all the available rooms and choose the one best suited to their tastes and needs according to their own criteria (facing, views, bathroom, type of bed, etc.). From 6:00pm on the day before departure, guests can pay for any expense incurred and complete Online Check-out and leave the hotel without having to go to reception.

According to the Company's estimates, after the first year of implementation of *FASTPASS*, more than 12,000 people will have left the hotel without having to check out at reception, collectively saving 42,000 minutes which they can take advantage of to do much more enjoyable things than stand in a queue at the reception desk. Furthermore, the digitalisation of check-in and check-out represents a great benefit for the environment in the reduction of paper, estimated at more than 24,000 sheets per year, which is the equivalent of 460Kg of CO₂e.

As far as customer preferences are concerned, which will no doubt establish the trend in the Choose your room service, guests usually pick rooms on the higher floors, located on the corners and far from the lifts. Now, in addition to these general preferences, they will have many more options to consider in choosing their room, such as views, the type of bed, the direction the room is facing or the bathroom.

For further information:

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FASTPASS will be available through any device completely free of charge for all guests. It will also be available through the NH Hotel Group app. For customers in the NH Rewards loyalty programme, it will be even easier to use **FASTPASS** services as their data will be stored and will not have to be re-entered.

“We are aware that customers are becoming increasingly independent thanks to technology, and so we wanted to go further by combining these three innovative services to facilitate as much as possible and constantly improve their NH experience. We want guests go in and out of our hotels as if they were at home, and are able to choose the room according to their preferences” notes Isidoro Martínez de la Escalera, Chief Marketing Officer at NH Hotel Group. For his part, Rufino Pérez, Chief Operations Officer & Global Transformation Leader added that *“being the first urban hotel chain in Europe to offer the three services at the same time to all its customers places us at the leading edge of next-generation hotel technology”*.

NH Hotel Group has thus reached another milestone in its quest for constant technological innovation that characterises the Company. Other milestones such as being the first hotel chain to offer **3D holographic technology**, permanently, or services such as the **Instant Booking Tool** – the first tool that permits immediate online booking of and payment for meeting areas and rooms for meetings and events – have consolidated its commitment to new technologies as a great differentiating element.

All the information on **FASTPASS** is available at - www.nh-hotels.com/fastpass.

About NH Hotel Group

NH Hotel Group (www.nhhotelgroup.com) is a world-leading urban hotel operator and a consolidated multinational player. It operates close to 400 hotels and almost 60,000 rooms in 30 countries across Europe, America and Africa, including top city destinations such as Amsterdam, Barcelona, Berlin, Bogota, Brussels, Buenos Aires, Düsseldorf, Frankfurt, London, Madrid, Mexico City, Milan, Munich, New York, Rome and Vienna.

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