



Cititel Hotel Management Sdn. Bhd.

(Company No: 198102-W)

Cititel Hotel Management (CHM) – a subsidiary of IGB Corporation Berhad Malaysia, is a successful home-grown hotel management company and is continuing to seek opportunities in key Asian cities to build its portfolio, particularly in the three and four star categories

Strategically located within each of the vibrant Asean cities and close to major business and commercial districts that provide easy access, with local attractions almost at its finger tips

CHM Hotels includes **Cititel Penang, Cititel Mid Valley, Kuala Lumpur, Boulevard Hotel, Kuala Lumpur, The Gardens Hotel & Residences, Pangkor Island Beach Resort, Pangkor Island, the recent RM18 million refurbished MiCasa All Suite Hotel Kuala Lumpur, Micasa Hotel Apartments, Yangon** and newly open **St Giles Hotel Makati, Metro Manila**. In Europe and USA, the associate hotels are **St Giles Hotel Central London, St Giles Hotel Heathrow** and the **St Giles Hotel The Tuscany** and **St Giles Hotel The Court**, in New York

In keeping abreast with the latest technology to provide convenience to its guests, shortly instant information and bookings of its hotels are available on all smart phones. **Come March 22, 2011, CHM Hotels Mobile will be rolled out to the general public.** This enhancement is to create a user-friendly content, easy to navigate layout, providing greater integration edge with its existing website and live availability to both business travellers on the move and those seeking for best deals.

One can book hot deals, whenever and wherever you are. It is available on all the platforms – iPhone/iPad/iPod, android, blackberry and java, a real convenience for those on the go. Check out its Hot Deals now. With CHM Hotels Mobile, it is easier than you think.

With real time availability, instant confirmation and numerous functionalities such as checking your

online reservations, updating your profile, go to mobilechmhotels.com





Keeping in tandem with the sophistication of today's travellers and recognizing the multitude of ethnicity, cultures and traditions, a unique programme **My Passion** ...to create a totally fulfilling experience for all our guests at all times" was launched to all hotel team across the globe.

My Passion reinforces the importance of service delivery to customers and guests that relates to each associate's commitment and obligations in realizing CHM Hotel's new tagline of "totally fulfilling experience for all guests at all times".

At each hotel level **My Passion** Champion trainers were taken through an intensive 5-day workshop to reinforce absolute focus on the importance of service delivery to all customers by emphasizing on 6 key attitudinal traits; from anticipating guests' needs, providing guest recognition, friendliness, exercising flexibility, being courteous and having the right attitude.

This marks another milestone for CHM Hotels advocating in the "One Team One Direction" by incorporating **My Passion** programme, further enhancing the service delivery as a successful hospitality group as it continues to actively seek new opportunities to expand its portfolio.

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For information, kindly contact:

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About CHM : CHM is a subsidiary of the Malaysian-based IGB Corporation, a property and investment holding company, known for its excellence in both commercial and residential property development, currently has a portfolio of hotels which also include the Renaissance Hotel, Kuala Lumpur, New World, Saigon, St Giles Central London and St. Giles Heathrow. **CHM's** Consulting & Management Scope encompasses Concept Development, Market & Feasibility Studies, Facility Planning, Marketing Strategies & Planning, Equipment & Product Selection and Procurement, Recruitment & Training and Operations & Management.