

新闻通稿 **Press Release:**

## 德国玛丽蒂姆酒店集团联合微信推出小程序服务中国旅行者

### **Partnering with Tencent, Maritim Hotels launched its WeChat Mini Program to provide convenient service for Chinese travelers**

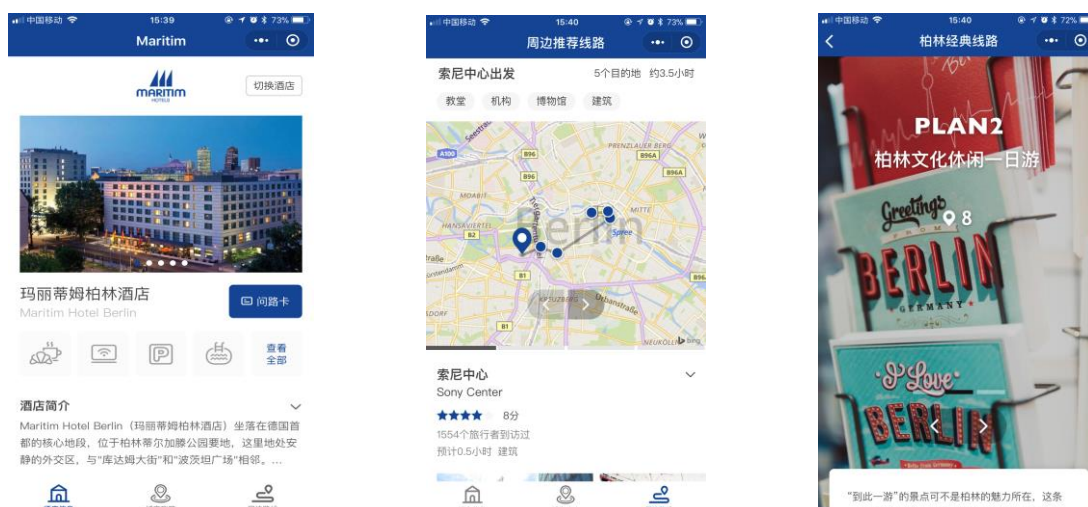
(2018年3月8日, 柏林) 近日, 在全球旅行行业最重要的旅游大展——德国柏林国际旅游博览会(2018 ITB Berlin)上, 德国最大的酒店集团MARITIM玛丽蒂姆联合腾讯微信, 宣布正式向入住MARITIM玛丽蒂姆品牌旗下酒店的中国游客提供官方微信小程序服务。

(March 8th, 2018 Berlin) At the foremost global travel trade show—ITB Berlin 2018, Maritim Hotels, the largest owner managed German hotel group together with WeChat co-announced that all Maritim Hotels will provide WeChat Mini Program services for Chinese travelers.

如今, 人们对于出境旅行的品质期望值越来越高。德国MARITIM玛丽蒂姆酒店集团此次发布的全新服务, 是微信小程序在海外酒店集团的首次大规模应用。在集团旗下的7个国家47家酒店里面, 游客可以通过置于酒店前台、客房和餐厅的小程序码, 扫一扫即可迅速获取多种便利的服务。游客既可以便捷的了解酒店的服务信息、交通位置和联系沟通方式; 也可以通过小程序探索酒店所在城市的旅游攻略, 涵盖必去景点、当地美食、购物玩乐多个方面的内容; 对于日程紧张商务旅客, 酒店还特别提供了周边线路的新体验, 通过小程序可以发现多条酒店周边的旅游线路。

To meet with raised quality travel expectations from the Chinese outbound tourists, Maritim Hotels becomes the first foreign hotel group worldwide that launched WeChat Mini Program. At its 47 properties in 7 countries, guests can simply scan the QR code at front desk, guest rooms and restaurants to instantly enjoy various services. Travelers not only receive the hotel facility and service info, location & transportation and contact direction, but also get the local city tour services covering attractions, local cuisine, shopping centers, entertainment and other travel related content. In

addition, the business travelers who have tight schedule can explore the nearby local tour packages also by searching through Maritim WeChat Mini Program.



(小程序截图)

(Screenshots of WeChat Mini Program)

MARITIM 玛丽蒂姆酒店集团首席商务官 Roland Elter 表示，“很高兴能与微信进行此次合作。我们希望通过微信小程序的推广来进一步提高中国旅行者在 MARITIM 玛丽蒂姆旗下酒店的入住体验，优化我们对中国客人的服务，增加我们的中国市场份额。”

Roland Elter, the CCO of Maritim Hotels said “It’s a pleasure working with Tencent. Launching WeChat Mini-Program we wish to enhance our Chinese guests’ travel experience, to improve our service level for Chinese guests, and to increase our market share from China region.”



( 小程序二维码房间展示照片 )

( WeChat Mini-Program Image displayed in guest rooms )



( 小程序二维码前台展示照片 )

( WeChat Mini-Program Image displayed at Front Desk )

微信团队表示，“中国游客出境旅游在出行过程中会遇到语言不通、信息不对称等诸多问题，通过微信小程序平台优化境外游客体验，是非常有意义的探索和尝试。海外第一家酒店集团 MARITIM 玛丽蒂姆酒店推出小程序服务是良好的开端，希望更多的境外旅游服务机构通过微信平台为中国游客带来出行便利。”

WeChat team said, “Language barriers and misleading travel information may cause issues for outbound Chinese tourists, therefore it’s a great initiative to improve guests experience by applying WeChat Mini Program. As the first foreign hotel chain worldwide, Maritim Hotels leads the best practice, and we wish more overseas travel suppliers to follow Maritim’s footsteps.”

穷游网为本次酒店小程序的全新体验提供了旅游内容技术的支持，穷游网创始人 CEO 肖异表示，“作为领先的国内出境游一站式平台，希望通过发挥穷游在出境游中的内容，技术及资源优势，基于微信平台为中国游客带来更加便利和精彩的深度体验。”

Qyer.com is the travel content technical provider for this WeChat & Maritim Hotels cooperation. Mr. Yi Xiao the Founder & CEO of Qyer.com introduced “As a leading Chinese outbound travel one-stop-shop platform, Qyer.com will provide an enhanced intelligent and convenient travel experience for Chinese tourists by applying WeChat Mini Program. We expect Qyer.com to well serve outbound travel business with aligning its expertise in travel content, technology and resources.”



(MARITIM 玛丽蒂姆酒店集团官方微信小程序)

( Maritim Hotels Official WeChat Mini Program )

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- **Maritim 玛丽蒂姆酒店集团简介:** Maritim 玛丽蒂姆酒店集团是德国最大的业主管管理的酒店集团。目前在德国，西班牙，马耳他，毛里求斯，土耳其，埃及以及中国拥有 47 家酒店。Maritim 玛丽蒂姆是欧洲一流酒店的代名词，目前正积极部署品牌在全球的扩展。更多信息，请参考 [www.maritim.com](http://www.maritim.com).

**About Maritim Hotels:** The Maritim Hotelgesellschaft is Germany's largest owner managed hotel group, and the company's nationwide hotel network is represented by 47 hotels in six countries overseas: Mauritius, Egypt, Turkey, Malta, Spain and China. The group's strong position in Europe's first-class hotel industry will continue to be consolidated through continual expansion. For more information, please visit [www.maritim.com](http://www.maritim.com).

- **WeChat 简介:** WeChat 是一个创新的智能手机社交通讯应用，持续以革新方式改变人与人之间的沟通及分享。WeChat 为用户提供一个丰富、有趣、一站式无缝连接互动短讯、社交通讯及游戏的应用，同时提供多重完善的私隐保障，用户可按个人需要自定义私隐设定。WeChat 提供整合单一的平台，用户可以轻易地分享语音消息、相片、影片视频及文字。品牌亦可透过 WeChat 官方账号传递丰富的内容给用户，从而扩展客户市场。WeChat 用户可在 Android、BlackBerry、iOS、Symbian、Windows Phone、网页版及 Mac 桌面版免费下载及执行。WeChat 为腾讯控股有限公司拥有及运营。腾讯于 1998 年在中国深圳成立。腾讯（00700.hk）在香港联合交易所的主板上市。

**About WeChat:** WeChat envisions and innovates new ways for people to connect, communicate and share. WeChat is a mobile social communication APP designed for smart phone users. WeChat empowers users in fun and dynamic ways, by bringing together messaging, social communication and games in one seamless, interactive experience, with comprehensive privacy and security settings that can be tailored as needed. WeChat provides a central point of control for users to share voice, photos, videos, and text messages across their entire social ecosystem. Through Official Accounts, WeChat allows brands to deliver rich and high-touch appealing content experiences to engage with and grow their communities. WeChat is available free to download on Android, iOS, Windows operating system, web version and Mac for desktop version. WeChat is owned and operated by Tencent Holdings Limited, a leading provider of Internet value added services in China. Tencent was founded in Shenzhen, China, in 1998. Shares of Tencent (00700.hk) are traded on the Main Board of the Stock Exchange of Hong Kong.

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