



## **Brand Promise** *(What We Offer)*

### *Hospitality that matters, Stay better*

*We deliver consistent guest experiences with exceptional value and thoughtful customer service in strategic property locations.*

*At Worldwide Hotels, there is always a hotel for every traveller.*



## **Brand Personality** *(How we deliver it)*

*Thoughtful  
Measured  
Considered*

### **Brand Attributes** *(Guide How We Communicate)*

#### **1** *Inclusivity*

- We value everyone
- We strive to cater to every type of traveller

#### **2** *Expertise*

- Knowledge and quality are essential to what we do
- We're always curious and willing to improve

#### **3** *Opportunity*

- We take every chance to grow
- We're passionate and eager to turn potential into success





## **Brand Promise** *(What We Offer)*

### **Connectivity for the Savvy Traveller**

Always strategically located in the city with accessible metro transport, V Hotel is all about connectivity for the savvy business and leisure travellers.

Designed to be aesthetic, modern and timeless, we also make sure our warm and caring service set us apart.



## **Brand Personality** *(How we deliver it)*

**Thoughtful**  
**Measured**  
**Considered**

### **Brand Attributes** *(Guide How We Communicate)*

#### **1** **Connected**

- We link you to people and places conveniently
- Foster relationship building and connecting you to possibilities

#### **2** **Discerning**

- We present thoughtful hospitality touches
- We are mindful and attentive to our guests' needs

#### **3** **Warm**

- Warm service from the heart, and friendly staff to welcome you
- We attend to guests graciously and proactively





**HOTEL BOSS**

**Brand Promise**  
*(What We Offer)*

## *Something for Everyone*

Whether for business or pleasure, work or play –  
Enjoy our thoughtful amenities and facilities in a  
central and culturally rich neighbourhood.

At Hotel Boss, there is something for everyone.



**Brand  
Personality**  
*(How we deliver it)*

**Friendly  
Warm  
Caring**

## **Brand Attributes** *(Guide How We Communicate)*

### **1** *Variety*

- Engage and revel in intercultural interactions within our heritage neighborhood
- We constantly act on everyone's feedback

### **2** *Authenticity*

- Act with empathy and bring our genuine selves to work each day
- Honest and transparent in the way we do things

### **3** *Welcoming*

- Caring for one another and for our guests
- Embrace diversity of culture for improved staff and guest experiences





## Brand Promise (What We Offer)

### Experiences Crafted for "Mi"

At Hotel Mi, it all about creating unique "Mi" experiences for the social and confident next-gen traveller.

With urban-inspired spaces and intuitive services, every stay is fun, vibrant and energetic.



## Brand Personality (How we deliver it)

**Social**  
**Active**  
**Confident**

### Brand Attributes (Guide How We Communicate)

#### 1 Be Creative

- We present ideas that are unique, delightful and valued by our guest

#### 2 Deliver Experiences

- Understand what makes our guests tick to create memorable moments
- Deliver intuitive guest services for customer loyalty

#### 3 Be Fun

- Being active and enthusiastic in all that we do
- We make your day a brighter and livelier one





## Brand Promise (What We Offer)

### Value Made Perfect

Everything you want - from warm welcome and consistent experiences to unmatched Value.

Value Hotel, our name says it all.



## Brand Personality (How we deliver it)

**Dependable**  
**Steady**  
**Assured**

### Brand Attributes (Guide How We Communicate)

#### 1 Value Rates

- Great value proposition is always our top priority
- You'll never find a better deal to meet your essential needs

#### 2 Value Comfort

- Only pay for the necessities
- Clean, comfortable rooms, seamless surfing with strong WiFi

#### 3 Value Ease

- Travellers who value ease and practicality
- Connected, central locations that make it easy to get around





## **Brand Promise** *(What We Offer)*

## ***A Charming Boutique Hideaway Engaging Your Senses***

Venue Hotel, offer charming, boutique experiences in the heart of unique heritage districts. Engage your senses and be intrigued by the distinct culture, architecture & vibrancy of the neighbourhood as we welcome you with our genuine service and smiles.

*Venue Hotel - Cozy hideaways for the curious traveller.*



## **Brand Personality** *(How we deliver it)*

**Charming**  
**Sophisticated**  
**Polished**

## **Brand Attributes** *(Guide How We Communicate)*

### **1** *Boutique Touch*

- Embrace your unique Venue experience
- Small properties for a cozy, boutique hotel vibe
- Be embraced by our heartfelt hospitality

### **2** *Curious*

- We create a lively environment nestled within a charming neighborhood
- Something to pique your interest at every corner-culinary delights, arts and culture, entertainment and shopping

### **3** *Chic*

- Chic designs, with standout architecture conserving the beauty of "Singapore" shophouses



**HOTEL 81**

**Brand Promise**  
(What We Offer)

## Convenient Essentials for Every Traveller

Your go-to hotel for awesome rates, comfortable rooms, and accessible locations.

Hotel 81 is simplicity at its best with all the conveniences and local discovery at your doorstep.



**Brand Personality**  
(How we deliver it)

**Practical**  
**Logical**  
**Rational**

## Brand Attributes (Guide How We Communicate)

### 1 Super Convenient

- Multiple properties all over Singapore
- Cater to different groups from solo travellers to families

### 2 Awesome Value

- Affordable rates for everyone to enjoy
- Range of stay options - hourly to long-term accommodation to rest and refresh

### 3 Clean & Simple

- For the fuss-free travellers
- Clean, simple, easy