

YORK HOTEL

SINGAPORE

YORK HOTEL SINGAPORE LAUNCHES NEW RESPONSIVE WEBSITE OFFERING USERS A SEAMLESS ONLINE EXPERIENCE



Singapore, 16 March 2017 – York Hotel Singapore, a member of the Goodwood Group of Hotels has unveiled its new corporate website (www.yorkhotel.com.sg) offering **perfectly tailored features** aimed to provide an **engaging, insightful** and **optimal browsing experience**. Guests will appreciate the cleaner and consumer-centric design, allowing them to view and compare room choices and rates in conjunction with easy to use booking process.

The corporate website has been developed with **responsive designs** that will **adapt perfectly on all devices and operating systems**. York Hotel understands the importance and impact of visuals, to showcase a **visually rich experience**; large visual elements were incorporated to the design to convert users' browsing into bookings. The hotel hopes this will give anyone landing on the site a true reflection of what awaits them in this comfortable and modern property.

In addition, **clear calls to action** and **easily identifiable buttons** for **intuitive navigation** enables access to pertinent information on amenities, services, corporate membership, York Loyalty programme and the latest room & dining promotions. Wedding and Conference planners will also find their use of the new website much enriched as a portion of the site is dedicated for these event types.

Expanding on this strategy, every reservation is guaranteed the lowest rate available online. The Best Rate Guarantee ensures a competing rate that is lower than the lowest rate on the hotel's web site will be matched.

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“The hospitality landscape is evolving quickly with new technology demands and with the rapid increase of travellers making bookings online, the launch of our new corporate website will create convenience and a seamless booking experience for travellers while breaking the misconception that best offers are available on third party platforms,” states Jessie Tan, General Manager at York Hotel Singapore.

In celebration of the launch of York Hotel’s new corporate website, **guests enjoy up to 10% discount* off Best Available Rates for bookings made via the hotel website 7 days prior to arrival for stays from April 1, 2017 until May 31, 2017.**

**Minimum two (2) nights’ stay.*

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About York Hotel Singapore

Nestled in the urban oasis of Mount Elizabeth and within walking distance to the heart of the retail and entertainment hub of Orchard Road, **York Hotel Singapore** is an upscale 4-star business hotel with 407 well-appointed rooms and suites designed to provide a truly exceptional accommodation experience. The Tower Block comprises 64 nonsmoking rooms while the Annexe Block offers 343 rooms and suites. In addition, guests can enjoy multifarious facilities and amenities within the hotel. The hotel's 8 well-equipped, function rooms are able to accommodate varying sizes of up to 450 guests for meetings, milestone celebrations and official events. Gourmands can look forward to a tempting array of dining selections in **White Rose Café** which presents an ambrosial spread of Western, Asian cuisine as well as perennial Penang specialties from its popular thrice-yearly Penang Hawkers' Fare. The restaurant also serves an assortment of homemade pastries, signature curry puffs, chicken pies and gourmet blends. For more information or to plan an event at York Hotel Singapore, please visit www.yorkhotel.com.sg.

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