

NEWS CLIPPING

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Convenience taken up a notch

> Payment for accommodation across BHR portfolio of hotels now possible at 7-Eleven stores nationwide

PATRONS of Berjaya Hotels and Resorts (BHR) now have another option when it comes to paying for their hotel accommodation upon confirmation of their booking. The hotel has recently tied up with 7-Eleven Malaysia, making it convenient especially for hotel guests who prefer not to pay online or do not have credit cards to do so.

ADDED OPTION, MORE ADVANTAGE
The collaboration will allow BHR guests to pay for their hotel stay at any 7-Eleven outlet nationwide, after confirming their reservation with any of BHR's properties in Malaysia. Some of the local hotels and resorts under the BHR umbrella are:

- ▶ Berjaya Langkawi Resort;
- ▶ Berjaya Tioman Resort;
- ▶ Berjaya Times Square Hotel Kuala Lumpur;
- ▶ Azsa Kuala Lumpur;
- ▶ The Taaras Beach & Spa Resort;
- ▶ Redang Island Resort;
- ▶ Berjaya Waterfront Hotel; and
- ▶ Berjaya Penang Hotel.

GROWING OPPORTUNITIES
BHR CEO Hanley Chew said that this collaboration marked the company's effort to tap into the suburban market where online or credit card facilities may not be readily available.

"This new payment method offered by BHR is a simple and convenient way to make hotel reservations, especially for our guests who do not own any debit or credit card. While the overall hospitality industry is in awe of the millennial market and digitally-savvy behavioural, which BHR is very much focusing on as well, we must also be aware of the untapped market segment, which caters to this group of guests. Now, with a reservation confirmation barcode, they can walk into any 7-Eleven store and pay cash to confirm their room bookings with our hotels," Chew said.

EXTENSIVE CONVENIENCE
Added 7-Eleven Malaysia executive director Tan U-Ming: "This new over-the-counter payment service provides further convenience to the public as one can also pay for their U Mobile, Astro, Telekom Malaysia, Syabas and Tenaga Nasional bills or purchases from BHR and Lazada, among others - even after midnight or on the weekends and with no surcharge across over 2,100 outlets nationwide."

This partnership marks BHR as the first hotel brand to provide such a user-friendly payment method. For more information, visit BHR's website or 7-Eleven's website.

Tan and Chew shake on the collaboration.

Chew and Tan at the event announcing the partnership

THROUGH EMAIL

STEP 1: Call Hotel Reservations to make booking.

STEP 2: Click on the Payment Link in your Confirmation Email.

STEP 3: Select 7-Eleven as your preferred payment method.

STEP 4: Print or take a screenshot of the Confirmation Receipt with Transaction ID and Verification Code.

STEP 5: Bring the Confirmation Receipt to 7-Eleven to make payment.

STEP 6: 7-Eleven will scan the barcodes and issue a Payment Receipt.

STEP 7: Ready for check-in.