

**Cosmo Hotel Mongkok's Website as Duo-Winner of Adrian Award and WebAward
An Aesthetically Dynamic Website Design Completely Answered the Call of Bookers
Also Supported by Strategic SEO Campaign to Achieve Exceptional Business Growth**

PRESS RELEASE

- For immediate release -

(Hong Kong, 7 January 2013) Cosmo Hotel Mongkok's website (www.cosmomongkok.com.hk) was launched in July 2011 and ever since, it has been proving product excellence for both hotel bookers and the hotel's business growth. Its functional, informative, aesthetic design together with effective SEO campaign has further won her 2 notable awards – Adrian Award and WebAward.

Winner of both Adrian Award and WebAward – No Better Proof of Our Dual Excellence

Not a common case for a mountain to have double peaks yet Cosmo Hotel Mongkok has proved it possible! The hotel is recently being recognized with 2 internationally renowned marketing awards – Adrian award and WebAward. Much different in nature and principle, **Adrian Award** aims at measuring the quantifiable results against marketing goals including a thorough study towards several stages of the campaign, such as researching, planning and implementation. While **WebAward** primarily focuses on the functionality of the website including but not limited to the content quality, interactivity, user-friendliness, etc. to enhance hotel bookers' pre-stay experience. In the 2 measurements of "content" and "interactivity", not only does Cosmo Hotel Mongkok's website scored higher than the average score of its industry counterparts, but also the average of entries from all categories that competing for the award.

"The creation of Cosmo Hotel Mongkok's website is a pride of us. It doesn't only become a useful tool in the interest of the hotel by generating maximum business growth, more importantly, with its purposeful design it has also become a functional means for bookers to know about our unique location and the local happenings round-the-clock in the nearby area. This website has done its job excellently in both wings: to provide a rewarding viewing experience to understand the hotel for pre-stayers and also to boost revenue for the hotel ultimately." Anita Chan, General Manager of Cosmo Hotel Mongkok shared.



Exceptional Achievement in Business Growth via Effective SEO campaign

Upon the creation of the website there are a number of marketing objectives to achieve for example to increase the visibility and search market share of the hotel in top search engines. Moreover, in terms of bookers' interest, we aim at increasing brand awareness amongst target audience and thus ultimately, to increase the distribution share of hotel website booking and achieve a pre-set ROI.

Against the objectives above, results show that the website has gained an encouraging visibility score of 61.03% in top search engines while the distribution share of brand site has leaped has four-folded compared to last 12 months. The campaign in whole has attracted 249,510 visits and 3,949 bookings are captured. The results have excessively outperformed the original object and are considered exceptional achievements in business growth!

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Dynamic Content Quality, Intensive Interactivity and Trendy Design Directly Benefit Internet Audience

Prior to the design work and to ensure our website contains all relevant information a guest looks for, a tier of researches and surveys have been carried out to analyze the crucial factors travelers find interest in our hotel. Based on the findings that guests pick us for our unique location, and also for the fact that the hotel's advantageous location in Mongkok guarantees exciting happenings 24/7, the website is thus strategically designed with a color infusion from black/white to different hues, representing the location is fun-filled from day til night and also symbolizing a mixture of old and modern culture hidden in this unique area.

Content-wise, a few web pages are specially included such as *Shopping and Theme Park* page which contains quality tourist information to help bookers study the leisure Hong Kong including our neighborhood and plan itinerary before arrival. There is also a *Contact Us* page to intensify interactivity by allowing direct communications with the hotel management. Much yearned for, a *Cosmomongkok.com Exclusive* corner is designed on the front page offering exclusive perks for hotel website bookers. These offers are tailor made for the hotel's potential bookers such as free 24 hr check in/out service, ensuring them flexible arrival and departure time and a guaranteed 24-hour stay in the hotel to explore the neighborhood. Free WiFi is also found in this corner to match the need of the younger crowd that we serve.

Keep on Forward-thinking. Keep on Throwing Surprises.

At Cosmo Hotel Mongkok, we never still our steps but always look for improvement. In the year coming, our website will be further equipped with a traditional Chinese site to enhance readership in Hong Kong and Taiwan. In addition, continuous effort will be paid to ensure the site is search engine-friendly. In the interest of bookers, the hotel pledges to constantly

offer exclusive perks via the official website and in doing so, bookers are guaranteed to use minimal time to get greatest and most exciting offers!

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Cosmo Hotel Mongkok is located between Mongkok and Tai Kok Tsui districts – Hong Kong's most celebrated jumble for the new/old, east/west and a place heavily soaked in local heritage that goes along with global glam. Opened in mid of 2010, this 100% in-door smoke-free hotel offers 285 rooms including 20 suites. Specially designed Room Comfort, Room Superior, Room CosMorganic, Room Family Quad and Suite Air are all presented with modish décor and functional design making them most well-appointed for any kind of stay. The hotel's dramatic double-height entrance and huge chandelier begin a chapter filled with the warmest welcome and most attentive care. A mere 4-minute walk to Olympic Station, the hotel is also a 10-minute walk to MongKok subway station and an easy 30-minute drive from Hong Kong International Airport. Famous local markets and world-class shopping malls are found both close by. The Thai restaurant Thai Pad is a place to savour Thai cuisine in its authenticity.

Cosmo Hotel Mongkok is honored an Excellent Hotel 2012 by Tripadvisor and certified by Green Globe as an eco-hotel. It is also managed by Dorsett Hospitality International and a member of Utell Hotels and Resorts.

About Dorsett Hospitality International

Dorsett Hospitality International (Stock Code HKEx 2266), formerly known as Kosmopolito Hotels International, is a spin-off from Far East Consortium Limited. The group currently owns and manages 17 hotels in Mainland China, Hong Kong and Malaysia; with 8 more opening within the next 12 to 24 months in Mainland China, Hong Kong, Singapore and United Kingdom under three brands of different tiers ranging from up-scale to mid-scale and value-led. The three brands are d.Collection featuring a series of boutique hotels; Dorsett Hotels & Resorts comprising up-scale Dorsett Grand and mid-scale Dorsett; and value-led Silka Hotels.

For more information on Dorsett Hospitality International, visit: <http://www.dorsett.com>