

( [PRLEAP.COM](http://PRLEAP.COM) ) CapitaLand's wholly-owned serviced residence business unit, [The Ascott Limited](#), has launched new web and mobile booking features to enhance guests' search and reservation experience. Guests can now better navigate Ascott's properties worldwide through user-friendly search functions, filters and reservation options.

Mr Tony Soh, Ascott's Chief Corporate Officer, said: "Ascott strives to provide guests a memorable experience at every touch point, right from when they search for our properties. Our enhanced web and mobile booking features will enable guests to search our properties more quickly and easily, and cater to their different reservation requirements. This builds on the launch of our mobile-friendly brand websites and online chat facility in 2012 for guests to easily access information, enquire and reserve Ascott's properties anytime, anywhere."

### **Search more quickly and conveniently**

Searching for the preferred property and apartment has become faster and more convenient. Instead of having to check the availability of individual properties for a stay period, a citywide search function enables guests to view a list of all available properties in a city. If guests have a certain budget, a filter will help them to narrow down the available apartments that meet their needs, starting with one that offers the lowest rate. There will also be collapsible sections for easy reading and to enable guests to compare the various apartment types and rate categories.

### **Book more easily with flexible booking options**

Guests will enjoy greater ease of reservation with flexible booking options. If they are travelling to different places, require multiple apartments of different sizes for different number of people, or wish to book multiple apartments for different stay periods, they can now perform a multi-city, multi-property or multi-apartment booking within a single reservation process. For example, a guest can book two apartments in Shanghai and London in a single reservation instead of two separate bookings, saving half the time.

Besides being able to view a complete list of the serviced residences that Ascott has in a city, guests can now view the properties on a map for a better idea of their location and the nearby landmarks and attractions. Before confirming a booking, guests will also be prompted on apartment upgrades and supplementary services which they can opt for to enhance their stay.

To experience Ascott's new web and mobile booking features, guests can visit any of its three brand websites – [www.the-ascott.com](http://www.the-ascott.com) , [www.citadines.com](http://www.citadines.com) or [www.somerset.com](http://www.somerset.com) , and their mobile versions. With Ascott's Best Rate Guarantee programme, guests can be assured of getting the lowest Internet rate for Ascott's properties each time they make a booking through the company's websites. Ascott will offer a 50% discount off the first night of stay and a matching rate for subsequent nights if any guest finds an online rate lower than what is offered on Ascott's websites.

### About The Ascott Limited

The Ascott Limited is a Singapore company that has grown to be the world's largest international serviced residence owner-operator. It has more than 22,000 operating serviced residence units in key cities of Asia Pacific, Europe and the Gulf region, as well as over 9,000 units which are under development, making a total of more than 32,000 units in over 200 properties.

The company operates three brands – [Ascott](#) , [Citadines](#) and [Somerset](#) . Its portfolio spans over 70 cities across more than 20 countries, 18 of which are new cities in Ascott's portfolio where its serviced residences are being developed.

Ascott, a wholly-owned subsidiary of CapitaLand Limited, pioneered Asia Pacific's first international-class serviced residence with the opening of The Ascott Singapore in 1984. In 2006, it established the world's first Pan-Asian serviced residence real estate investment trust, Ascott Residence Trust. Today, the company boasts a 29-year industry track record and award-winning serviced residence brands that enjoy recognition worldwide.

Ascott's achievements have been recognised internationally. Recent awards include DestinAsian Readers' Choice Awards 2013 for 'Best Serviced Apartment/Residence Operator', TTG China Travel Awards 2013 for 'Best Serviced Residence Operator in China', TTG Travel Awards 2012 for 'Best Serviced Residence Operator', Business Traveller Asia-Pacific Awards 2012 for 'Best Serviced Residence Brand' and 'Best Serviced Residence in Asia-Pacific', and Business Traveller UK Awards 2012 for 'Best Serviced Apartment Company'.

Visit [www.the-ascott.com](http://www.the-ascott.com) for more information and connect with us on social media at [www.th](http://www.th)

[e-ascott.com/connect](http://e-ascott.com/connect)

### **About CapitaLand Limited**

CapitaLand is one of Asia's largest real estate companies. Headquartered and listed in Singapore, the company's businesses in real estate and real estate fund management are focused on its core markets of Singapore and China.

The company's diversified real estate portfolio primarily includes homes, offices, shopping malls, serviced residences and mixed developments. The company also has one of the largest real estate fund management businesses with assets located in Asia. CapitaLand leverages its significant asset base, real estate domain knowledge, product design and development capabilities, active capital management strategies and extensive market network to develop real estate products and services in its markets.

The listed entities of the CapitaLand Group include Australand, CapitaMalls Asia, Ascott Residence Trust, CapitaCommercial Trust, CapitaMall Trust, CapitaMalls Malaysia Trust, CapitaRetail China Trust and Quill Capita Trust.