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Maritim launched WeChat Mini Program for Chinese travelers

Partnering with Tencent, Maritim Hotels launched its WeChat Mini Program to provide convenient service for Chinese travelers

ITB Berlin/Germany. At the foremost global travel trade show—ITB Berlin 2018, [Maritim Hotels](#), the largest owner managed German hotel group together with WeChat co-announced that all Maritim Hotels will provide WeChat Mini Program services for Chinese travelers.

To meet with raised quality travel expectations from the Chinese outbound tourists, Maritim Hotels becomes the first foreign hotel group worldwide that launched WeChat Mini Program. At its [47 properties in 7 countries](#), guests can simply scan the QR code at front desk, guest rooms and restaurants to instantly enjoy various services.

Travelers not only receive the hotel facility and service info, location & transportation and contact direction, but also get the local city tour services covering attractions, local cuisine, shopping centers, entertainment and other travel related content. In addition, the business travelers who have tight schedule can explore the nearby local tour packages also by searching through Maritim WeChat Mini Program.

Roland Elter, the CCO of Maritim Hotels said “It’s a pleasure working with Tencent. Launching WeChat Mini-Program we wish to enhance our Chinese guests’ travel experience, to improve our service level for Chinese guests, and to increase our market share from China region.”

WeChat team said, “Language barriers and misleading travel information may cause issues for outbound Chinese tourists, therefore it’s a great initiative to improve guests experience by applying WeChat Mini Program. As the first foreign hotel chain worldwide, Maritim Hotels leads a great practice, and we wish more overseas travel suppliers to follow Maritim’s footsteps.

Qyer.com is the travel content technical provider for this WeChat & Maritim Hotels cooperation. Mr. Yi Xiao the Founder & CEO of Qyer.com introduced “As a leading Chinese outbound travel on-stop-shop platform, Qyer.com will provide an enhanced intelligent and convenient travel experience for Chinese tourists by applying WeChat Mini Program. We expect Qyer.com to well serve outbound travel business with aligning its expertise in travel content, technology and resources.”

The Maritim Hotelgesellschaft is one of Germany’s largest owner-managed hotel groups. The company’s nationwide hotel network is represented by hotels in six countries overseas: Mauritius, Egypt, Malta, Bulgaria, Albania and China.

Contacts



Harriet Eversmeyer

Press Contact

Director Public Relations

heversmeyer.hv@maritim.de

+49 (0)5222 - 953 - 280