



IMMEDIATE RELEASE

UPGRADING.CC ALLOWS GUESTS TO CONFIRM HOTEL UPGRADES INSTANTLY – NO PREPAYMENT REQUIRED

The world's first online travel platform that lets hotels and service apartments upsell at no investment offers guests ease of upgrading process. Its recently launched E-retail feature also provides Hotel partners opportunities to generate additional revenue.



SINGAPORE, January 2019 – As consumers worldwide continue to embrace the convenience and instant gratification from online travel planning, [Upgrading.cc](https://www.upgrading.cc) brings travellers the ability to secure their desired hotel upgrades prior to arrival. At the same time, it allows Hotel and Service Apartment partners an opportunity to upsell, at no investment.

To usher in the new year, Upgrading.cc now further simplifies the upgrading process for guests with a no-credit-card guarantee – no prepayment is required from customers and they can confirm their upgrade purchases instantly prior to their arrivals. All payment are made only at the hotel.

Customers can either go directly to Upgrading.cc website/mobile site or view the various upgrade offers in their email notifications. With just one click on the confirm button, they will receive instant confirmation for their desired upgrades. This ease of process not only enhances the customer experience but at the same time, hopefully achieves a higher conversion in upgrade confirmation.



The recently launched E-retail feature on Upgrading.cc also enables its Hotel partners to promote their offerings as value add-ons for their customers with confirmed room reservations. Guests are able to choose from a variety of offerings ranging from F&B options to transportation, spa treatments, early check-in and late check-out to name a few – additional benefits to complete their stay.

The introduction of the E-retail feature not only enhances the overall staying experience for the customers but also help to increase additional revenue for the Hotel partners, apart from the revenue generated from room upgrades.

Cetin Sekercioglu, Chief Executive Officer and Co-Founder of Upgrading.cc, says “With continuous enhancement to our product such as the newly improved upgrade purchase process and introduction of E-retail feature, it will be a win-win for both our Hotel partners and customers. Besides improving the overall customer experience resulting in happier guests, our Hotel partners will also stand to enjoy an increase in upsells and incremental revenue generated via E-retail.”

To find out more on how to come onboard Upgrading.cc as a partner, please visit www.upgrading.cc/partners.

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About Upgrading.cc

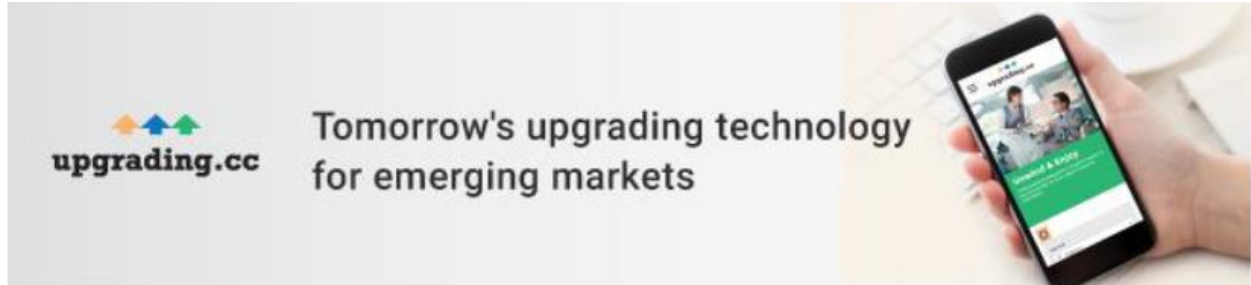
[Upgrading.cc](http://www.upgrading.cc) is the world’s first 3-in-1 online travel platform that allows hotels and service apartments to upsell premium rooms and add-ons through multiple channels including website and app.

Through innovative, consumer-driven technology that disrupts hospitality upselling routines, Upgrading.cc’s smart-tech solution helps hotels and service apartments sustain positive growth in revenue per available room. For hoteliers, the Singapore start-up is a welcome leap towards leveraging tech and data analytics in room upselling and a golden opportunity to unlock potential upselling revenue gains of more than 100% at no investment. In addition, 90% of the upsold revenue is retained by Hotel partners.

Upgrading.cc enables customers to search, view, compare and confirm upgrades via online with just 3 clicks, all done prior to arrivals.

As an intelligent data platform that integrates a unique dynamic pricing application and E-bidding, Upgrading.cc gives partners greater control and flexibility in achieving their desired RevPAR gains.

List your hotel or service apartment with Upgrading.cc now via www.upgrading.cc/partner.



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