

LEMON TREE HOTELS INTRODUCES 100% MONEY BACK OFFER



**Rahul Pandit, President
and Executive Director, The
Lemon Hotel Company**

**OFFER ALLOWS GUESTS TO RECLAIM ALL
SPEND AT LEMON TREE HOTELS OVER
A SIX MONTH PERIOD**



Sulagna Ghosh

The Lemon Tree Hotels has introduced a 100% Money Back Offer for its guests at all its properties across India. The earning period of this exciting offer is valid from 2nd June to 31st September 2014 while the burning period for guests is till 31st December 2014.

“This offer has been designed in line with the ‘value for money’ philosophy of the Lemon Tree Hotels’ group. While it allows guests a stipulated time to earn the incentive, it gives them the flexibility of reclaiming or using this offer all through 2014. We need to get higher engagement with our customers and also use customers as sales force. We expect this offer to increase our repeat customer percentage from 32 per cent to 50 per cent,” said Vikramjit Singh, Chief Sales Officer, The Lemon Tree Hotel Company.

To qualify for this offer all a guest needs to do is book a stay with any Lemon Tree Premier, Lemon Tree Hotel or Red Fox Hotel in India from any source be it travel websites, the call

center or the hotel website, within the validity period of the offer and they shall receive vouchers equivalent to the billing amount at the time of check-out. The guests can then redeem these vouchers on all their future stays on all hotel services like- meals, liquor, laundry, Wi-Fi, Spa & Salon services by booking directly through lemontreehotels.com.

An added benefit of this offer is that these vouchers are transferable and can also be gifted to friends and family. However, this offer is not applicable on negotiated rates.

Speaking at the launch of this novel 100% Money Back Offer, Rahul Pandit, President and Executive Director, The Lemon Hotel Company, said, “Known for our refreshingly different approach, pocket friendliness and guest focus; this summer we are glad to announce the path breaking 100% Money Back Offer, which is a first of its kind in the Indian hospitality sector. I am sure our guests will appreciate this quintessential Lemon Tree approach to providing unprecedented value and rewarding customer loyalty.”