



ECHENG HOTEL

怡程酒店

东呈国际中高端商务酒店品牌

Upper Mid-Scale Business Hotel Brand by Dossen





关于东呈

About Dossen

15 hotel brands

Ranked 5th across China

Ranked 14th across the world

2500+ hotels (including pipeline hotels)

160,000+ guest rooms

200+ cities

30 million members

60,000 employees



15个酒店品牌

中国排名5

全球排名14

2500+酒店（含筹建）

16万+客房

200+座城市

3000万会员

6万名员工

来自于东呈国际——卓越的酒店集团

All by Dossen International Group - an excellent hotel group



# 东呈企业文化

*Our Culture*

愿 景

Vision

成为世界一流酒店集团

To be a first-class international hotel group

使 命

Mission

东方生活方式的世界使者

The messenger of oriental lifestyle to the world

价值观

Value

以客为尊 合作分享

Customer-centered and cooperation-based

激情专注 结果导向

Passion-driven and result-oriented



## 创始人寄语 Founder & CEO

“东呈是个有着坚定梦想的企业，  
我们要通过东呈旗下的酒店，  
在世界各地传播和践行东方生活方式的优秀内涵，  
用东方智慧让世界旅行者的出行体验变的更加丰富多彩，  
所以我提出东呈国际集团的全新使命

——东方生活方式的世界使者！”

Dossen is a company with a firm dream. We want to spread and practice the excellent connotation of the oriental lifestyle through the hotels of Dossen around the world, and use the oriental wisdom to make the travel experience of the world travelers more colorful, so I propose a new mission of Dossen International Group.

- The messenger of oriental lifestyle to the world



东呈国际集团创始人、董事长兼CEO程新华

Mr. Cheng Xinhua, Founder, CEO and Chairman of Dossen International Group



# 屡获殊荣的怡程品牌

## Awards of ECHENG



慧聪酒店网

2018年度最具投资价值品牌

Brand with Highest Value in  
Investment in 2018 by  
Hotel.hc360.com



金航奖

The Golden Helmsman Award  
of the Competitive Brand



中国饭店金马奖

China Golden Horse  
Award



最具文化品位商  
务设计酒店

Business Hotel with Best Cultural  
Taste



强大的金融支持  
*Business Support*

东呈国际集团  
获国内酒店业银行授信额度最高的  
**1000**亿

Dossen International Group won the highest credit line of **10 billion** in domestic hotel banking



# 不一样的东呈

*Unique Dossen*



始终把客户体验放在第一位  
Customer experience first



始终把产品品质放在第一位  
Product quality first



始终把真实的投资回报放在第一位  
Actual investment returns first

# 平台化战略-商城平台-东呈商城

## *Platformization-Dossen Supply Chain Mall*



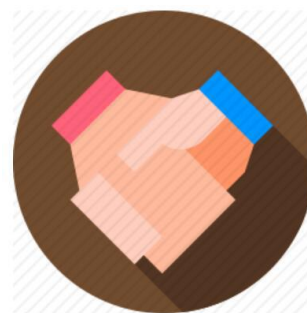
年采购额突破  
**10亿元**

Annual revenue more  
than 1 billion yuan



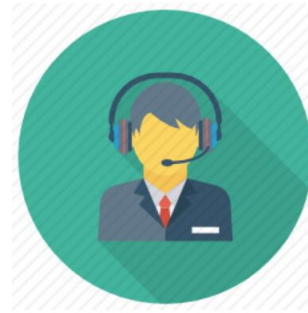
月度浏览访问量  
超 **80 万**

Monthly viewers more  
than 800,000



**96%+** 加盟商  
的采购首选

First purchase option of  
96%+ franchisees



拥有 **超60%**的  
TOP 10 供应商  
More than 60%  
suppliers are top  
ranked in industry



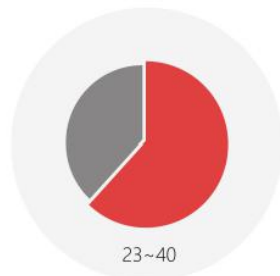
# 平台化战略-会员平台-东呈会

*Platformization -- Member Platform -- Dossen Member*



拥有**3000万**  
付费会员

30 million paid-up  
members



23~40岁年轻人占

**67%**

67% of the members are  
age between 23-40



微信公众号粉丝超

**400万**

Over 4 million  
WeChat Official  
Account Fans



**超50%**订单

来自中央预订渠道

More than 50% orders  
are from Dossen central  
booking channels



怡程酒店品牌

*ECHENG Hotels*



The background of the entire advertisement is a photograph of the Temple of Heaven in Beijing. The main focus is the circular Hall of Prayer for Good Harvests, which has a multi-tiered, dark blue tiled roof with ornate decorations. The building is surrounded by a white marble balustrade and a wide set of stairs. In the foreground, there are several traditional red lanterns on stands. The sky is overcast with grey clouds, and a few birds are visible in flight.

**CHENG HOTELS**

**CHINESE  
CULTURE  
CHIC**

“程”，旅程。  
这不止是酒店，而是一次旅程。  
我们希望在旅程中与您相遇，让您精神焕发、灵感倍增，  
在意境和文化的点滴间陶冶身心，与您一起探索旅行趣味。  
人生本就是一次旅程，我们始终相伴。

“Cheng” means a “journey” in Chinese .  
What we want to provide you with is not only a hotel, but also a journey.  
We hope to meet you on the journey to refresh and inspire you so that you can cultivate yourself in an artistic atmosphere and culture. We are  
always ready to explore the fun of travel with you.  
Life is a journey, where we will always be with you.





## 现代东方 · 中高端商务酒店品牌

Contemporary and Oriental · Upper Mid-scale Business Hotel Brand

ECHENG HOTEL

怡程酒店

怡程酒店植根亚洲，秉承东方价值观，在不断国际化的格局中为宾客展现开放、融合与自信的东方文化。

每一家怡程酒店都配备国际水准的硬件设施，在东方格调的设计与氛围中，让宾客感受细意浓情的专业服务。怡程酒店甄选中华好茶，让宾客在茶香四溢间放松身心，抛却疲惫。

当东方人的矜持遇上源自内心的关怀，融汇出怡程细意浓情的东方服务——不会热情过度，也不过分谦卑，但是细节之处总为宾客带来不期而遇的惊喜，惊艳旅程。

Rooted in Asia, ECHENG Hotel adheres to the values of the East and presents guests with an open, integrated and confident oriental culture in an internationalized environment.

Each ECHENG Hotel is equipped with hardware facilities of international level, enabling guests to experience the professional services in an exquisite atmosphere of Oriental style. ECHENG Hotel has selected the prime Chinese tea to serve and help refresh the guests.

When the Orientals' tradition meets with the sincere care, the elaborate service of oriental style arrives from ECHENG - never over-enthusiastic or too humble. Guests are always served with surprise and may enjoy an amazing journey.



# 品牌理念

## *Our Concept*



目的地  
*Destination*



生活方式  
*Lifestyle*



现代  
*Contemporary*

神秘、唯美，充满东方风情的目的地体验  
Mysterious and charming destination experience full  
of oriental style

商务旅行之间，  
感受东方生活的惬意。  
Joy of oriental life among your busy agendas

汇聚世界东方风情的现代格调  
A contemporary style that brings together the  
world's oriental sentiments



# 特色服务

*ECHENG Service*

东方禅  
Oriental Zen

东方茶  
Oriental Tea

东方茶  
Oriental Courtesy

东方韵  
Oriental Touch



# 东方禅 *Zen*



东方艺术  
Oriental art



东方禅意角  
Oriental Zen corner designs



朱砂红全系统点缀  
Full embellishment in cinnabar



# 东方茶 Tea



甄选白茶系列沐浴用品，  
茶香呵护全身

Selected bath products featuring white tea exuding  
amazing flavor that cares your whole body



首创客房文创茶吧，  
享受私密品茶空间

Pioneering cultural and creative tea bar to enable  
guests to enjoy the private time



倾力打造怡茶吧 YI CHA，  
释放茶美学的东方情怀

Dedicated building of YI CHA (a tea bar) to release the oriental  
sentiment of tea aesthetics



# 东方礼

## Courtesy

### 怡程八大特色服务

IECHENG's eight characteristic services



- 欢迎茶 Salutory tea
- 下午茶 Afternoon tea
- 晚安茶 Night tea

#### ■ 朝夕约跑

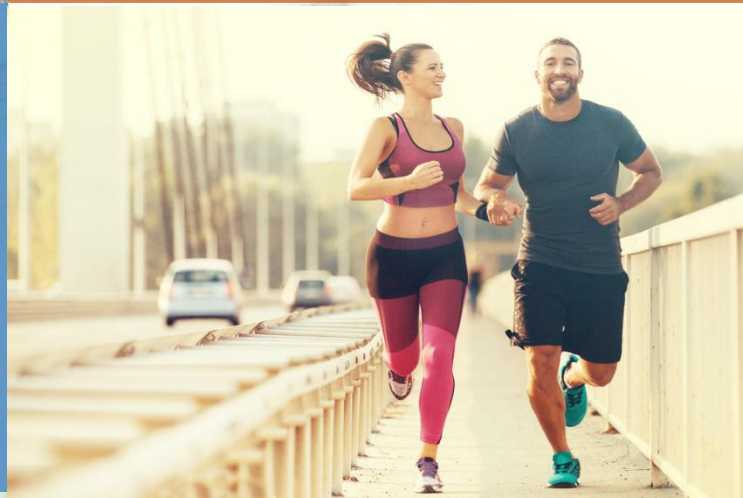
Jogging route planning

#### ■ 手写文情

Handwritten invitations for guests

#### ■ 友情路早

Take-away breakfast offering for morning-check-out guests



#### ■ 重焕新颜

Free facial masks for black gold members

#### ■ 别之甘泉

Free bottled water for check-out guests





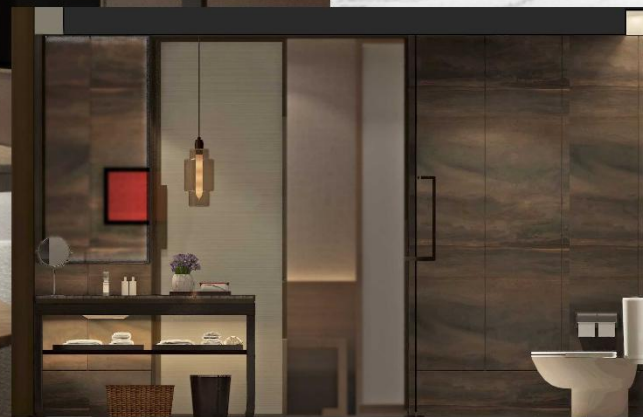


## 东方韵 Oriental Touch

东情·西用 Integration of Oriental Sentiment and International Design

东方韵味与美学  
国际水准的硬件设施  
典雅稳重的格调

Oriental charm and aesthetics  
Hardware facilities of international standard  
Elegant and stable style





# 稳健的投资回报 ROI

我们以稳健的运营能力和专业的  
管理水平回报全球投资者。

We reward global investors with our prudent  
operational capabilities and professional  
management

怡程酒店  
ECHENG HOTEL

📍 厦门店

春节核心收益期

平均REVPAR **1000+**



酒店地址:福建省厦门市思明区夏禾路139号  
订房电话:0592-8561999

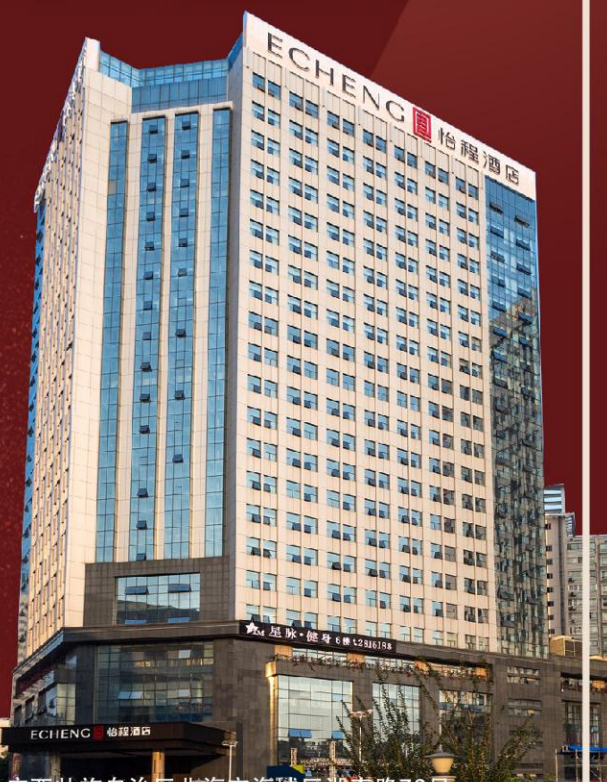
怡程酒店  
ECHENG HOTEL

📍 北海店

春节核心收益期

平均REVPAR **900+**

远超同城竞品酒店



酒店地址:广西壮族自治区北海市海城区湖南路79号  
订房电话:0779-2026669





# 我们的酒店

Hotels and Services



# 在怡茶吧， 遇见东方情谊 YEE CHA

倾力打造YEE CHA茶吧，  
阵列式排布打造强烈视觉冲击，  
释放茶美学的东方情。

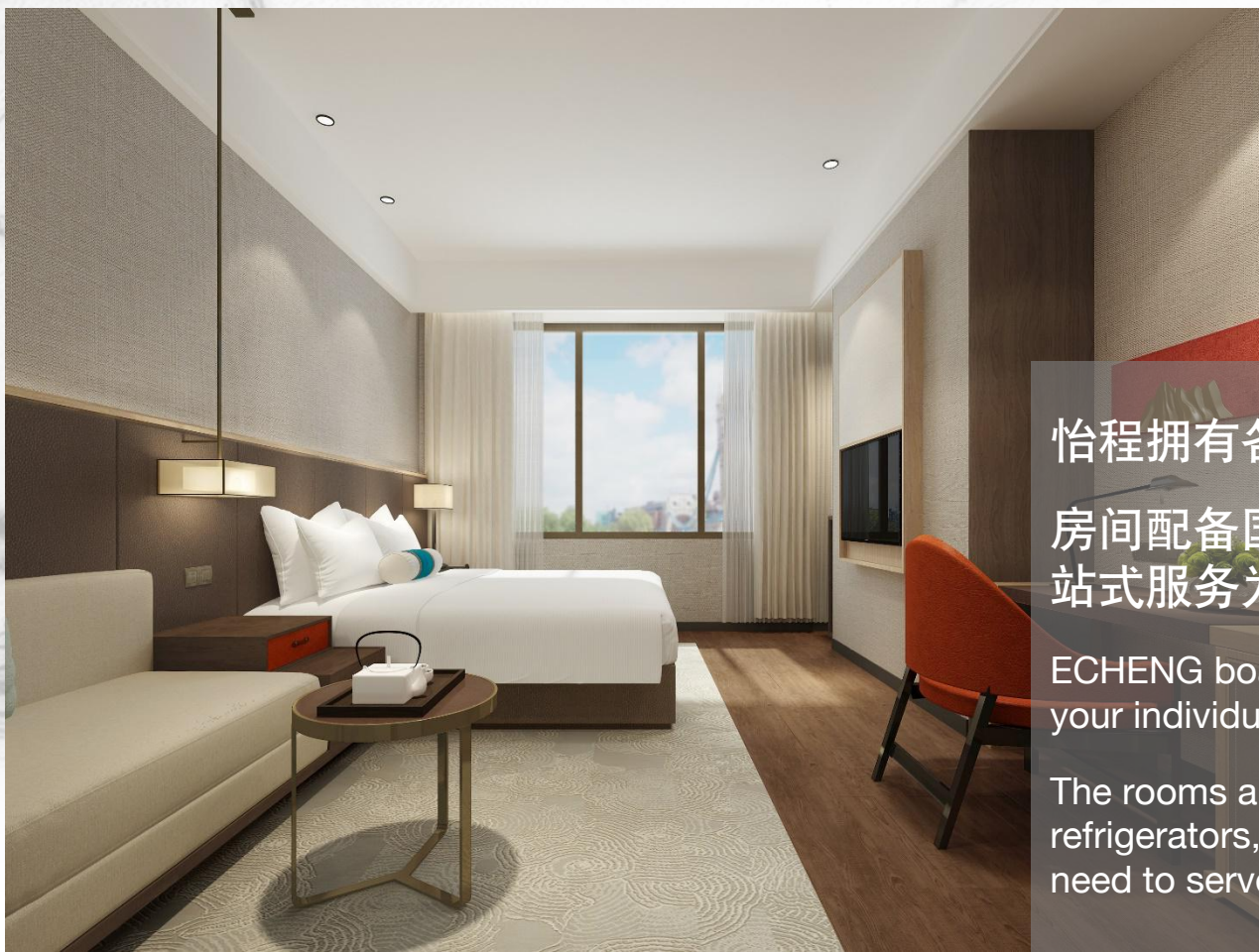
We are dedicated to creating YEE CHA (a tea bar). The array arrangement is helpful to create a strong visual impact and release the oriental sentiment of tea aesthetics.





# 典雅客房， 纵享极致舒适

Our Guestroom



怡程拥有各类不同房型轻奢典雅的客房，满足您的个性需求。

房间配备国际顶级床垫及床品、冰箱、保险柜等一应俱全，24小时一站式服务为您打点一切，带给您意想不到的极致舒适体验！

ECHENG boasts a variety of luxurious and elegant rooms of different styles to meet your individual needs.

The rooms are equipped with international quality mattresses and beddings, refrigerators, safes and more. The 24-hour one-stop service will give you everything you need to serve you with the ultimate comfort!



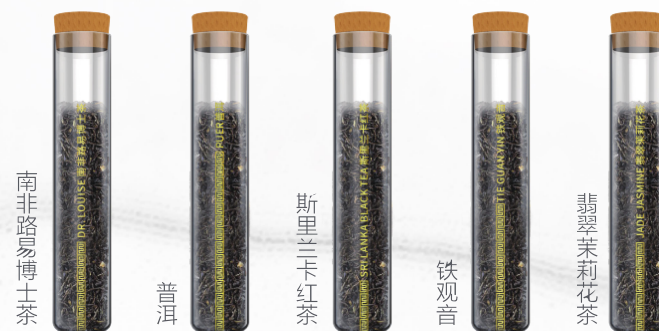
# 迷你茶吧， 将文创茶具带回家

YEE CHA MINI



文创Mini茶吧，让您在客房中尽享五款中外名茶。  
独一无二的定制茶具，自成一景

Cultural and creative Mini tea bar enables you to enjoy five kinds of Chinese and foreign famous tea in your room. Unique custom-made tea set forms a special view with strong cultural atmosphere





## 妙享中西方美食 的激情碰撞

YEE-CAFE

怡程甄选健康营养的食材，为您提供丰富的中西式自助早餐。幽雅舒适的环境、专业且富有创意的厨师团队与细致入微的服务完美配合，为您带来充满惊喜的用餐体验。

ECHENG selects healthy and nutritious ingredients to provide you with the buffet breakfast of a great variety. Elegant and comfortable environment, professional and creative chef team and meticulous service are integrated in a perfect manner, bringing you a fantastic dining experience.





# 专业的餐饮团队， 保障美味健康每一程

Professional F&B Team

为客人提供营养、健康中西合璧的自助餐食，  
采用统一标准，让客人体验到当地特色美味。

优雅舒适的环境、专业且富有创意的厨师团队  
与细致入微的服务完美配合，为客人带来  
充满惊喜的用餐体验！

We provide our guests with a nutritious and healthy  
Chinese and Western buffet, and are committed to  
bringing local flavors by conforming to the uniform  
standard.

The elegant and comfortable environment, the  
professional and creative chef team and the meticulous  
service are integrated perfectly, bringing you a fantastic  
dining experience.





# 会在怡程，成就非凡

## ECHENG Conference

数量:1-2个

面积:大会议室面积不小于300平米，可容纳人数不少于150人。小会议室面积不小于80平米，可容纳人数不少于40人。

配套: 音控室、茶水间、仓库等功能区。

Quantity of conference rooms: 1-2

Area: the large conference room comes with an area of no less than 300 square meters and can accommodate no fewer than 150 people; the small conference room comes with an area of no less than 80 square meters and can accommodate no fewer than 40 people. Supporting facilities: functional areas such as sound control room, tea bar, and warehouse.



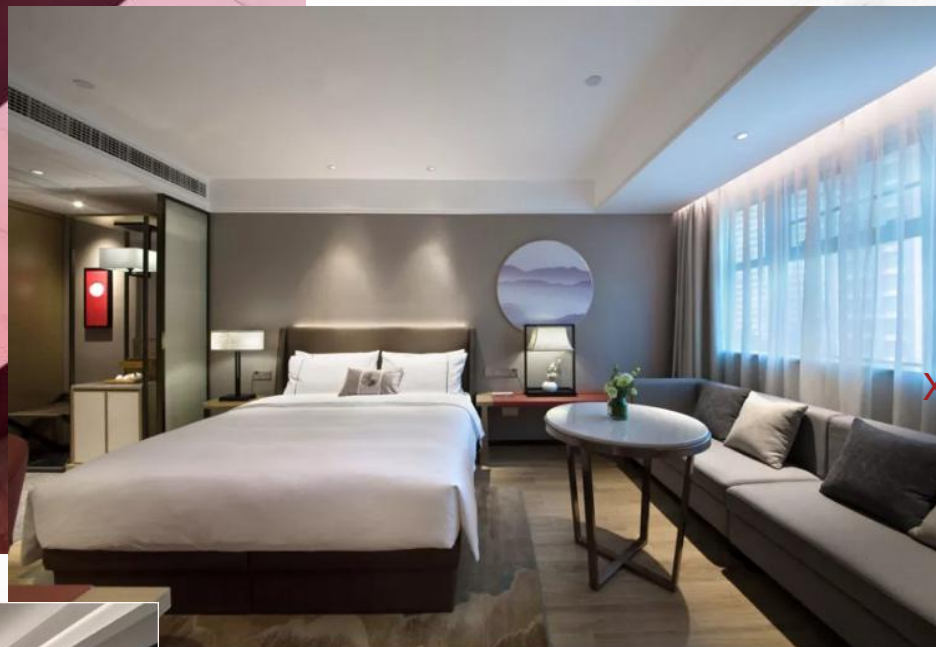
# 身心轻松，怡然启程

## Fitness Centre

健身房采用私密式设计，配有完善的健身器械，完全配合现代有氧健身理念，无论您是商务出行，或是旅游休闲，不要忘记给自己的身体充个电！

The fitness center comes with a private design, and is equipped with perfect fitness equipment, fully matching the modern aerobic fitness concept. Whether you are traveling for business or for leisure, you can enjoy fitness both mentally and physically.





标杆物业

Regional Flagship

福建厦门中山路店

Xiamen Zhongshan Road kulangsu Echeng Hote





标杆物业

Regional Flagship

长沙五江天街店

Changsha Wujiangtianjie Echeng Hotel







合作与加盟

*Join Us*



# 选址要求

## Site Selection



城市要求：北京、上海、广州、深圳、杭州、成都、武汉、南京 、西安；

物业商圈：城市主要商圈；

物业面积：8000-20000平方米（独栋最佳）；

物业性质：商业、服务业等能做酒店用途；

租期：10年以上。

Requirement on cities: Beijing, Shanghai, Guangzhou, Shenzhen, Hangzhou, Chengdu, Wuhan, Nanjing and Xi'an;

Business circle of property: main business circles of the city;

Area of property: 8,000-20,000 square meters (a single building preferred);

Nature of property: for hotel operation, such as business purposes and service purposes;

Lease period: more than 10 years.



# 适合多种物业和投资者的要求

## Standards for Various Properties

类型 Type	面积（平米） Area (m²)	房间数 Quantity of Rooms	单房套内面积（平米） Inside Area of a Single Room (m²)	单房造价估算（元） Estimated Cost of a Single Room (yuan)	茶吧（平米） Tea bar (m²)	备注 Remarks
标准怡程 Standard ECHENG Hotel	8000	140	30	12-13万	60-80	小型会议室 Small-sized conference room
中型怡程 Medium ECHENG Hotel	8000-12000	182	35	13-14万	80-100	中型会议室+独立餐厅 Medium-sized conference room + separate dining room
大型怡程 Large ECHENG Hotel	12000-20000	267	40	13.5-14.5万	120-150 (独立早餐) (for separate breakfast)	大型会议室+宴会厅+ 大型停车场 Large conference room + banquet hall + large parking lot

注：单房造价估算：不含停车场、会议室、特色餐厅、宴会厅、康体设施等大型附属设施、运营物资、房租及押金、房屋拆建补强、顶手费等费用。  
Notes: estimated cost for a single room: excluding operating materials, rent and deposit, house demolition and construction, key money and other fees for parking lots, conference rooms, special restaurants, banquet halls, fitness facilities and other large ancillary facilities.



# 合作模式

## Cooperation Mode



业主提供物

Owner's offering



加盟怡程品牌  
并按怡程品牌标准进行装修

Join ECHENG brand and decorate according to  
the standard of ECHENG brand



全权委托怡程品牌的  
酒店管理公司进行管理

Fully authorize the hotel management  
company of ECHENG brand for management



# 渠道策略

*Booking Channels*

跨界联盟  
Cross-over  
alliance

中央直销渠道  
Central direct  
marketing  
channels

会员体系  
Membership system

协议客户  
Contracted  
customers

线上渠道和平台  
Online channels and  
platforms







线上直销平台

Online direct marketing platforms

会员系统

Membership system

OTA渠道合作

OTA channel cooperation

跨界合作

Cross-over cooperation

大客户、协议企业客户开发

Development of major customers and contracted-enterprise customers

CRM系统

CRM system

中央价格管理

Central price management

单店销售模型

Hotel sales model

会议培训渠道

Conference training channels



ECHENG HOTEL

怡程酒店

营销体系  
*Marketing System*



# 携手共赢

*Lead to Success*

- 产品创新 Lead to Success
- 品牌背书 Product innovation
- 融资助力 Brand endorsement
- 中央客源 Central source
- O2O营销 O2O marketing
- 精英运营 Elite operation
- 智慧服务 Smart service
- 高效回报 Efficient return





Contact us

| 联 | 系 | 我 | 们 |



官方微信（扫码关注）

Official WeChat Account (scan QR code to follow us)

怡程酒店

ECHENG

[www.dossenjm.com](http://www.dossenjm.com)

18127980079 （徐先生 Mr.Xu）

  
DOSSEN  
东呈国际

✱   
ECHENG HOTEL  
怡程酒店