



RED PLANET HOTELS TO BE FIELD GLOBAL PARTNER FOR HARVARD BUSINESS SCHOOL

For Immediate Release

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BANGKOK –A team of students from Harvard Business School in Boston recently spent a week with Red Planet Hotels in Bangkok and Jakarta to gather customer insight and gain an accurate understanding of the company’s operations as part of FIELD Global Immersion, a mandatory course for first-year students.

The FIELD Global Immersion course, which works with 157 FIELD Global partners across 13 countries, seeks to build global intelligence in its 930 participating students, and strengthen their ability to work effectively across cultures and business contexts.

Red Planet Hotels executives had been working with the team remotely in the months leading up to their arrival in-country. While in Bangkok and Jakarta, the team of students pitched ideas, conducted field research, interacted with customers to gather valuable insight, and presented their final recommendations to management.

"We are honoured and pleased to be working with Harvard Business School as a FIELD Global partner," says Red Planet's Vice President of Marketing, Aline Massart. "Not only are we able to help provide students with a real-world learning experience, but since they share a similar age demographic to our guests—with an appreciation for modern, tech-savvy, and centrally located hotels—we can benefit greatly from their research and insight."

The purpose of this immersive experience is to provide students with the opportunity to do real fieldwork in an unfamiliar context.

"We are extremely grateful to Red Planet Hotels and all the FIELD Global Partner organisations for all they do on behalf of our students," said Professor Juan Alcacer, the faculty head of FIELD. "The students benefit immeasurably from this experience, and we hope the partner organisations do as well."

Red Planet currently owns and operates 29 hotels in 4 countries, with a focus on comfort, convenience, and style at an affordable price. The tech-savvy budget hotel chain continues to pioneer with its world-class app featuring an "In-Stay Mode", augmenting guests' experience by enabling them to chat directly with the hotel's front desk even before arriving at the hotel. In addition, guests using the mobile app have access to lists of top local attractions, Uber and Grab services, and discounts at more than 200 restaurants located near Red Planet Hotels.

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About Red Planet Hotels

Red Planet Hotels, founded in 2010, is a privately-owned regional hotel company focused on Asia's expanding budget hotel sector. The company owns and operates 29 hotels in Indonesia (7), Japan (4), the Philippines (13), and Thailand (5) for a total of 4,660 rooms. 8 additional hotels, comprising 1,732 rooms, will open across Japan, Thailand, and the Philippines in 2018 and 2019. These hotels will open using Red Planet's robust and scalable technology platform, providing both advanced reservation software, ensuring a fast and efficient booking process, and local attraction guides for customers. Red Planet comprises a stylish budget hotel offering, with all its properties centrally located and featuring high-speed Wi-Fi. Red Planet's companies based in Jakarta (Red Planet Indonesia - PSKT:IJ) and Tokyo (Red Planet Japan - 3350:JP) are listed on the Indonesian and Japanese stock exchanges, respectively.

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