



# Worldwide Hospitality Awards 2007

Most Innovative Concept in luxury  
hotels



## Most Innovative Concept in luxury hotels - Description of the concept

- The unique food & lodging experience for “Leisure Solo-Travellers”
- Introduced 25. September 2006 – based on the personal travel experience of the investor, and for being the first in Europe. The concept took external factors, i.e. the shift in socio-economic & demographic trends resulting in a growing target audience of “solo-travellers” with their very different needs, into consideration.
- Extensive market surveys (both field and desk incl. university papers) were taken to refine both product and service offering.
- Focus Points: “Extremely” personalized service – Specially trained staff – Leisure & Activity “Coach” - Excellent location - Exquisite Interior – Small & intimate – Total vacation experience guarantee – the little touches that make a big difference.....

## Most Innovative Concept in luxury hotels - Conception

- Partners: Imhotel, Liliane Rentsch – Project // Losinger Construction SA – Construction // Glaeser, Visika – Interiors & Design // Pfaff Consulting/Link Media – Marketing
- The main innovative aspects are service elements - next to the very carefully selected interior design and the full range of five star services in a four star superior hotel:

Grand Table for “solo-travellers” to dine & wine together

Ice-breaker events during the stay (for the more introvert guest)

Leisure & activity coach before and during the stay

Local companions volunteering to do sight-seeing & trips

No difference in décor & service whether single or double occupancy

Up-to-date technology (wireless-broadband, flat-screen TV's)

Use of nano-technology for sealing surfaces (cleaning & maintenance)

All rooms with hardwood floors & anti-allergic materials...

## Most Innovative Concept in luxury hotels - Investment and settlement

- The total cost of the concept was a double digit EUR Mio figure including real estate transaction.
- The concept and/or a large part of the service elements can be adopted by many boutique leisure properties to capture more of the growing audience of “solo-travellers”. By acknowledging the special needs of these clients, and translating it into a special, individualized service offering may help to develop new business.

## Most Innovative Concept in luxury hotels - Reaction and performance

- Customer satisfaction has been measured continuously through internal and external surveys.  
The results in the high 96% are confirming that both the facilities and the service-quality are meeting guest expectation by large.
- In terms of key performance indicators, the concept - after one year of operation - has made substantial progress in the following areas:
  - rapidly growing return guest ratio
  - strong high season demand meeting plan revenue figures
  - above plan average rate
  - strong demand in F&B outlets from local patrons at plan level
  - new market, meeting & events revenues supporting bottom line





