



our property concept is the basis for everything that follows. It's the foundational idea that defines your property's brand, character, facilities, services, and more. It curates a distinctive identity in the market and in the eyes of our defined target group.

furthermore, it acts as a strategic and creative blueprint on how to realise a short-term rental project by piecing and fitting together the various elements that will end-up outlining the look and feel of our business.

- **BRANDING:**

on the outside, your brand may seem like it consists only of elements such as a slogan, a logo and colours, but your brand is actually the entire identity of your business. Branding has always been a vital part of business, but it may be more important now than ever before. With social media, consumers get exposed to new brands every day. so our business needs to go the extra mile of ensuring visibility and that we stand out in a crowd.

- **GOOD TO KNOW:** I am by no means a corporate identity designer or brand identity implementation specialist. Never the less, my experience and exposure in the field and my solid knowledge of graphic design can certainly assist you in creating a strategic visual direction. From here onwards bringing that vision into life is a service, I can provide. Please do not hesitate to reach if you are interested.

- **AMENITIES:**

with competition and new technologies, it's easy to get overwhelmed when trying to make our property stand out in the eyes of our luxury traveller. Carefully selected amenities can produce us a much needed direct impact and be a way to stand out. Before deciding on which amenities to offer, it's essential to consider the following factors:

- **Target market:** we've identified our target guests to be the luxury traveller, consequently we understand their needs and preferences.
- **Budget:** evaluate your budget and allocate resources accordingly.
- **Brand image:** our property's brand identity should be reflected in the amenities you provide.
- **Local culture:** take inspiration from the local culture and surroundings to provide a unique and authentic experience.
- **Compset:** we know our Compset, lets find out what amenities they are offering and identify areas where we can differentiate ourselves.
- **Sustainability:** let us remember the type of traveller we are dealing with. Where appropriate let us select eco-friendly and biodegradable amenities, from soaps and shampoos to toothbrushes and bath sponges. Needless to say, the packaging plays a crucial part here.

- **ESSENTIAL AMENITIES:**

these amenities used to be a main selling point in our industry, but now they're par for the course. Simply put, when guests stay they expect these items to be readily available and free of charge:

- **Toiletries:** e.g. shampoo, body-gel, conditioner, body lotion, bath-salts, etcetera.
- **Personal care:** e.g. shower cap, make-up pads, Q-tips, hairdryer, bathrobe, slippers, etcetera.
- **Comfort:** e.g. espresso machine, tea brewing facilities with complimentary coffee and tea, filtered water jar, SodaStream, wifi throughout, private parking, wireless speaker, desk and desk chair, etcetera.
- **Entertainment:** e.g. HD Smart TV, Netflix streaming, coffee table books, satellite & cable TV, game console + games, in-room tablets, etcetera.
- **Kitchen:** e.g. starter household kit, coded recycling bins, ice-maker
- **GOOD TO KNOW:**

Sustainable Practices: luxury travellers are more eco-conscious compared to other traveler segments. Creating green initiatives and an eco-friendlier environment is one way to minimise our carbon footprint. Make your property the obvious choice by ticking these three boxes:

- **Use energy-efficient lighting and appliances:**

from LED lights throughout, appliances, ideally you'll use energy-saving electronics throughout your property.

- **Provide eco-friendly toiletries:**

such as working with brands that avoid harmful chemicals and use natural ingredients instead.

- **Implement recycling and waste management initiatives:**

provide different bins, so guests can separate various types of waste. Avoid and eliminate single-use plastics.

- **THE WELCOME AMENITY:**

welcome amenities are a first impression, and can set the tone of a stay, in the same way that the quality of the amuse bouche sets the tone for a meal at a Michelin star restaurant.

- a must: personalised welcome note from the host
- flower arrangement
- homemade cookies
- snack basket with local flavour: regional wine, bakery items
- kid's friendly hamper if appropriate
- bottle of bubbles w/ regional speciality
- etcetera.

- **CREATIVE & UNIQUE AMENITIES:**

today's guests crave novelty and utility. They want to be surprised with amenities that they'll actually use

- **Toiletries:** e.g. foot-bath, Japanese toilet, organic natural sponges
- **Personal care:** e.g. XL-bath-sheet, in-room workout equipment
- **Comfort:** e.g. TV in the bathroom, pillow menu, wireless smartphone chargers, children's equipment: e.g. stroller - carseat, .
- **Entertainment:** e.g. free e-bicycles w/ map, wall projector for movie/sports nights, in-room cocktail station
- **Special Occasions:** Birthday/Anniversary/Celebration - call them or swing by if appropriate with a little detail in hand, this will convey to our guests that you are sincere about building a connection with them.

- **CHECK-IN:**

I would most certainly opt for a “meet & greet” check-in. On the contrary let us discuss other options that are appropriate for our type of clientele. Before arriving at your property, guests can complete their check-in process online - see PMS system in step-3

- **GOOD TO KNOW:** You have no idea how big of an impact a simple phone call can make in terms of building a relationship with our guests. Call our guests we’ve just checked in and confirm that everything in their residence meets their expectations.

- **CHECK-OUT:**

at our level of service, I suggest to consider a one-day no rent period between one departure and one possible arrival. This will allow you as host to ensure that all housekeeping chores are performed meticulously. Additionally your final check-in inspection the next day before arrival, can be done systematically. And last but not least this will permit you as host to grant our luxury traveller a late check-out.

- **BASIC SERVICES:**

let us establish our basic services that are to be included in the rate. The costs involved will be taken into consideration when establishing our forecast and profit & loss statements

- **Host duties :** either the owner or an appointed coordinator will perform as “host” and will have to attend in person all check-in and check-out. At this stage, whilst being the primary contact person all along the guest stay, contact details will have to be exchanged in order to offer availability when needed.
- **Housekeeping:** we suggest to schedule a housekeeping service every three days. Upon check-in the time of day will have to be coordinated with the guest.
- **Linens:** all bed and bath linens will be refreshed according to the previously mentioned housekeeping service.

- **SERVICES WITH SUPPLEMENT**

identifying the services that will be charged accordingly. These services will need to be clearly indicated throughout the booking process and onsite e.g.

- **Extra housekeeping services:** according to our pre-established housekeeping services included in our before-mentioned basic services, an on demand extra housekeeping service should be made available at a certain price.
- **Linen refreshment service:** according to our pre-established linen service included in our before-mentioned basic services, an on demand extra linen refreshment service should be offered as follows:
 - bed linens: based on per bed price
 - bath linens: based on a per person price
- **Parking:** if not included as an amenity

- **UPSELLING:**

upselling by way of selling services, packages and activities are an excellent way of upgrading your property’s overall value. Just make sure these are advertised and listed accordingly. Our luxury traveller looks forward to be able to personalise and customise their stay journey on their own terms without having to coordinate onsite, so let’s not miss out and use it towards your advantage. If guests aren’t ready to commit before they arrive, let’s remind them upon check-in and publish it in our room directory, what options are available, so they can make the final call after they arrive.

your business model will determine will indicate our receptiveness to upselling opportunities. Remember upselling is a great way to nurture value-added experiences whilst increasing revenues.

- private chef: have a chef prepare a pre-established set menu, with and without wine
- barbecue chef: if your property is up for it, offer a barbecue chef, preparing them a wonderful Sunday grill feast al fresco
- private themed local excursions with a wine/cheese or local speciality tasting
- gourmet picnic basket
- freshly prepared onsite breakfast or brunch
- in-room massage service
- etcetera.

- **RATE STRATEGY:**

according to our availability calendar, a 1-year rate strategy needs to be established based on our base rate for direct bookings. These in turn will be modified and categorised in rate plans e.g.

- OTA rate
- NRF - non refundable rate
- long-stay rate
- early booker rate

- **FINANCIAL FORECAST:**

in order to commence our financial forecast, the overall concept and rate strategy needs to be meticulously defined. From here onwards, each and every revenue making factor needs to be conceptualised in detail and priced accordingly. In parallel, all expenses, cost and charges need to be identified and costed out. The overall financial forecast will give us a per night/per person cost vs revenue ratio.

- **BUSINESS PLAN:**

at this stage all third party costs, the operational expenses, the overhead charges, the service costs will need to be calculated and summarised in order to elaborate a preliminary forecast and P&L report. All financial parameters will have to be included in our Business Plan that we’ve started back in step-1.