



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

furthermore, it acts as a strategic and creative outline on how to realise a short-term rental project by piecing together various elements - "soft" and "hard" - facts and outlining to how your business should look and feel.

- **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.

- **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,
- **Personal care:** e.g. shower cap, make-up pads, Q-tips, hairdryer, bath-salts, bathrobe, slippers
- **Comfort:** e.g. espresso machine, tea brewing facilities with complimentary coffee and tea, filtered water jar, SodaStream, wifi throughout, private parking, wireless speaker, in-room office set up
- **Entertainment:** e.g. HD Smart TV, Netflix streaming, coffee table books, cable TV, game console + games, in-room tablets
- **Kitchen:** e.g. starter household kit, coded recycling bins, ice-maker
- **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:** that includes your kettle and minibar fridge as well as the lights in your guest rooms. Of course, it doesn't have to be limited to this space. Ideally you'll use energy-saving electronics throughout your property.
 - **Provide eco-friendly toiletries:** work with brands that avoid harmful chemicals and use natural ingredients instead. That's better for your guests and the environment.
 - **Implement recycling and waste management initiatives:** provide different bins, so guests can separate various types of waste. Go even further and eliminate single-use plastics.
- **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 e.g.
 - snack basket with local flavour
 - kid's friendly hamper
 - bottle of bubbles w/ macarons

- **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 let us consider the possibility for our guests to check-out beyond the standard 11:00 am check-out time.

- **SERVICES:**

let us establish our basic included services e.g.

- **Guest Coordinator or Host:** manages check-in/check-out, whilst being the primary contact person all along the stay of the our Guest
- **Housekeeping:** triweekly scheduled sustainability housekeeping services to be included.
- **Linens:** triweekly scheduled bed & bath linen refreshment service - free linen refreshment service available upon demand.

- **SERVICES WITH SUPPLEMENT:**

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

- **Extra housekeeping services:** according to our pre-established housekeeping services an on demand extra housekeeping service should be made available.
- **Parking:** if not included as an amenity

- **UPSELLING:**

offer upsells, services, packages, and other add-ons during the booking process or online check-in so guests can customise their stay on their own terms without having to coordinate onsite. If guests aren’t ready to commit to add-ons before they arrive, showing them what options are available will still give them an idea of what you offer 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 our ADR e.g.

- private chef - have a chef prepare a a pre-established in-room set menu on the day of arrival
- Honeymoon package
- private themed city tours or guided nature walks
- gourmet picnic's
- breakfast
- in-room massage service

- **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 and pending your needs I’ll complete our Business Plan, we’ve started in step-1 to include all financial parameters. and a P&L forecast.
