





Presentation for Historic Hotels – Webinar 2019

2.0

PRESENTATION AGENDA

01

Company
Introduction

02

The Package

03

Expectations & Obligations

04

Timelines

05

Contact Details



HELLO & WELCOME!

In this presentation, I will be showing you the services and products Guest Services Worldwide have available for your hotel

TRACY ATKINSON

Head Of Global Media

WHO ARE GUEST SERVICES WORLDWIDE

We are worldwide publishing company, that work with some of the worlds leading brands. Our head office is based in the U.K, with offices in New York and Australia.

ESTABLISHED FOR 25 YEARS

WE HAVE BEEN ESTABLISHED OVER 25 YEARS AND ARE THE MARKET LEADERS IN PROVIDING ZERO-COST MAP DESTINATION GUIDES.

WE DESIGN, PRINT AND DELIVER THE MAPS AT NO CHARGE FOR THE HOTEL AS THE PROJECT IS SELF-FUNDING THROUGH THE COOPERATION WITH LOCAL HIGH-END BUSINESSES YOU ARE HAPPY TO RECOMMEND TO YOUR GUESTS.

WE WORK WITH THE BEST HOTELS

GSW PROVIDE BESPOKE PUBLICATIONS DIRECTLY TO THE WORLD'S BEST HOTELS. THE PRODUCTS WE OFFER ARE DESIGNED TO ENHANCE THE "GUESTS EXPERIENCE" WITHIN THESE PROPERTIES AND OUR TEAM WORK CLOSELY WITH THE HOTELS MANAGEMENT TO ENSURE A BRANDED, ATTRACTIVE, FUNCTIONAL AND REPRESENTATIVE FINAL PRODUCT IS DELIVERED TO THE HOTEL.

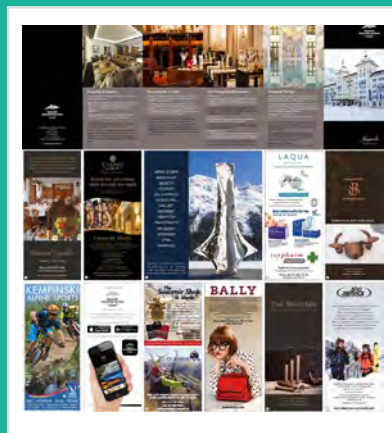
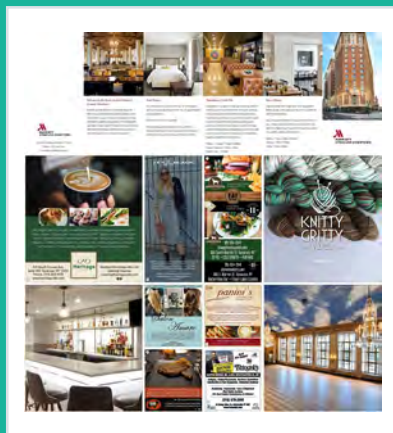
DESTINATION GUIDES

THE PRODUCTS BRING TOGETHER THE BEST LUXURY HOTELS IN THE WORLD WITH LEADING RETAIL AND SERVICE PROVIDERS WHO WISH TO TARGET THE HOTEL'S HIGH NET-WORTH GUESTS.

HOTEL AND BRAND SYNERGY



- Luxury hotels aim to provide a level of “Guests Experience” that exceeds expectation. This starts from the moment a guest contacts the hotel to book and continues well after the guest has left their venue. The degree to which one enjoys their stay and provides good feedback on the various platforms available today is based on so much more than just the hotel and staff in isolation. The experience and referrals from the hotel front of house team and Concierge in regard to places to eat, shop and visit all combine to create the fabric of what is seen as a good or a great trip that will ultimately remain with them on departure and be shared with family and friends.
- Working closely with the hotel Management Teams and listening carefully to what is needed and required is vital to the usability and functionality of the guides. We have learnt with our twenty years experience that each property is different, and we are committed to ensuring that, with your help, we produce a guide for the hotel to be proud of that will be useful to the guests throughout their stay as well as providing them with a tasteful keepsake of what we know will be a memorable stay.
- Through our current hotel partners, GSW currently connects to over 10 million guests around the world.
- Local, national and global brands and retailers are always searching for an accurate medium to reach their targeted audience and there is a great synergy between the guests of the hotels we work with, and the type of consumer so coveted by these brands and retailers. Our aim is simply to connect the luxury worlds of hospitality with that of hospitality with that of retail and entertainment..
- Affluent high net worth individuals are difficult for brands to reach through traditional media. GSW’s targeted marketing products enable luxury brands to target this highly desirable audience with pinpoint accuracy.
- The project does not require a marketing budget from the hotel – you get a free from cost high-quality collateral which helps to personalize interaction with your guests and curate their experience both in the hotel by telling them about your wonderful facilities and when they venture out.



HOTEL DESTINATION MAP GUIDES

GSW provide destination map guides free of charge to the hotel who often distribute these to their guests in-room, through Reception and from the Concierge Desk.

The destination map guides are used as a point of reference and include local recommendations, events and activities. The destination map guides help discerning hotel guests identify where to shop and dine in the area in which they are staying. As well as providing them with information of the hotels facilities and amenities as part of the content space given free to all hotel partners.

HOW DOES IT WORK?

The common denominator with all our finest completed publications is that there has been a high-level of collaboration between the individual hotel and our team. We want this product to be an accurate reflection of your property, staff as well as the area itself and want it to feature the very best of what the area has to offer. What we ask is that we are given your support and access to the invaluable local knowledge your teams will have built up over the years to ensure the publication is accurate and relevant to both you and your guests.

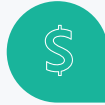
THE PACKAGE

FREE OF CHARGE

Maps and all activity listed is delivered to the hotels free of charge.

UNLIMITED MAPS

No matter how many guides you need for your hotel, we will print and deliver them for free.



THE PACKAGE

DESIGNED ON BRAND

Destination Map Guides are designed on brand and with the approval of the Marketing Team for quality assurance.

FREE USE OF THE MAP

Use of the uniquely designed map for the hotel website

THE CONTENT



"CONCIERGE RECOMMENDS"
PANEL, USED FOR GIVING CONTACT
NAMES TO GAIN SPECIAL
TREATMENT OR MAKING NOTE OF
TIMES ETC.



NOTES PANEL TO PERSONALISE THE
MAP GUIDE.



POINTS OF INTEREST RECOMMENDED
BY THE CONCIERGE ARE INDEXED AND
PIN-POINTED ON THE MAP.

THE CONTENT



HOTEL IMAGES TAKEN FROM
THE IMAGE LIBRARY.



HOTEL INFORMATION PANELS.

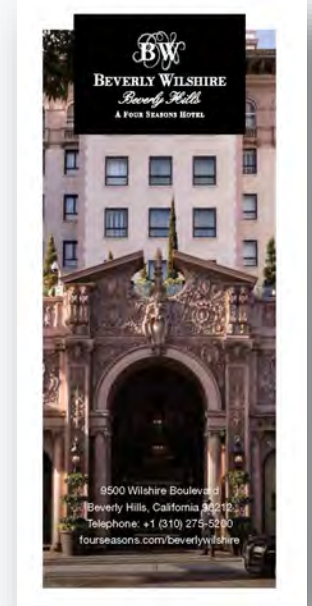
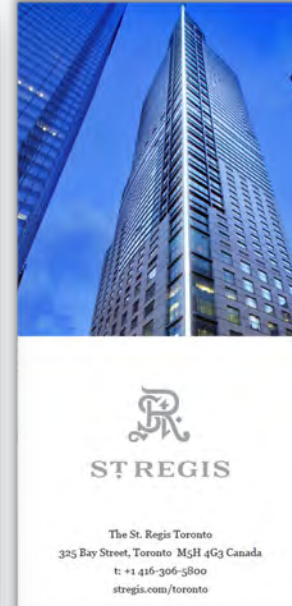
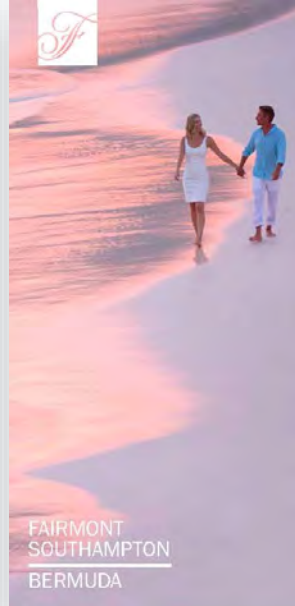


LARGE AREA MAP AND LOCAL AREA
MAP.



PREFERRED VENDOR
ADVERTISEMENT PANELS AND
THEIR LOCATIONS PIN-POINTED
ON THE MAP.

EXPECTATIONS



EXPECTATIONS



THE WATERGATE HOTEL



CAPITAL HOTEL

111 W. Markham St., Little Rock, Arkansas 72201
1-501-374-7474 | info@capitalhotel.com
capitalhotel.com



MARRIOTT
SYRACUSE DOWNTOWN



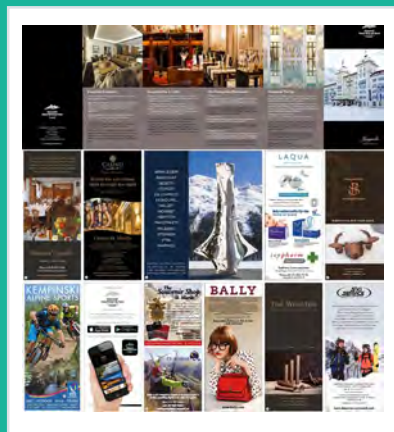
CONDADO VANDERBILT
HOTEL

1066 Ashford Avenue, San Juan, Puerto Rico 00907
Tel: 787.721.6600
info.condadovanderbilt.com
www.condadovanderbilt.com



Hilton
IMPERIAL DUBROVNIK

HILTON IMPERIAL DUBROVNIK
ULICA MARIJANA BLAŽIĆA 2, 20 000 DUBROVNIK, CROATIA
TEL: +385 20 320 320
E-MAIL: SALES.DUBROVNIK@HILTON.COM
WWW.DUBROVNIK.HILTON.COM



EXCEEDING EXPECTATIONS



HOTEL DESTINATION MAPS

PARTNERS



GUEST SERVICES [WORLDWIDE](#)

HOTEL DESTINATION [MAPS](#)

HOTEL'S OBLIGATIONS

- Sign a Property Level Agreement for the provision and distribution of the map guides.
- Compile an Approved Referral List to feature on the map guide, these favourite businesses are offered first refusal of being featured on the guide, as we know these are already being recommended by your team. We ask your full attention be given to this list as we want to ensure we capture the best of what your area has to offer.
- Provide a standard Letter of Introduction to go out to local vendors, e.g. it is designed to ensure local businesses can see we have an official collaboration with you on this project.
- Agree on the timeline to ensure the programme runs to schedule.
- Provide an area in the lobby of the hotel from which the GSW Business Manager can conduct client meetings along with light refreshments.
- Provide the GSW Business Manager with complimentary and/or best available staff rate accommodation (subject to availability).



GSW'S OBLIGATIONS



Provide the hotel with a dedicated GSW Business Manager to work on the programme.



Print and deliver the branded map guides to the hotel in the quantities required for their guests.



Provide a dedicated Designer to work with the creative of the map guide.



Continue to work with the hotel & vendors to ensure the programme is a success.



Communicate and gain commitment from local vendors to participate in the programme.



We do not charge the hotel for the product and service we provide.

TIMELINE

Contact	Responsibility	Timeline
Director of Rooms	Central point of contact and Co-ordinator at hotel/resort	Weeks 1 to 6
Head Concierge	Map areas, input on Conceirge Recommends panel, map index and points of interest on map	Weeks 1 to 6
Public Relations or Marketing Department	All hotel information, verbiage and specifying hotel images	Weeks 1 to 6
Guest Services Worldwide	Co-ordination and production of map guide and vendor artwork	Continuous
Hotel Management	Responsible for final hotel artwork approval to proceed to print	Week 7 to 8
Guest Services Worldwide	Approved to go to print	Weeks 9 to 10
Guest Services Worldwide	Distribution from printer to hotel	Weeks 10 to 12

WHY SHOULD THE HOTEL STILL USE PRINT



Though technology has drastically changed how we travel, one thing remains the same: **tourists still value the printed brochures available around the world.** In fact, once they reach their vacation destination, tourists say brochures are their number one resource and they rely on them more than websites.

Travellers made it clear that even with constant access to online information, they still value printed brochures and take action based on what they read. The findings include:

- **7 out of 10** tourists and visitors pick-up brochures at their travel destination
- The influence of brochures from a display stand (**69%**) has edged ahead of web sites (**68%**) when a tourist arrives at their destination
- **95%** of visitors had their travel plans influenced by information from a brochure
- **83%** plan to visit a business or attraction highlighted in a brochure, map or travel guide
- **78%** of visitors consider altering their travel plans as a result of a brochure
- **53%** of travellers use brochures to plan their trip before they arrive at their vacation spot

The numbers are taken from a new survey conducted by Bentley University's [Center for Marketing Technology](#) (CMT) and commissioned by the [International Association of Visitor Information Providers](#). The [Hospitality Visitor Information Survey](#) included responses from 1,732 visitors at seventeen locations in North America, Europe and South Africa

CONTACT DETAILS

Tracy Atkinson - Head of Media Department

Email: tracy.atkinson@guest-services.co.uk

Main: +44 (0)1253 530 601

Direct: +44 (0) 203 744 7836

Mobile: +44 (0) 7341 733070

