



How to make your own Hotel Brand

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“Local brand”



“Global brand”



“Icon brand”

Brand management in the hotel industry

Brand awareness

- At the moment, 50 well-known global hotel brands are registered, whereas 34 new hotel brands such as Indigo, aloft, Andaz etc. have been introduced in the US since 2005.
- Well-known high-value brands such as Bulgari, Missoni, Armani or Prada entered in various strategic partnership with international hotel operators
- Brand consciousness is now beginning to enter the resort hotel industry which was traditionally un-branded.
- Today architects, interior designers, chefs and celebrities are playing an increasingly important part in the branding process

Brand management in the hotel industry

Challenge and chance for hoteliers

- A brand is not just a name, logo or good advertising
- A brand is much more, namely a specific idea which is fixed in the customer's mind.
- The establishment of a brand in the hotel industry is a difficult matter, because brand profiles are generally minimally differentiated.
- A brand is hard to build and easy to destroy.
- Branding enhances the underlying value of the hotel asset.

Brand management in the hotel industry

- Possible Solutions for Romanian Hoteliers
- Acquire brand through an operator agreement, franchising or hotel associations.
- Develop individual brand by breaking down business into its constituent parts and sub-brand products to serve specific customers needs.

Architecture & Service Design Branding

- Architecture + Service = Brand
- The blend of architecture and service can create a “total work of art”
- Architecture plus Service-Design corresponds to the components of
• Hardware & Software in the hotel industry.
- Architecture and service design are seen by the customer as a reflection of lifestyle.

How branding & architecture
change the product of the hotel

Architecture and Service Design in Practice



**LOI
SIU
M** wineresorts



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Architecture and Service Design in Practice

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Service Design can
be an independent
category and quality
in branding.

Architecture & Service Design

Challenges & Success factors for architecture and service design in hotels

- Understanding of the product, identification with the product
- Who are your guests.
- Understanding special needs
- Service design must be verbalized and devised consciously
- Which staff suits which product and offering
- Time component critical



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