

Kempinski



Selling a luxury brand

The case of Kempinski Palace Portoroz

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Overview

- 1. Kempinski Hoteliers since 1897**
- 2. Kempinski Brand**
- 3. Kempinski Brand Experience**
- 4. Selling a Luxury Product**
- 5. Best Practices**

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1 ■ **Kempinski Hoteliers
since 1897**

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**The oldest European Luxury
Hotel Group**

**Every Kempinski hotel is
unique, designed for guests
who expect excellence and
value individuality**

A collection of Individuals



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Movie

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2. Kempinski Brand

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Definition

What is a brand?



“A brand is a collection of perceptions
in the mind of the consumer.”

Walter Landor

A brand is...

A PROMISE

AN EXPERIENCE

A MEMORY

“Living” the brand

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Living the brand

How many employees know how to live their brand?

Less than 10%

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2. Kempinski Brand Experience

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- ✿ To succeed Kempinski brand has to deliver what it promises
- ✿ To achieve greater success it should aim to exceed our guest expectations
- ✿ To win Kempinski should deliver a magical brand experience which transforms every stay into a remarkable journey

Kempinski A Remarkable Journey



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Meet the **Lady in Red**.....



✿ The Lady in Red is the Kempinski Ambassador, complemented by an efficient and knowledgeable Concierge Team

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The European Breakfast



✿ Feel like a royalty with a Lavish Breakfast until 12 AM in the magnificent Crystal Ballroom

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The Wine Journey



✿ Kempinski Palace Portoroz has branded own Kempinski wine together with some of the famous Slovenian wine producers.

4. Selling a Luxury Product

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What our **Clients** tell us...

- ✿ Provide innovative proposals
- ✿ Create USP's
- ✿ Be flexible & solution oriented
- ✿ Build trust & connect emotionally
- ✿ Site Inspection is critical !!!
- ✿ Deliver what you promise
- ✿ Follow up before & after the event

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**Simply to provide a high level of service
and luxury product to our clients and
guests is no longer enough.**

That is expected!

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Kempinski Palace Portoroz



- ✿ Design brand experiences that will **“wow”** the guests
- ✿ Surprise
- ✿ Delight
- ✿ Become Sales ambassadors representing the brand with distinction

5. Best Practices

Kempinski Meeting Experience



**Pre
During
Post**

**General Manager's involvement
Personal Meeting Concierge
Exit interview & Thank you letter**

Exit Interview Objectives



- ✿ **Get constructive feedback**
- ✿ **Improve our performance**
- ✿ **Show the clients that we care**
- ✿ **Establish better relationship**
- ✿ **Develop longterm cooperation**
- ✿ **Get repeated business**
- ✿ **Evaluate the performance of our staff**
- ✿ **Establish training needs**

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Weddings

Kempinski Wedding Experience



Pre
During
Post

Memorable tasting dinner
Personal wedding concierge
Tailor made honeymoon offer

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Incentives

Kempinski Incentive Adventure



Pre	Signature SPA treatment
During	Unique dining experience & local culinary highlights
Post	Memorable thank you gift

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thank *You*