

welcome & stay

THE MAGAZINE FOR PROFESSIONALS
IN THE HOTEL AND CATERING BUSINESS
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Brand design Turning a brand into an experience

Natural and exquisite – the restaurant proprietors of the Hotel Schweizerhof in Switzerland offer typically Swiss quality with a modern yet rustic charm. The Swiss hotel's brand has become incredibly successful, not least because it boasts the largest Turkish baths in the Alpine region (see page 4 onwards).

welcome & stay



Dear readers,

In order to give your guests the full experience of your hotel brand, the first step is for them to actually make a booking. Nowadays this is done online, with more and more people making arrangements through booking websites. On these platforms, customers' choices are informed mainly by price and facilities – a far cry from the full brand experience. As restaurateurs and hoteliers, your time to shine will come once you receive your guests – there's no better way to impress than through face-to-face contact.

For today's guests, it's all about the overall experience. So if your image as a hotel or restaurant is consistent, compelling and credible, your guests are sure to return. The Hotel Schweizerhof in Lenzerheide, Switzerland, is a case study in how to achieve this. The hosts Andreas and Claudia Züllig-Landolt had a clear strategy – to create a brand that guests want to experience again and again (read more on page 4).

Businesses with a compelling brand presence can turn their customers into loyal guests. And now with social media, your new "fans" will extend your outreach even further. In the following pages you will find successful case studies, useful tips and unusual ideas about how this can be achieved.

Markus Miele

Dr. Markus Miele

Reinhard Zinkann

Dr. Reinhard Zinkann



“Brands are like the mythological sirens in a sea of keen buyers.”

Prof. Dr. Karsten Kilian



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An impressive brand presence: the Hotel Schweizerhof in Lenzerheide

Carving out a niche

With the Hotel Schweizerhof, Claudia and Andreas Züllig seem to be doing everything right – pulling in impressive numbers of guests during the usually weaker summer months, with plenty of regulars and superb reviews on booking sites. It's a modern success story, particularly given recent years in which Swiss tourism has suffered under price pressures and the growing internationalisation of markets.

In late 2006 the hoteliers Andreas and Claudia Züllig were ready to embark on a new venture. The Schweizerhof has been rated as a four-star superior hotel ever since, boasting the largest Turkish baths in the Alpine region. But superlatives alone are not enough to impress today's discerning guests. Claudia Züllig-Landolt gives her take on what makes the Schweizerhof so successful: "The Schweizerhof works as a strong brand because we made sure to position ourselves clearly right from the start. When you come to stay at the Schweizerhof, you know exactly what to expect." Since its renovation in 2006, the hotel has marketed itself as very family-friendly. This works because 70% of their guests are families with children. Wellness enthusiasts also specifically choose the Schweizerhof, knowing that the 1500 square-metre spa – including the 450 square-metre Turkish baths – is a real highlight.

04
05





Three questions for Andreas Züllig

Host at the Hotel Schweizerhof and president of hotelleriesuisse, the Swiss Hotel Association

#1

Some large hotel chains are establishing their own premium brands in order to appeal to specific types of customers. What do small and medium-sized hotels do to build up their brand?

I think there needs to be a rough distinction here between city and holiday leisure hotels. There are only a handful of international brands that are involved in the latter. In this case the brand depends on the reputation of the establishment in question, particularly when it comes to the local market. In smaller hotels there is a certain level of cooperation to be found. You're all together under a single brand, setting standards of quality and trying to run a unified marketing campaign while also selling your services. This is where I think small and medium-sized businesses in Switzerland in particular have fallen behind somewhat.

#2

The Hotel Schweizerhof is so successful because you marketed yourselves clearly as a family-friendly hotel. How did that come about?

Having a clear position is crucial in the current business climate, whether you're selling products or services, running a family hotel or a historic one. The Association supports its members in building their profiles. It does this by promoting a certified system of categorisation according to criteria of specialisation, such as "green living" or "bike hotels", and reviewing and developing these quality standards on a regular basis.

#3

Which topics are currently on the agenda for the Association's hotel marketing day?

The digital revolution is a major theme for the event. We have a duty to raise awareness amongst our members on what we have in store. In the digital market, your business proposition needs to be even more specialised. You have to ask which markets you want to operate in and which customers you want to appeal to. As the relevant trade association, we are keen to promote these ideas amongst our members and help them adapt.



Top: A mystical experience – the Turkish baths were designed by renowned architect Max Dudler.

Bottom left: In the hotel's restaurant Scalottas Terroir, guests assemble their own menu from a choice of small portions, using regional produce.

Bottom right: The table linen from the eight eateries in the hotel is washed in the hotel's very own laundry facility.



Unusual? A Turkish bath in the Alps

For the Turkish baths, the hotel accepted no compromises, commissioning the renowned architect Max Dudler with the project. The architecture he created is minimalist yet sensual – setting it far apart from typical spa architectural designs. Guests can escape to a dimly lit and mystical environment, leaving all of their troubles outside. That said, Max Dudler cannot take all of the credit. The colour scheme of the interiors, for example, was developed with artist Mayo Bucher – a personal friend of the Zülligs. To create an atmospheric feel, they used what are known as interference paints, which are applied in multiple coatings. Just like the surface of a pearl, the coating produces different light-reflection effects depending on where the light falls.

Change according to plan

The construction of the Turkish baths was the result of a rebranding effort by the Zülligs and their broader team. “We had numerous discussions on how a change in direction could work out for our hotel. It was at this stage that we built and defined our new business model – what we wanted for the future and how we were going to get it.” They also had to think carefully about what kind of guests they wanted, eventually deciding to clearly pitch their hotel to the Swiss market. “Today over 96 % of our guests are Swiss,” explains Claudia Züllig. Her husband Andreas Züllig is president of *hotelleriesuisse*, the Swiss Hotel Association, and is therefore the best person to tell us how the industry looks. “There is a noticeable trend towards greater market segmentation,” says Andreas, “and hotels are being more detailed in what they offer.” During the rebranding process, the team had to work together to figure out what was important: “The hotel staff, the guests, the quality standards, financial considerations, nature and the environment, or sustainability. These are values which to this day form a huge part of our philosophy,” adds Claudia Züllig.

Washing in-house

When it comes to upholding these values, the team have not accepted a single compromise in all these years. That’s why, starting in 2014, they gradually fitted their in-house laundry facility with appliances from Miele. This includes four washing machines, two tumble dryers and an ironer. When the hotel is fully booked with around 200 guests, the machines will be running constantly from 6 a.m. to 8 p.m. The laundry includes all of the tablecloths, staff uniforms and dressing gowns, as well as the peshtemal towels worn in the Turkish baths. During peak season, around 500 of these special towels are washed every single day. One advantage of having an in-house laundry facility is the more efficient use of staff workload. For example, between the hours of 10 a.m. and 3 p.m. – when most guests have left the hotel – staff can be stationed in the laundry facility for another two or three hours once the rooms have been made.



A true family hotel: Children have access to a unique and extensive range of activities, including photography courses.



When it was opened in 1904, the Hotel Schweizerhof had 60 beds. Since then the hotel has had a significant influence on tourism in the mountain resort of Lenzerheide.

stay original



Lasting memories

Whether it's the Schweizerhof blanket, the felt slippers or the picnic bag – accessories for comfort and leisure made from locally sourced materials will bring you joy even long after your stay.

**Mementos for guests:
The Hotel Schweizerhof's own shop
offers a fabulous choice of gifts.**

amenities & souvenirs



Comfort accessories

The hotel's own bathrobes and shower gel not only help strengthen the Schweizerhof brand whilst guests are at the hotel – they also offer guests a prolonged brand experience long after.





From the local area

For the tastebuds, home-made syrups from local farms. And to stimulate the mind, a box of German dialect vocabulary cards.



The essential touchpoints by which a hotel brand can build its unmistakable image are many and varied. This is less to do with the branding of commonplace items and more about the invention of distinct accessories and culinary elements which guests will encounter during their stay. Whether it's the hotel shower gel that guests enjoy during their stay or the special breakfast tea – these are available to purchase and take home from the hotel shop, giving the hotel the chance to create an extended brand experience in the guest's own home. This creates a stronger sense of brand loyalty amongst the guests, making it more likely for them to stay again. An inspiring example is the sought-after and high-quality accessories and culinary products the Hotel Schweizerhof in Lenzerheide offers its guests.

 For further information go to: www.schweizerhof-lenzerheide.ch

Culinary treats to take home

Finest Graubünden nut pastry or pear bread. And a more unusual option: Mountain hay with a recipe for hay soup – a Swiss Alpine specialty.



Create your own digital hotel shop with ease and professionalism:

hotelshop.one is a new and award-winning platform where hoteliers can create their own online hotel shop with ease.

For more information, read our tip on page 18.

A new way of cooking: the Miele Dialog oven

A revolution in the art of cooking

No stranger to pioneering innovation, Miele presents the new Dialog oven – an appliance poised to revolutionise the world of cookery. This new technology has made possible previously unattained levels of excellence in the culinary arts. Even professional chefs have been able to create entirely new dishes that had hitherto been unthinkable.



The fish cooks without melting the ice – this is only possible in a Miele Dialog oven.

10
11

There were plenty of wow-factor moments at the unveiling of the Dialog oven at the IFA 2017 tech exhibition in Berlin, such as evenly and perfectly cooked meat or soufflé which doesn't require use of a water bath. This entirely new way of cooking is made possible by the unique M Chef technology, which cooks the food in its entirety and not from the outside in as with conventional cooking methods. The system's game-changing advantage is that it can cook complicated dishes with a variety of ingredients to perfection, while the level of browning can be separated from the cooking process. Not only that, but it can cook fantastic dishes in a fraction of the time it would usually take. Pulled pork, for example, normally takes between 8 and 16 hours of cooking, but the Dialog oven manages it in just 2½ hours, and you can create a crispy yet juicy 2 kg duck in just 65 minutes.

Game-changing innovation

The technology is powered by electromagnetic waves. But unlike microwaves, the Dialog oven uses a different frequency spectrum of around 915MHz. The advantage of this frequency is that it has a particularly high depth of penetration into the food being cooked. This is what fundamentally sets it apart from the microwave, which has only a small penetration depth. This allows the Dialog oven to apply energy very evenly and gently to the food. And in order to bring out the roasting colours and flavours, the appliance always uses a conventional operating method in addition to electromagnetic waves. The Dialog oven also uses two antennas in the oven compartment to measure how much energy has been applied to the food and then adjusts the energy input constantly until the defined quantity of energy in the food has been reached.



Home culinary delights

The product opens up a world of possibilities for ambitious amateur cooks who appreciate challenging recipes and want to enjoy a wide variety of dishes. Those who love to experiment can use the Dialog oven to create their own refined menus, while others can simply use the recipes that have been developed specially for the Dialog oven. Whether you're cooking meat, poultry, fish, vegetables, pasta dishes or desserts, practically everything that can usually be cooked in a conventional oven or steam oven can also be cooked in the Dialog oven – but quicker and with less hassle. This is obviously an advantage for larger families, for example, or if both partners in a household have busy careers. And the results are even good enough to impress the professionals.

 Further information: <https://revolutionaryexcellence.miele.com>



The new way to cook

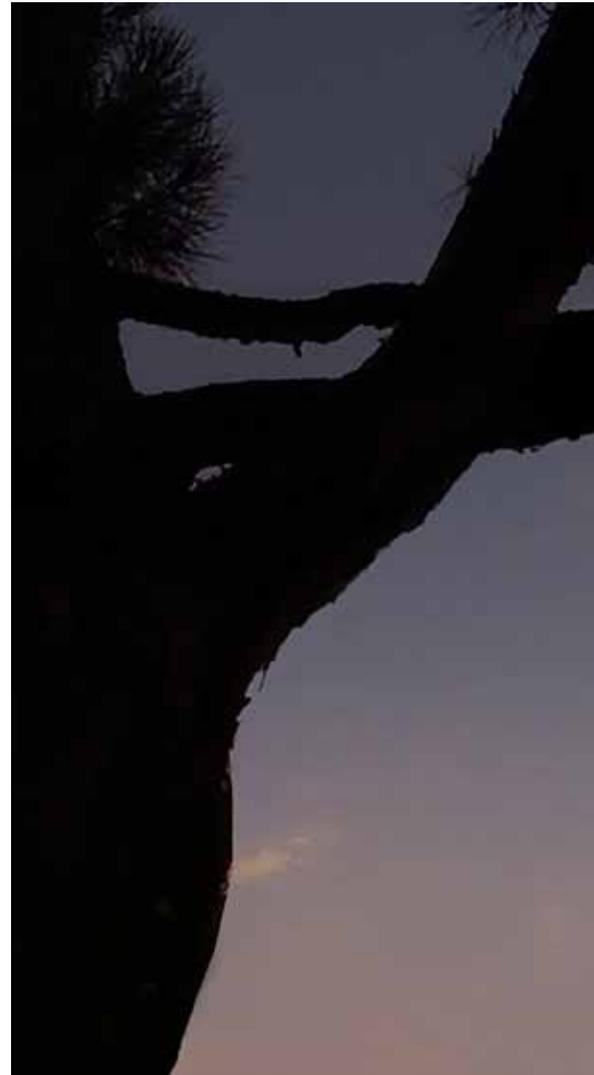
The Dialog oven passes electromagnetic waves deep into the food and automatically adjusts the energy input for perfect cooking for every dish.

WHO AM I? AND WHY?

Why hotels can succeed with a clear branding strategy

Have you ever looked for a hotel specifically to relax in? In most cases, you don't have to be quite that specific. Nevertheless, hotels that have positioned themselves clearly on the market can gain a considerable competitive edge. This will allow you to be found by customers and to offer your guests an authentic experience instead of just a catalogue of services.

The Zukunftsinstitut ("Institute of the Future") in Vienna has identified what it calls the "megatrend of individualisation". This mainly concerns individual lifestyles, but it also includes the ways in which people will live their lives in the future. According to this trend, it's not just clothes, jobs or cars that people are choosing based on their preferences, on their own terms and to suit their individual "Self", but also their destiny in life. Concurrently, as the desire for greater individual freedom grows, so too does the role of niche markets. Because people today (and thus potential customers) no longer want to see vendors hawking any old goods from a tray – they want to find exactly what meets their specific needs and desires. The same goes for when customers look for a hotel room. Setting yourself apart from the competition has numerous advantages. For example, it will make your business stand out from others, and ideally will free you from having to compete on price, since guests are (still) thoroughly willing to pay a little bit more for a special service.



The hotel industry receives the most positive Tweets!

The analytics service provider Brandwatch has found out how many Tweets contain a positive emoji together with a brand name, and what proportion these Tweets make up in the entirety of popular discourse. Topping the ranking amongst various industries is the hotel sector. But how can this positive result be achieved for your own brand?

Source: Brandwatch

Rank	Industry	Positive emojis 🤗	Negative emojis 😞
1	Hotels	82.5	17.5
2	Clothing	81.3	18.7
3	Spirits	81.2	18.8
4	Beer	79.6	20.4
5	Technology	76.7	23.3
6	Automotive	76.3	23.7
7	Consumer goods	76.0	24.0





Don't look down!

At the "Waldseilgarten Höllschlucht" in Southern Germany (www.waldseilgarten-hoellschlucht.de) you can stay overnight in a hanging tent, in a tree or even on a vertical cliff face. It's a spectacular experience and an outlet for the growing demand for unique "hotel" experiences.



Carving your niche

Hotels that know exactly what they are offering have a decisive advantage: they also know what position they want to occupy on the market, and they can invest strategically in view of this objective. Moreover, businesses that have positioned themselves are free to decide where they want to develop as a brand. This strategy can also be used to win over guests – even the long-term ones. Because it's not just adequate amenities, the perfect mattress and impeccable service they look for, but also an experience they can take home with them.



Fulfilling your brand's pledge

When you occupy a unique and ideally very specific position in the market, then you're at an advantage: guests can figure out the idea behind your proposition and identify with it, which in the best case scenario will incentivise them to make a booking. For example, the idea of being "the most relaxed business hotel in Cologne" must be palpable from the very first to the very last moment of a guest's stay. This brand pledge must also be made in a convincing and credible way. Hoteliers that manage to do this will be a clincher for potential customers: an all-round experience that resonates with guests and can evolve into yet another booking.



Managing touchpoints

Through which touchpoints should this experience be provided? It's something worth identifying – from the customer's point of view. Hotel businesses who manage their touchpoints consistently and strategically can provide a memorable experience for guests and will give its concept – its brand – a sense of substance and credibility. For instance, in "the most relaxed business hotel in Cologne", the staff won't be wearing the typical hotel uniform, but rather something more casually smart. A sense of relaxation can also be created when you leave out the unnecessary frills. In this case, beds would not need any decorative bedcovers which the guest would have to waste time putting away. The breakfast buffet may also be cleverly scaled down so that guests don't have to waste lots of time choosing what they want and can spend that time having a relaxed breakfast instead.

TOUCH POINTS

BRAND

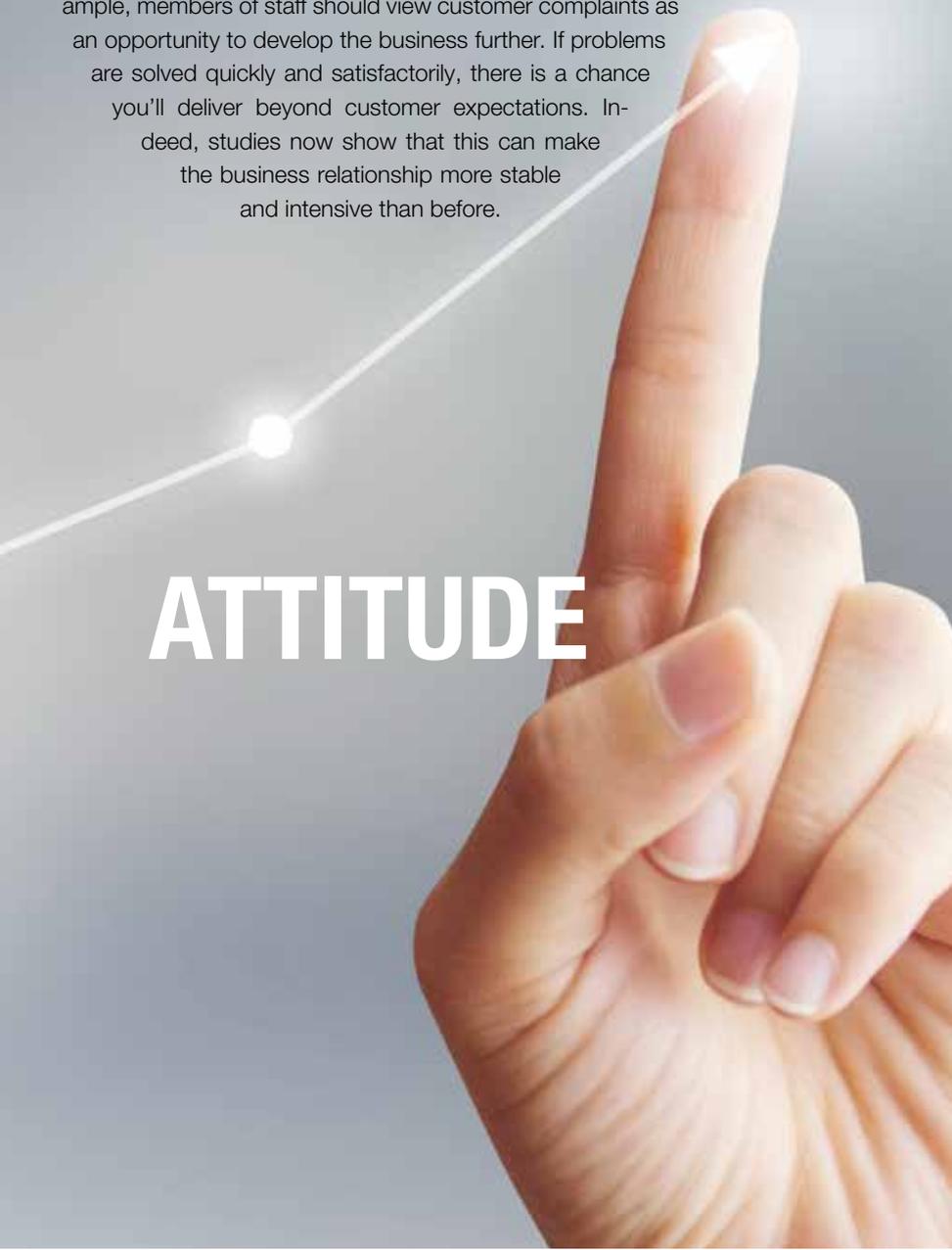
IDEA

WHERE THE JOURNEY LEADS



Living and breathing customer-centricity

The hotel should be experienced as a brand by the guests, so everything must be designed and considered from the guests' point of view. But being customer-centric doesn't just mean providing a perfect service and comfort for guests. Rather, it's about having an attitude that is particularly important in the hospitality sector. In other words, it's less about what you do for guests and more about how you do it. For example, members of staff should view customer complaints as an opportunity to develop the business further. If problems are solved quickly and satisfactorily, there is a chance you'll deliver beyond customer expectations. Indeed, studies now show that this can make the business relationship more stable and intensive than before.



ATTITUDE

Niche hotels make sustainable businesses

Even large hotel chains have recognised the potential of niche hotels with a clear positioning on the market. Best Western, for example, is planning to partner up with privately owned, distinctive, three- and four-star hotels. To this end, the chain has recently established three soft brands in which the Best Western brand takes a back seat and the hotel's distinctive attributes are highlighted. "Individuality is a trend," says Marcus Smola, CEO of Best Western Hotels Central Europe, in an interview with an Austrian hospitality magazine. "With the new soft brands, we are tapping into a market we have never entered before. A private, niche hotel that becomes part of the collection will remain exactly as it is, whilst benefitting from the synergy of being part of a group."

Tip: Get the right advice

When it comes to turning your hotel into a convincing brand, you should get help from the experts. There are agencies specialised in hotel marketing that can establish a striking brand name and comprehensively manage the branding of your hotel. And the investment is likely to pay off, even for small and medium-sized businesses. Because good branding can have a persuasive effect even online, it boosts the chances of your hotel getting bookings.



THE WORLD'S BEST CHEFS AND THEIR DISHES

“The World’s 50 Best Restaurants” lists the current best locations for one-of-a-kind culinary experiences. The ranking is based on the reviews of 1000 international experts. To make it on the list, the 50 restaurants must also be regarded as influencers of global trends in high-end cuisine. The accolade is awarded once a year and is accompanied by two separate regional listings: “Asia’s 50 Best Restaurants” and “Latin America’s 50 Best Restaurants”. The short profiles of the listed chefs are worth reading. And with the “standout dish”, there’s plenty of inspiration for culinary professionals.

Since January 2018, Miele has been an exclusive kitchen-appliance partner to the international awards. The “Miele One To Watch” is an award given by Miele to emerging talent. In May 2018, the farm restaurant SingleThread near San Francisco won the accolade with its combination of Eastern-inspired philosophy and farm-to-table restaurant culture – using fresh ingredients directly from their own farm. Miele also has the backing of “#50BestTalks” – a series of live culinary conferences and demonstrations by the world’s leading chefs, sharing their visionary thoughts on the future of haute cuisine.

 www.theworlds50best.com



No. 1
Massimo Bottura
Osteria Francescana
Modena, Italy



No. 2
Joan Roca
El Celler de Can Roca
Girona, Spain



No. 3
Mauro Colagreco
Mirazur
Menton, France



No. 4
Daniel Humm
Eleven Madison Park
New York, USA



No. 5
Gaggan Anand
Gaggan
Bangkok, Thailand

**Signature dish:
The concept of uniqueness**

the one and only

Pigeon with potato feathers is surely a dish you will only find in “Arzak”, a restaurant situated in Spain’s San Sebastián, and you’d have a hard time finding roasted cauliflower with algae and horseradish butter anywhere other than “Septime” in Paris. A signature dish is the hero on the menus of mostly high-end restaurants, and is thus proof of an establishment’s creativity and originality. But even restaurants without a Michelin star can impress customers with a signature dish and thus strengthen their brand.

What’s the difference between the house special and a signature dish? On a fundamental level, the two terms mean the same thing; namely, an original dish which is only available in a specific location. Restaurateurs who include a signature dish on their menus will certainly raise the expectations of the public somewhat based on how unusual the dish is. This opens up opportunities to inspire guests with a memorable culinary experience.

Bearing the characteristic flourishes of a specific chef or restaurant, a signature dish can win over guests with its creative originality. But because such a creation requires an extraordinary level of technical ability and imagination, an authentic signature dish is chiefly the preserve of high-end fine dining. However, that shouldn’t necessarily dissuade smaller businesses from creating such a dish. A signature dish is a unique selling proposition which draws in new customers and can be a reason why guests keep returning.



Mediterranean sole

The signature dish of Massimo Bottura, Osteria Francescana in Modena – the No. 1 in the 50 World’s Best Restaurants 2018

It doesn’t necessarily have to be a signature dish made with fancy ingredients and cooked in boundary-pushing gastronomy labs with special methods. It’s also possible to use familiar ingredients in unusual combinations in order to make something wholly original that can’t be found anywhere else. An alternative is to offer guests a special signature drink. The advantage of this is that it can be mixed according to a recipe by the staff, so unlike with a signature dish the head chef doesn’t always have to be present.



An even simpler solution is to create your own sauce or a special salad dressing that is used in the restaurant but can also be purchased by the guests to take home themselves. This is no signature dish, but the idea is essentially the same: offer your guests something special which bears the unique signature of the chef or establishment.

Businesses choosing to offer an original offering like this shouldn’t then rest on their laurels. A signature dish can and must evolve over time and can follow a trend and undergo variation, even if only temporarily, or even be given a seasonal twist using ingredients appropriate for the time of year. This way, the dish remains true to its aspiration: to give the restaurant’s brand an original and authentic character which makes it stand out from the crowd and to offer guests something unique that they will want to order again.



An extended brand experience

Regardless of whether you're selling the house wine, fragrant shampoo or a small souvenir from the region, the new **hotelshop.one** platform can be used to create your **own digital hotel shop** professionally and with ease. This will give guests the option to purchase specific products and keep them as a memento, reminding them of the fabulous time they had during their stay.

Via tablet, smartphone or laptop, guests can purchase items used in the hotel, such as a fancy cushion, as well as little souvenirs, directly from their room and collect them from reception or have them delivered directly to their home. Products are chosen by the hotelier from the extensive hotelshop.one range and then customised: from beauty and wellbeing products and regional items to bedding and lamps.

The best part: both you and your guests benefit from this idea because it increases revenue per hotel room and ensures that the hotel brand remains with guests even after they've checked out. In return, your guests also get to have a great shopping experience. The idea has already won the 2017 industry award of the IHA – the German hotel association.

Taking this idea further: for the products on offer, forging partnerships with regional or selected suppliers may be a good idea. This has already been put into practice by large hotels. For example, in A-ja resorts, guests can have treatments in Nivea-branded spas and then purchase beauty and wellbeing products from the hotel's own Nivea store.

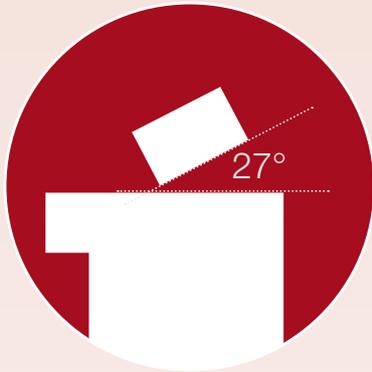
 Further information: www.hotelshop.one

Engraved elegance

A stylishly adorned dinner table also needs the right glassware. Whether it's the hotel's own logo or a custom pattern in line with the establishment's own corporate design, glassware can be tastefully refined with high-quality laser engraving, giving it a unique flourish and communicating value and exclusivity to guests.



Originality makes a brand strong ...



... and unmistakable: A few years ago the German newspaper “Süddeutsche Zeitung” carried out some research into brand recognition in Europe. The result: the “i” on its own was sufficient to know it's Miele.

A logo communicates directly with the customer. It gives a brand its identity and can promote positive associations with the company. It also ensures a certain recognition factor. Nevertheless, logos also have to keep up with the times in order to remain credible.

Miele

If you haven't noticed already, the Miele logo has changed as well. The red colour has become darker and the area around the lettering has been made larger, presenting Miele in a modern, elegant and self-confident light.

Is it also time to update your logo? One of the decisive factors is whether an older logo is still easy to render by digital applications.

If not, you should consider re-designing as soon as possible.

Write to us!

Do you have any suggestions, tips or questions?

Do you want to contribute with topic suggestions, criticism or your own stories?

We'd love to hear from you at welcome@miele.de
Also, if you no longer want to receive this magazine, simply write to us.



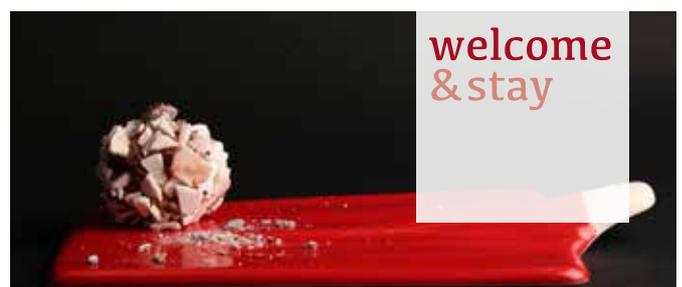
Add value for your guests

The perfect read

Keep your guests happy with your own reading material. With the hotel's own magazine you can keep your guests informed during their stay – e.g. places of interest nearby, potential activities and regional events, or news relating to the hotel.

An inspiring example is the “Insider” hotel from Inntel Hotels Amsterdam.

www.the-insider.nl



Looking ahead: welcome & stay 4 | 2018

»Experimentation«

Breaking out of the status quo takes courage, yet presents opportunities.

It won't be long before we publish the next issue, which will be on the topic of experimentation.

