

# Royal hospitable gestures

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This is a free publication of  
Van Spronsen & Partners hospitality consultancy

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Let's introduce ourselves....

## Van Spronsen & Partners hospitality consultancy

The Van Spronsen & Partners Group has been active in the hospitality and leisure industry for over 26 years, specializing in hospitality consultancy, hospitality administration, hospitality salary administration and hospitality trainings. Our slogan is think different, act different and for us the client is always the center of attention.

Our main activities within hospitality consultancy are performing feasibility studies, company audits and efficiency improvements, the development of new hospitality concepts, creating marketing and communication plans and giving management support..

The company attempts to inspire the industry through free publication of trends (via horecatrends.com), hospitality sector researches (published on spronsen.com), annual researches such as "De Meest Gastvrije Stad" (which means as much as "the most hospitable city of The Netherlands") and "Een rondje terras" (a research where beverage prices of terraces in the large cities of The Netherlands are compared).

"Customer is king", a familiar saying, right? Especially in the hospitality industry we go above and beyond to treat our guests as a king. Hospitality with a hint of royalty! After our last publication "Small hospitable gestures" we received many positive responses so we decided to create this sequel. We publish these booklets to show the hospitality industry practical and easy-to-use examples of exceptional hospitality. We believe true hospitality is to be found in small gestures, gestures of the individual within the company. Like the hotel we visited a few years in a row, where the housekeeping placed our daughters' stuffed animals in a different pose everyday. So every time we would return to the room, they were running to see what their stuffed animals were doing that day. There was no bigger disappointment than the year that that specific maid turned out not to be working at the hotel anymore.. So bottom line; use your employees creativity and make their personal gestures a standard within the company.

That the Dutch Royal family loves hospitable gestures as well, could be read in an article published in the "Reformatorisch Dagblad" on February 22<sup>nd</sup> this year. Dutchman Foppe ten Broek ordered a round in a café after he heard about the abdication by Queen Beatrix. He sent his bill to the royals and received the amount back on his bank account. A nice 'random acts of kindness'. I hope we can inspire you to create your own hospitable gestures.

Marjolein van Spronsen

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# Unique touch in every room



## Small spaces with everything you need

If the Royal family stays anywhere it is usually a hotel with a personal touch. Old buildings with a classic twist for example. Currently we see a worldwide trend of old buildings, also in more sketchy neighborhoods, are being turned into hotels. Like the New Majestic in Singapore, part of the "Unlisted Collection" hotels. This hotel settled in the Chinese neighborhood. All rooms have a different lay-out and a simple interior, a mix of great products, vintage and design, and all rooms have a differently painted wall. This wall painting gives every room it's own unique feel and attracts a lot media attention. Like the "Classical Baby Grand Hotel" in Greece, who hired 10 artists to decorate 55 rooms. The artists all had different specialties and redecorated the whole hotel with modern art like for example graffiti. An ordinary hotel was made into a luxury boutique hotel and the artists got a ton of exposure, a great example of a successful collaboration. So, boring rooms and a target group who might be interested? Maybe wall paintings are an option for you!



## The sense of luxury is in the details

Many guests experience the indefinable sense of luxury often through for example the presence of comfortable white slippers in their room. Like the guest of "A Small Hotel" in Rotterdam, often people are reminded of their stay in a hotel through the white slippers they are using their own homes!

But you can also make it local, like the "Ratilanne Riverside Resort" in Chiang Mai, Thailand, who dress up their water bottles in local costumes. A very charming little way of presenting the local culture, who's next?







**Saying it with flowers**  
Obviously The Netherlands is a country filled with flowers that are used in every hotel bouquet or beautiful garden. But special details made out of flowers are not as day-to-day, like the “Pangkor Laut Resort” in Malaysia where they make little pieces of art of flowers and put them in your room or between towels.

**Towel art**  
An old fashioned principle, origami with towels! Kids love it and even adults are fascinated. If you look at websites as Tripadvisor, these little pieces of art are often photographed and put online by guests! The “Ratilanna Riverside Resort” in Chiang Mai, Thailand has the elephant as a symbol and uses this for their towel art as well.







## Arty napkins at the conference hotel "Kapellerput"

The Dutch queen is an art lover and will definitely appreciate the initiative of "arty napkins" at the "Kapellerput" hotel. Every year they choose a piece of art that touched them and have it printed on their linen napkins. They give it out as corporate gifts. This symbolizes what conference hotels are about; hospitality and inspiration. The original piece is bought and one napkin is framed, the restaurant uses a disposable version. A true royal gesture.

The napkins so far are made by Marijn Moree, Saskia Heuer, Janne Hopman and Jolinde van Poppel.

## A cup of coffee plus..

The conference hotel also features a KABAN (luxury meeting space in a tree hut) where you can meet in a special place. Inspired by this space the hotel collaborated with a baker from "Heeze" and created the KABAN-cookie. Good idea to use your USP in specific details like the cookies. In Thailand this is also popular, for example they serve cookies shaped as an elephant quite frequently!



*"The difficult immediately, the impossible takes a bit longer...."*

This is the beautiful slogan that the concierges and guest service employees of the Waldorf Astoria have. Their motto symbolizes the new service system of all hotels and resorts of the chain worldwide, in essence any wish of a guest needs to be made possible. Creating authentic and "once-in-a-lifetime" experiences. The slogan serves as a great guideline for the service employees.

Another initiative of the hotel are the beehives kept on the roof, the honey they produce is used in the ice and cakes that the hotel serves. The honey serves as a great story with the dish, especially in a time where bees are a threatened species.





# Give your guests a high five

## Score with high.... Affordable, no reservations and much

In The Netherlands the affordable high tea is very successful in restaurants and cafeteria of large stores. Why? It's on a walk-in basis, it's affordable and there are many different bites to fill up with.



## High Coffee

The "Conservatorium Hotel" in Amsterdam serves a new version of the classic afternoon tea, namely afternoon coffee. The executive chef "Schilo van Coevorden" created a special menu with extraordinary coffee-food combinations. The courses are served with a Nespresso special "Hawaii Kona special Reserve". This coffee is paired with a "Hawaiian Sunset" (Grapefruit, Passionfruit, Rum and Olive oil pearls) and hearty scones with tomato marmalade.

## High beer , high wine of high bubbles

But what do you say to a bucket beer with appetizers as a high beer or a collection of different beers with adjusted bites? We expect high wine and high bubbles with luxury bites to be very popular this summer! For these initiatives the golden rules still apply, it has to be affordable luxury and directly available.



## A meter of beer is old news...

In honor of the abdication in The Netherlands on the 30th of April KING gave away KINGsize packages. With this the brand seeks to keep royal fans fresh the inevitable long wait for balcony scene!

The Guinness Book of Records attempts like the "biggest cup of coffee/cookie etc" always attract a lot of attention online. To reach local press these initiatives can be very successful, or use it as a twist and make it a regular menu item like the chef of "Auberge Saint-Gabriel" in Montreal (Eric Gonzalez), who serves his lemon pie by the inch! Simple yet different, and it could be used on any type of dish.

Maybe you can think of meter of tapas for the table or a meter of amuses, appetizers to go with aperitifs or cocktails? Do you already do this? Let us know!



## Facilitating hospitable gestures

Suspended coffee/ice-cream/French fries, they are spreading over the world. You as an entrepreneur offer the possibility to your guests to make a hospitable gesture to other people in the world. If customers suspend an item (like at ice parlor "Mezzo" in Amsterdam) they pay for an extra coffee, ice cream or portion of French fries. This item can be picked up by someone who can't afford it. A simple and anonymous way to make a difference in this world. This phenomenon is spreading all over the world and originates from Naples, Italy.





The royal gestures in this booklet come from anywhere in the world. For example the "Intercontinental Amstel Hotel" in Amsterdam welcomes their (royal) guests with jogging maps, special baths, bedtime stories and local delicacies.

### **Jogging map**

In every bathroom a city map can be found with different jogging routes, which are interesting for the workout and enables you to see very beautiful places in Amsterdam.

### **Bedtime stories**

De Bedtime stories are a series of 8 local stories that are personalized by the concierge. A card with the story is placed on the bed during the Turn Down service and provides an interesting image of the subject/location of the story. This allows the guest to connect to the location and inspires him/her to contact the concierge team the next day!



### **Bath will fill within 2 minutes**

Due to special taps with extra water pressure the bathtub fills within 2 minutes. Because guests are not used to the speed the chances of flooding the room are high, this way the hotel reminds the guests of their bath.

### **In the Know Gift**

The 'In the Know Gifts' are small, special gifts that guests receive in their rooms to feel more connected to the destination and chain. With this gift comes a little card of the concierge to educate and inspire guests in experiencing the authentic Amsterdam. It also creates a sense of accessibility of the concierge team.



## Butler service is popular

Especially in the Asia many hotels offer 'butler service' with the room. The extend of this differs per hotel but the consensus is that these are the people to reach out to for any questions or requests. She/he pours a welcome drink or prepares a bubble bath. It differs per guest whether they like it or not. The "Ritz-Carlton Hotel" in Kuala Lumpur offers within their butler service a bath menu, a very luxurious gesture....

## Picnic butler

Butler for Hire's service offered a picnic butler from April until August in 2011, in the "Vondelpark" in Amsterdam. Imagine; a butler, a luxury picnic basket with glasses, china and beautiful food. Ultimate luxury!

Many hotels in The Netherlands offer bike arrangements, why not extend this with a picnic butler?

## Digital concierge

Renaissance hotels introduced the Navigator program last year. Next to the traditional concierge the Renaissance Hotel offers a digital concierge. Navigator selects interesting restaurants, stores en tourist sights in the vicinity of the hotel. The information is generated by the personnel and Wcities (an online destination provider). Especially for city hotels a nice gestures towards all guests.





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### Trendpresentations for entrepreneurs and students

On a regular basis we supply trend and inspiration sessions about the (inter)national developments within the hospitality, marketing, leisure, retail and experience economy. We have experience in giving presentations for different audiences, from students to board of directors.

Would you like to apply trends in your own company? We can look at your current communication channels, provide an inspiration session, together we determine what is attainable and we will help you with the execution! For more information, send an email to [armandsol@spronsen.com](mailto:armandsol@spronsen.com).



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Test sleeping in a small hotel  
Artists decorate hotel  
Nespresso afternoon coffee at Conservatorium Hotel  
Pie per inch  
An ice-cream on hold..  
Suspended fries at friturist  
Catered picnics at Amsterdam  
A digital conciërge at Renaissance hotels

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