

Small gestures in hospitality

Valentine's Day



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Column



Valentine's Day is originally an American holiday. But hey, let's celebrate it in the Netherlands as well because it's a very convenient date for a party! With February being one of the hardest months in the hospitality industry.

Recently I did read a Facebook post about a hotel where an elderly couple had booked a hotel room on Valentine's Day (2014). The lady of this couple, who had been married for over 50 years, did have a stroke and is paralysed on the left side of her body ever since. Her husband contacted the hotel if it was possible to book a room that was accessible for disabled people. Confronted with the story and the love the man showed for his wife, the staff decided to give these people the best Valentine's Day ever. The couple was welcomed as 'guests of the day' in a room that was decorated with Valentine's balloons, sweets and trinkets. Everyone pampered this couple.

This is what Valentine's Day is all about, to pamper each other. And if you do this with small but hospitable gestures, it could happen that we read about this hospitable gesture at the other side of the world. The hotel in the example above is located in Flowery Branch (Georgia, USA) and I read about in Warmond, The Netherlands.

Whether this has much effect on your sales? Basically it doesn't. Except that the immediate area will probably also enjoy reading about this sympathetic gesture, which is always positive for your branding. Family and friends of the couple will certainly appreciate it and they might be tempted to visit your hotel at one point.

The hospitality industry is very good at coming up with nice big and small gestures for Valentine's Day. We have searched the internet and collected a lot of examples. About some we have already written before but it's all collected in this edition of 'small gestures in hospitality for Valentine's Day'. Take a look on our Pinterest board for visual inspiration from all over the world.

Marjolein van Spronsen

We like to write about your original hospitable gesture for Valentine's Day as well. Let us know what you are up to on tip@spronsen.com

Inspiration



At 'Wed and Walk' in Amsterdam you can marry, almost 'officially'. Let's describe it as a practice in how it feels like ;-). [Wed and Walk](#) is only located in Amsterdam, but you also can also give your guests the opportunity to practice getting married by collaborating as a restaurant or hotel with a number of retailers. The wedding boutique, photographer, florist etc. and of course the red carpet and dinner at your restaurant!

Renew your wedding vows..... In the US it's very popular, reliving your wedding day even if you're in your forties or fifties. And why not at your hotel or restaurant? It's especially great for couples who once celebrated their wedding in your hotel or restaurant. You could make a special newsletter for these people, to make them a party offer they can't refuse. ;-)



We aren't quite convinced about the added flavour, but you can find it all over the internet.... The cotton candy cocktail is available in a lot of varieties. The idea is that you serve the glass filled with cotton candy and pour the drink on top of it. The candy melts right in front of your eyes and sweetens the cocktail.

It is a great cocktail for Valentine's Day, and relatively simple!

Moodboard Pinterest



Valentine's Day DIY - red velvet heart macarons

Gepind vanaf delectabledeliciousness.blogspot.com



Valentine cake in Hilton

Gepind vanaf restaurant-guide.cz



Gepind vanaf thedatingdivas.com

van The Dating Divas

"Love Potion" Drink Labels



More on [pinterest.com](https://www.pinterest.com/horecatrends/)
/horecatrends/
valentines-day/

Or think about dishes that are heart shaped:

- ♥ Hamburgers
- ♥ Smoked salmon
- ♥ Baked potatoes
- ♥ Pancakes
- ♥ Latte Art
- ♥ Sushi
- ♥ Croutons
- ♥ Sandwiches
- ♥ Pizza
- ♥ Brownies
- ♥ Toast with egg
- ♥ Cocktails



Gepind vanaf gma.yahoo.com

van Yahoo

7 Restaurants Rolling Out Valentine's Day Treats



van Spend With Pennies

How to Make Strawberry Roses
Gepind vanaf spendwithpennies.com



A DESIGNER LIFE . NET

van A Designer Life

Food Design: 3 Easy Last Minute Valentines Day Recipes

Gepind vanaf adesignerlife.net



Gepind vanaf seededatthetable.com

van Seeded at the Table

Sugar Cookies



Gepind vanaf flickr.com

valentines day idea-fresh strawberries with vanilla cream and buttery shortbread pieces in the middle and assembled this combination with both 3" heart

door Mad Baker

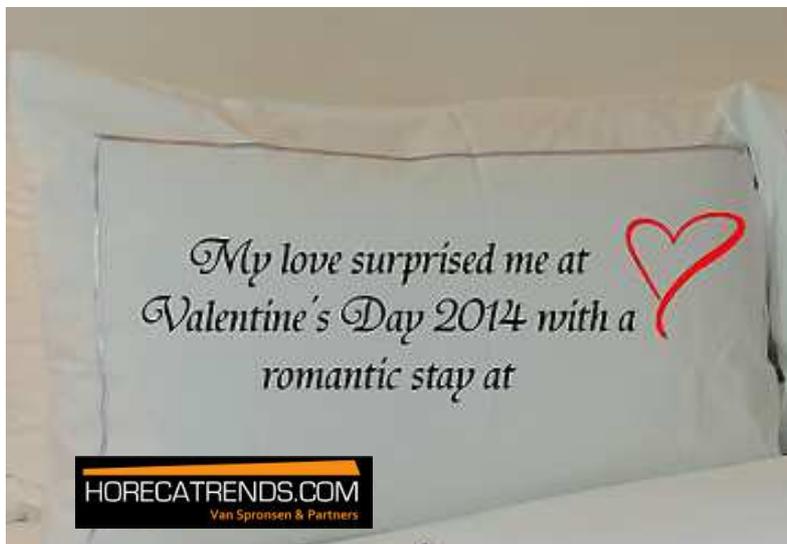


Gepind vanaf spachethespatula.com

van Spache the Spatula

Red Velvet Molten Lava Cakes

Inspiration Hotels



Valentine's Day towel hospitality



Especially for hotels it's difficult to generate extra sales in the hotel rooms for Valentine's Day. Going out for dinner with your loved one is becoming more and more popular, but going to sleep in a hotel room afterwards is a lot less popular. So it's a matter of seduction... For example, give a lasting memory, like a pillowcase with precious words. Who knows how often your guests will see your name again and be reminded of that night!

Or start a collaboration online with other hotel owners. And offer specials for couples, like 'Love rooms' with either a fireplace in the room, whirlpool, round bed, erotic DVDs or in conjunction with an erotic lifestyle shop, a package of guilty pleasures in the room. Look at what kind of rooms the Swiss hotels are offering [at this website](#) with 'naughty' extras.



Writing a love letter for your Valentine is hard! But what if someone professional is doing it for you, would you dare to send this letter to your loved one? As an owner of a restaurant or hotel you can use the tactics of Apothic Winery. They made a limited edition red wine named '[Apothic Crush](#)' and helped with writing a love letter.

If they come and stay at your hotel for Valentine's Day, you can write or have a great love letter written for the one who invites.

Moodboard Pinterest



heart-shaped grilled cheese! Fresh. Local. Good. Food Group

Gepind vanaf southernweddings.com



Charleston Pink Recipe - looks perfect for Val

Gepind vanaf lindseybrunk.com



Gepind vanaf foodnetwork.com

van foodnetwork.com

Basic Pepperoni Pizza and Four Cheese Pizza

Hand-stretched pizza with all fresh ingredients made with love. YUM!!!



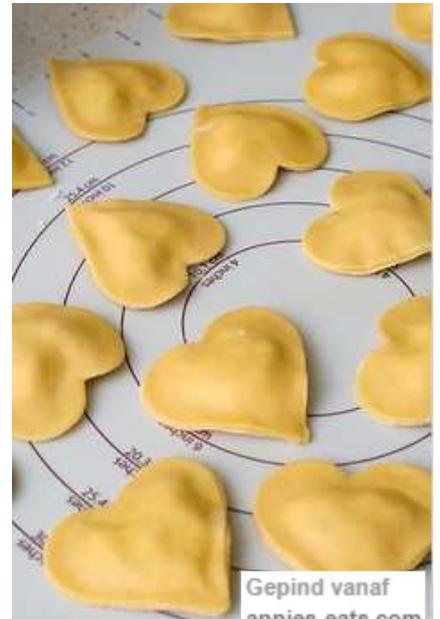
Heart Shaped Meringue Cookies

van MidgetMomma

Meringue Cookies

Meringue Cookies are great antines Day since they are I like hearts!

Gepind vanaf midgetmomma.com



Gepind vanaf annies-eats.com

van Annie's Eats

Four Cheese Ravioli

Heart ravioli for valentines day



I love you! Heart-shaped Sushi. Perfect for a Valentines Day dinner with your honey :) @Mikayla Skidmore :P

Gepind vanaf hollyshelpings.com



More on [pinterest.com/horecatrends/](https://www.pinterest.com/horecatrends/)
[valentines-day/](https://www.pinterest.com/valentines-day/)

Trends



No red roses, chocolates or discount but attention! That is what [Droste's](#) reminds their guests of during the Valentine's dinner with a nice envelope for their mobile phones.



For a clean kiss: offer your guests a [wine wipe](#) to remove the red wine from the lips and teeth.



For thrill seeker there are enough nice events on Valentine's Day. For example you can go to Rotterdam to visit [Escape Room Fantasy](#), here they have a special '50 shades of...' room.

Love is..... Celebrating Valentine's Day 2016 at:

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In America they have a piece of wall at the entrance of every big party with the logo or name of the restaurant or hotel on it. All guests are photographed in front of it. The 'step & repeat' process in front of a wall with the text 'Love is, Celebrating Valentine's Day 2016 at...' and your own logo.

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Suggestions

- ♥ Collaborate with fellow entrepreneurs in a city, or a storekeepers' association and organize something special. Check the website of [I Amsterdam](#) for example, you can find a nice list of suggestions on how to spend Valentine's Day in Amsterdam.
- ♥ [Walk of Love](#) – Hollywood has its own Walk of Fame, Holland has its own Walk of Love at the Deltaplein in Kijkduin. You will find tiles here with romantic messages. These tiles remain at the square for 1 year and can be placed for any occasion.
- ♥ McDonalds used the marketing technique of 'unexpected friendly gestures' last year. They did that by giving away free meals from the beginning of February 2015 till Valentine's Day. Across America guests of McDonalds could randomly be surprised with the request to pay for their meal with selfies, hugs, high fives, and other forms of love. Results; all kinds of videos were shared through the social media about what people had to perform for the free meal.
- ♥ An older but nice idea is from Citymarketing in Groningen. They had a website in 2010 where loved ones could record a message with a webcam for their partners. After the message was seen by the partner, he or she could book a hotel room in Groningen with just one little touch. This principle can also be used by hotel chains. Of course it's also possible to give attention offline. The guests who is booking for Valentine's Day at your place, gets a nice postcard of special paper for love letters to invite his or her Valentine.
- ♥ In 2011 we already wrote about [the Risk Show](#), a show in which strangers go on stage to tell their story. This principle is particularly popular in Anglo-Saxon countries. [The Moth](#) once came up with it but meanwhile we also have [Echt gebeurd](#) in the Netherlands. Do you own a café with a stage or a small room, organize your own 'Valentine's Night' in which people can tell their love story. Nowadays we share a lot on social media so I wouldn't be surprised if an evening like that became a huge success.
- ♥ Serve dishes for two people and make the dessert, like at the Alinea restaurant, at the center of the table. Watch the video [here](#) and get inspired.



Information

Trend Presentations for students and entrepreneurs

We often organize trend- and inspiration session about the (inter)national developments within hospitality, marketing, leisure, retail and experience economy. We are experienced in giving presentations to various groups, from students up to the administrative level.

Would you like to apply trends as an entrepreneur? We take a look at your communication, provide an inspiration session, we determine, with you what is feasible and supervise the implementation. More information: marjoleinvanspronsen@Spronsen.com

Let's introduce... Van Spronsen & Partners

Van Spronsen & Partners hospitality consulting is part of the Van Spronsen & Partners group. Next to the hospitality consulting, the group consists of three other independent companies; hospitality payroll administration, hospitality administration and hospitality training. Our slogan is "think different, act different" and we are active in the hospitality and leisure market for 29 years. Our approach is to put our client and his/her goals first.

Within our hospitality consulting we mainly focus on performing feasibility studies, company audits, efficiency improvements, development of hospitality concepts, giving management support and creating marketing and communications plans.

Besides these activities we publish new industry studies monthly, where we reveal more depth information about the different sectors within the hospitality industry in the Netherlands. Check www.spronsen.com for previously published studies.

For all published industry research and gestures in hospitality take a look on our website www.spronsen.com. Consider visiting the websites of our colleagues www.salaris-spronsen.nl en www.horeca-administratie.com.

Check out our industry information and other publications:

horecatrends.com / spronsen.com/onderzoeken / spronsen.com/brancheinformatie



Marjolein van Spronsen



Bram Kosterink