



WE POINT OUT YOUR HOTEL WORLDWIDE

LIFESTYLEHOTELS

WHY WE DO WHAT WE DO

It is the passion for hotels with an extraordinary design, an individual concept and a high demand on quality which prompted Thomas Holzleithner and Hardy Egger in 2001 to create the LIFESTYLEHOTELS® brand. LIFESTYLEHOTELS is a mouthpiece and a platform for design-oriented, chain-independent hotels.

THE COMMUNITY

WE BRING TOGETHER WHAT BELONGS TOGETHER

The typical LIFESTYLEHOTELS guest is looking for a unique hotel experience. The guest is not interested in copycat products; they want true innovation. Quality is not a question of the external presentation or label for them, but a question of intrinsic value. The guest is an aesthete who wants to feel the substance below the glossy surface.

THE BRAND

BENEFIT FROM A STRONG BRAND

We communicate, we network, we publish and we interact. The LIFESTYLEHOTELS brand is a seal of quality in all these areas, and highlights the uniqueness of its members. LIFESTYLEHOTELS stands for a modern, individual and aesthetic lifestyle.

YOUR BENEFITS

- > **POSITIONING** within the lifestyle hotels segment
- > **MARKET EXPANSION** with a focus on the European market, particularly DACH with access to a lifestyle community and target customer base
- > **INCREASED PRINT MARKETING VISIBILITY** with THE BOOK & THE STYLEMATE (LIFESTYLEHOTELS book and magazine) in all member hotels
- > **INCREASED ONLINE MARKETING VISIBILITY** on LIFESTYLEHOTELS' subsite, through newsletters, blogs or social media. (presentations are in line with "one-of-a-kind" hotels: original & individual concepts)
- > **SYNERGETIC EFFECTS** through print & online marketing and increased visibility to guests of other member hotels
- > **INDIVIDUAL PROMOTION** through cross media campaigns (print & online)
- > **MARKETING COOPERATIONS** with strong brands (e.g. Tesla, Red Bull, H&M)
- > **MARKET ENTRY AND EXPANSION** through Sales Weeks in target markets, e.g. London, Scandinavia & DACH (direct business potentials)
- > **DIRECT BOOKINGS**
The booking requests generated on WWW.LIFESTYLEHOTELS.NET are forwarded directly to the hotels for processing.

MARKETING SERVICES

PRINT

THE BOOK

The Coffee Table Book for demanding travellers.



All LIFESTYLEHOTELS | more than 400 pages | best-room tips | new member hotels. Circulation: 5,000 copies

ANNUAL PUBLICATION

THE STYLEMATE

The LIFESTYLEHOTELS newspaper on the topics of travelling, destinations, hotels, cuisine, design, fashion and more.



Circulation: 25,000 copies

Distribution: member hotels, cooperation partners, subscribers

PUBLICATION: 3 TIMES A YEAR

INDIVIDUAL HOTEL NEWSPAPER

8 pages of the current LIFESTYLEHOTELS newspaper THE STYLEMATE are individually designed for the hotel.

PUBLICATION: BY ARRANGEMENT



ONLINE

WWW.LIFESTYLEHOTELS.NET THE WEB PORTAL

Detailed illustration of each member hotel including description, photo gallery and best room tip. Further menu items: Insider tips, video gallery, online shop

38,000 VISITS/MONTH

100,000 PAGE IMPRESSIONS/MONTH

NEWSLETTER

Newsletter distributed approx. twice a week to 3 different groups of recipients:



FIT newsletter to customers | MICE newsletter for meetings, workshops & groups | Newsletter for tourism companies

APPROX. 55,000 SUBSCRIBERS

SOCIAL MEDIA

Facebook, Twitter, Instagram, Pinterest, YouTube, Google+, LinkedIn, Xing and the LIFESTYLEHOTELS Blog.



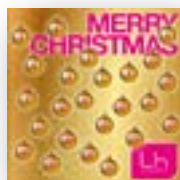
Daily posts about hotels, news & specials

50,000 FOLLOWERS TOTAL

PROMOTIONS

PRIZE COMPETITIONS

Online Advent calendar and online Easter calendar | Hotel stays as prizes



Promotion of hotels & generation of addresses of participants

66,000 PARTICIPATIONS/YEAR

TRADE FAIRS/EVENTS

Representation of the LIFESTYLEHOTELS brand at various design events and travel trade fairs.

COOPERATIONS

LIFESTYLEHOTELS enters into marketing cooperations for the member hotels on an ongoing basis.

E.G. LILLET, BMW, TESLA, RED BULL...

PUBLIC RELATIONS

PRESS COMMUNICATIONS

E-mail and press newsletter dispatch to media representatives and magazines.

APPROX. 1,000 RECIPIENTS

PRESS TRIPS

LIFESTYLEHOTELS assumes the planning and implementation of individual press trips for the member hotels.

MEDIA COOPERATIONS

LIFESTYLEHOTELS publishes joint insertions with the member hotels.



SALES SERVICES

DIRECT BOOKINGS

The booking requests generated on WWW.LIFESTYLEHOTELS.NET are forwarded directly to the hotels for processing.

SALES WEEKS

Market entry and expansion through pre-organised Sales Calls / appointments at agencies (Lifestyle, Luxury, Travel, Concierge, etc.) in target markets.

MICE CALLS

Focus on MICE Business. Presentation through LIFESTYLEHOTELS. New Contacts.



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