

Marketing Strategy of HISTORIK HOTELS

One of HISTORIK HOTELS' central sales techniques is to focus on the unique selling point of the hotel, whatever that may relate to, and the connected history of the hotel.

The advantage is that the brand identity does not need to be established; it is created through the history of the establishment.

With the label "HISTORIK HOTELS", there is a clearly identifiable brand profile that arouses vivid connotations in the desired target group.

Direct marketing takes place by means of a bundle of measures that overlap one another.

Networking through reciprocal linking

In displaying and linking the websites of member hotels and guest houses in the HISTORIK HOTELS portal, an extensive network is created which is becoming increasingly well-known. For this to happen, each member must integrate the "PARTNER HISTORIK HOTELS" logo into their website's homepage and create a link on the database of the brand association.

In doing this, groups of guests that have already gotten to know and come to appreciate the historic atmosphere of another hotel or guest house within the HISTORIK HOTELS brand association are made aware of your establishment, meaning that they can also take advantage of what you have to offer.

Positive side effect:

Through the reciprocal linking of member hotels and guest houses via the HISTORIK HOTELS internet portal, the search engine ranking and thus the all-important level of awareness of your establishment improves (see Google under HISTORIK HOTELS). In addition, you will be keeping right up to date with the trend of online marketing and sale of your service.

Brochure

As an additional way of advertising, a bilingual HISTORIK HOTELS brochure is used at trade fairs and exhibitions.

Press and PR work

Relevant information and announcements concerning HISTORIK HOTELS is forwarded on to the travel press by our in-house press department.

International partners

The network is expanded considerably through reciprocal linking with our partners abroad, similar groups of historic hotels.