

MARKETING
TOOLKIT





INTRODUCTION

The Haute Grandeur Global Hotel Awards™ recognises exceptional contributions by outstanding hotels and is the highest achievement for the luxury hotel industry, honouring only the best of the best. The value of a Haute Grandeur Global Hotel Award is powerful in terms of its ability to boost marketing and promises to have a direct impact on guest perception and revenue.

OVERVIEW

Being shortlisted for a Haute Grandeur Global Hotel Award provides a hotel with an ideal marketing opportunity. The Marketing Toolkit for members, provides information on the items that may be utilised to effectively publicise the property's achievements and encourages the industry to participate in the annual rating poll.

MARKETING TOOLKIT FOR MEMBERS INCLUDES:

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WINNERS ALSO SHARE IN:

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OPTIONAL EXTRAS FOR WINNERS INCLUDE:

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1. SHORTLISTED BADGE

Haute Grandeur Global Hotel Awards™ Shortlisted establishments may utilise the Shortlisted Badge on all marketing material to encourage awareness. By incorporating the “confirmation of excellence” the reputation of the establishment will be further enhanced and given a marketing advantage.

Once the 2019 Shortlisted badge has been shared with you, it may be implemented on the establishment’s website and linked to the establishment’s unique profile on the Haute Grandeur website.

The Shortlisted Badge may be implemented on:

Letterheads

Newsletters, Brochures and Leaflets

In-Room Dining Menus and Restaurant Menus

Business Cards

Hotel Feedback Forms

Official Company Advertisements



2. EMAIL BADGE

Haute Grandeur Global Hotel Awards™ shortlisted properties are encouraged to create awareness by implementing the e-mail badges on the e-mail signatures of all employees.

www.hautegrandeur.com

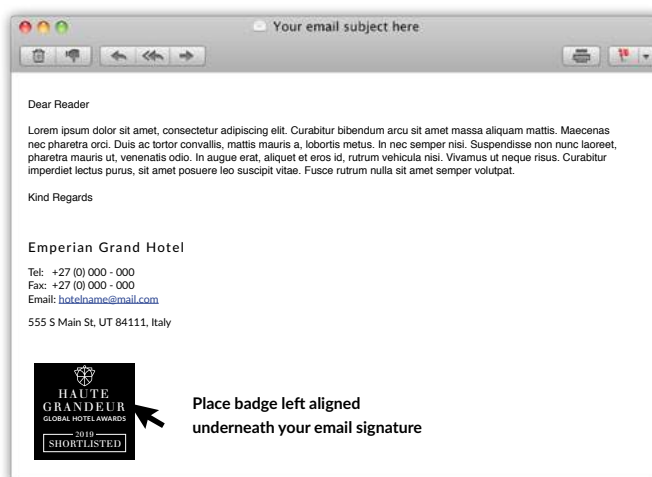
Size & Dimensions

Large: 75 pixels x 65 pixels

Small: 64 pixels x 56 pixels

Applicable to: Shortlisted, Winners

Application Example:



Shortlisted Badge



Shortlisted Email Banner



Download the E-mail Badge from the membership platform



Available Formats



3. SHORTLISTED WEB CERTIFICATE

The Haute Grandeur Global Hotel Awards™ provides Shortlisted establishments with a Shortlisted Web Certificate to confirm their shortlisted result and serves as a stamp of excellence.





4. RATE US BUTTON

This button can be used effectively during the rating period to encourage guests to participate in the rating process.

Haute Grandeur Global Hotel Awards™ permits shortlisted establishments to canvas clients and industry contacts to rate them during the annual rating process via the official rating poll.

Steps on how to implement the “Rate Us” Button on the establishment’s website and email signature can be downloaded from the official participant membership platform.

White Application



Black Application



Download the Rate Us Button from the membership platform

Available Formats

5. RATE US DISPLAY BANNERS

This banner can be used effectively during the rating period to encourage guests to participate in the rating process.

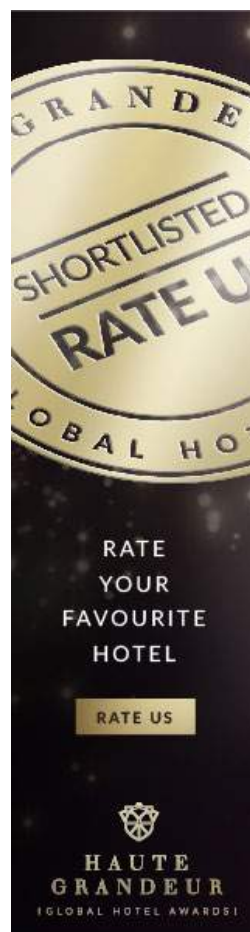
Size & Dimensions

Full Banner: 468 x 60

Leaderboard: 728 x 90

Skyscraper: 728 x 90

Square: 336 x 280



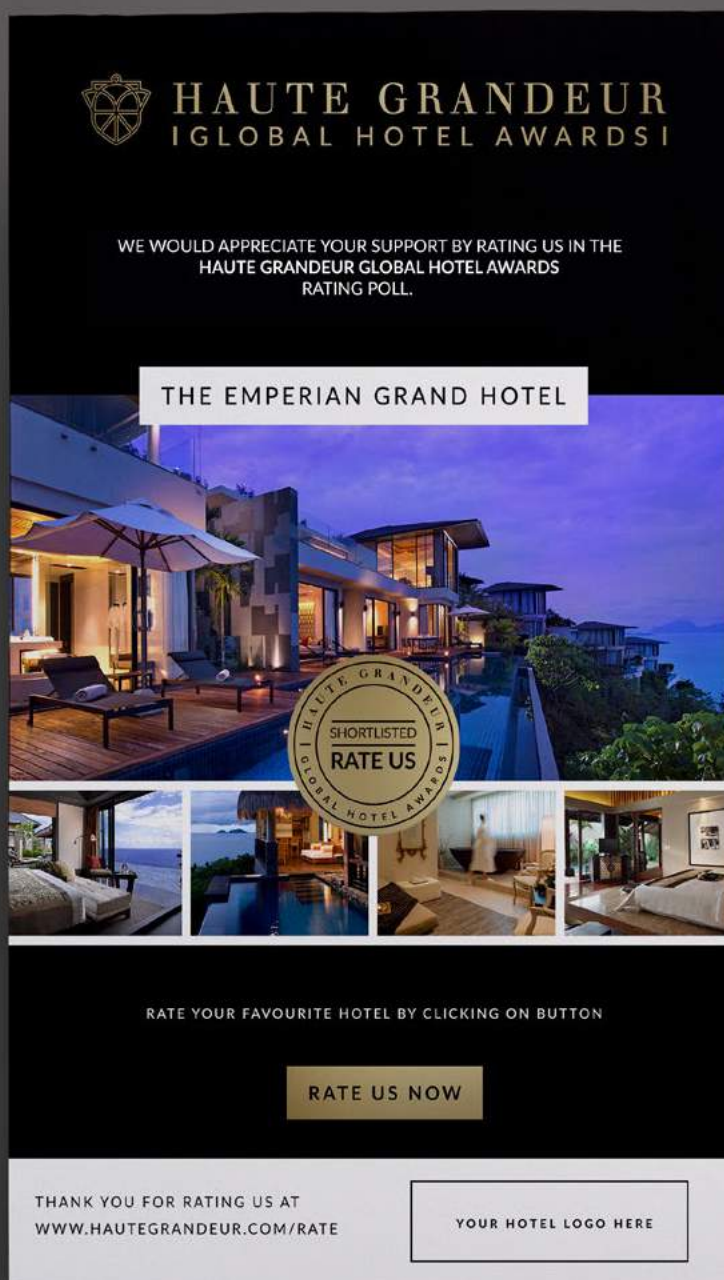
Download the Rate Us Banners from the membership platform

Available Formats



6. RATE US PERSONALIZED MARKETING MAILER

This emailer can be personalized by the establishment and distributed via email to valuable connections during the annual rating period in order to encourage participation in the rating process.



Download the Rate Us Mailer from the membership platform



Available Formats



7. PERSONALIZED WEB PAGE

Each shortlisted establishment will receive a personalized web page to display the establishment's images, write-up as well as contact and reservation details. This personalized web page will also display a special feature section, the establishment's previous awards as well as its press release. Once an establishment receives their member status, the establishment may manage their online profile via the online membership platform.

HOTEL PROFILES



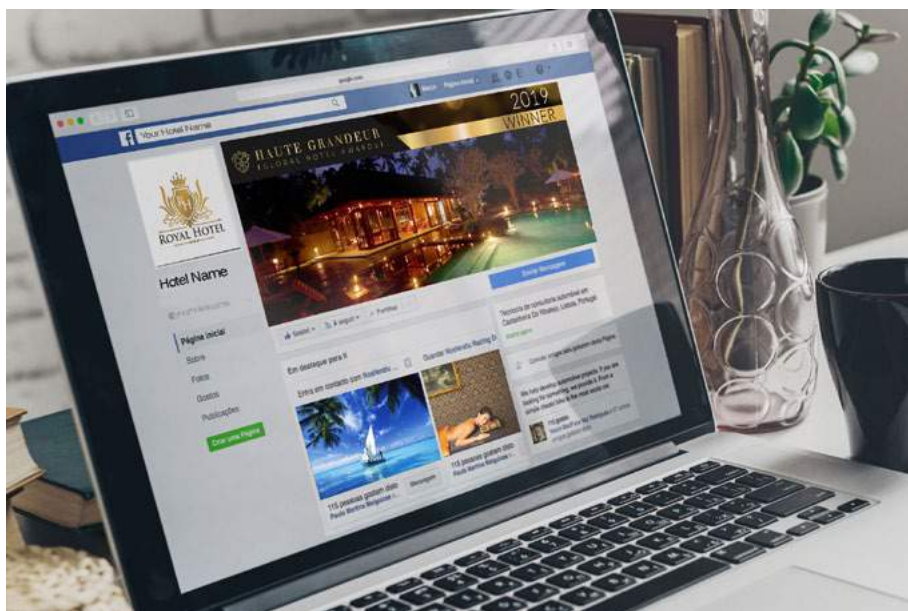
HOTEL LISTINGS



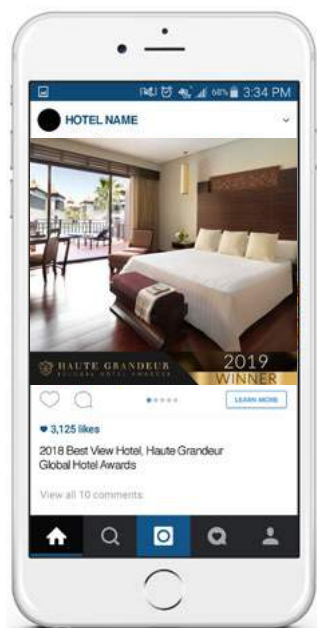
Visit our website to view a featured hotel page
www.hautegrandeur.com/hotels/hotels/



8. SOCIAL MEDIA TEMPLATES



FACEBOOK



INSTAGRAM

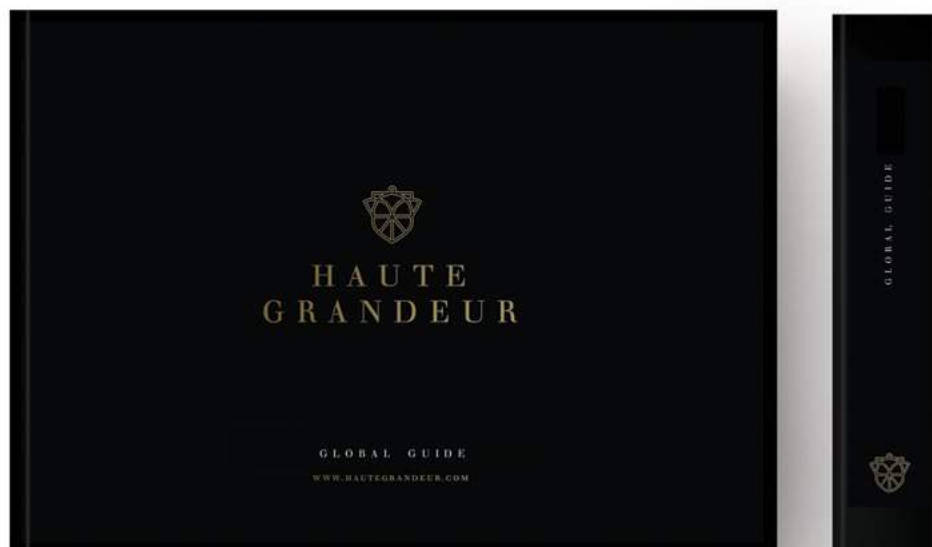
Easy to use Powerpoint templates to create social media posts and cover images



9. PRINTED GLOBAL HOTEL, SPA & RESTAURANT GUIDE (Printed Annually)

Presenting the luxury travel industry with a useful selection of the world's finest hotels, spas and restaurants, the Global Hotel, Spa & Restaurant Guide © serves as a handbook for the premium traveller, reading material for the hotel, spa and restaurant guests, as well as a marketing tool for those establishments, featured in this hard cover book.

Each establishment will receive a full colour page complete with a selection of images, contact details, descriptive information and region.



Visit our website and order your Global Hotel & Spa Guide ©

www.hautegrandeur.com/hotels/merchandise-order-form



10. PERSONALISED FEEDBACK FORM

Each shortlisted establishment will receive access to a Personalised Feedback form which may be used to encourage guests to provide feedback prior to their stay.

Haute Grandeur Global Hotel Awards™ encourage hotels to utilise this form, but it is not compulsory.

Double sided, editable PDF for your convenience



Download the Personalised Feedback Form from the membership platform



Available Formats



11. E-MAGAZINE FEATURE

Members of Haute Grandeur Global Hotel, Spa and Restaurant Awards™ are featured within this online magazine to encourage awareness. The magazine is published bi-monthly on Issuu.com and has a truly global reach. There is no cost attached to the magazine, which makes it very accessible & popular.





12. RESULT ANNOUNCEMENT MAILER

Members of the Haute Grandeur Global Hotel Awards™ may customise and use the Result Announcement Mailer to inform the industry of their results.



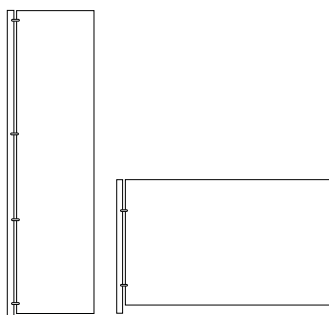


13. FLAGS

The Shortlisted flag options are available to all participants of the Awards.

The flag serves as a useful marketing tool to encourage awareness and can be ordered at a minimum charge. There are two dimensions to choose from and three colour options for your convenience.

Orders can be placed online via the membership platform.



Size & Dimensions

Horizontal Flag Display

1800 mm x 1200 mm

Vertical Flag Display

3000 mm x 1800 mm

Flags colour availability



BLACK & WHITE



WHITE & BLACK



GOLD & BLACK





14. WINNER BADGE

Winners are encouraged to use the Haute Grandeur Global Hotel Awards™ Winner Badge on all marketing and corporate branding as well as for media purposes. This badge is ideal for global advertising and marketing campaigns to encourage maximum awareness.

By incorporating the “confirmation of excellence” the reputation of the establishment will be further enhanced and given a marketing advantage.

Establishments are encouraged to remove their shortlisted badge and to replace it with their winner badge. The winner badges can be linked to each establishment's unique hotel profile URL on the official Haute Grandeur Global Hotel Awards™ website.

The Winner Badge may be implemented on:

Letterheads

Newsletters, Brochures and Leaflets

In-Room Dining Menus and Restaurant Menus

Business Cards

Hotel Feedback Forms

Official Company Advertisements



Download the Winner & Finalist Badge from the membership platform



Available Formats



15. EMAIL BADGE

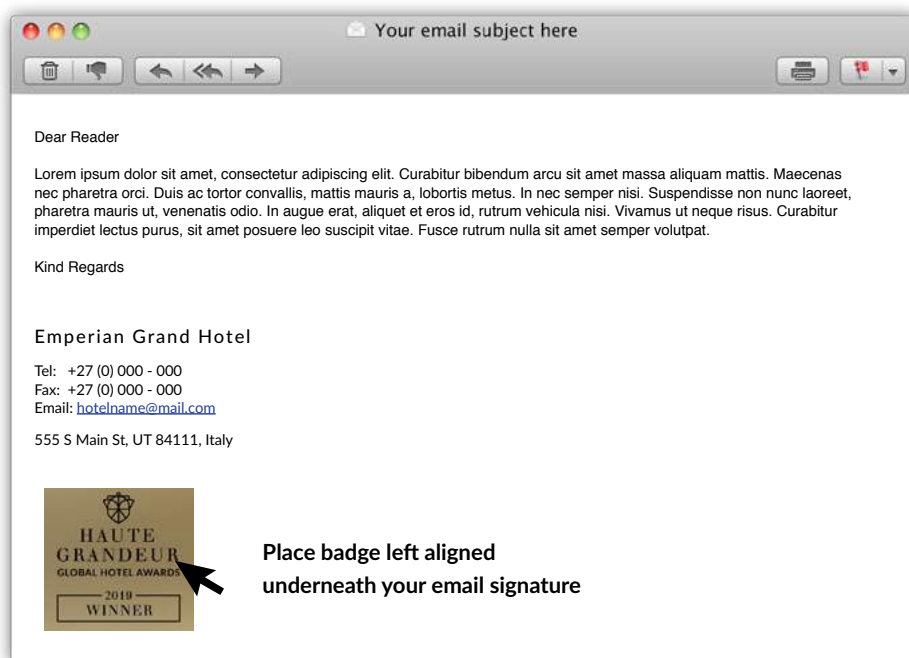
Winners are encouraged to create awareness by implementing the e-mail badges on the e-mail signatures of all employees.

Size & Dimensions

Large: 75 pixels x 65 pixels

Small: 64 pixels x 56 pixels

Applicable to: Winners, Finalists



Winner Badge



Badges will be provided when results are announced via email.



Available Formats



16. WINNER CERTIFICATE

The Haute Grandeur Global Hotel Awards Winner Certificates may be displayed in your establishment's lobby, reception area, sales counter concierge desk, restaurant, library or fitness centre.

Establishments are encouraged to display this certificate of recognition in full view of the public.





17. OFFICIAL HAUTE GRANDEUR TROPHY™

Establishments are encouraged to display this coveted statuette in the most prominent location, such as the establishment's reception area and other public areas of interest.

Size & Dimensions
300mm x 240mm





18. PLAQUE

The official Haute Grandeur Global Hotel Awards™ wall plaque is the perfect tool to display the establishment's winner result. This item should ideally be displayed outside the hotel's main entrance or in hotel lobbies and reception areas where it will be in full view of guests.

The material is extra durable and ideal to withstand any weather conditions

The Plaque is made to order for winners only.

Orders can be placed online via the membership platform.

Size & Dimensions
600mm x 200mm



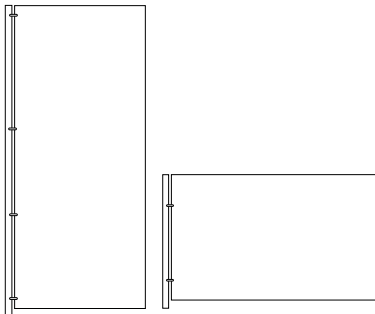
This image only serves to demonstrate the placement of the plaque and does not represent a specific hotel.



19. FLAGS

A flag serves as a useful marketing tool to encourage awareness. Flags are available in two dimensions and three color options are available.

Orders can be placed online via the membership platform.



Size & Dimensions

Horizontal Flag Display
1800 mm x 1200 mm

Vertical Flag Display
3000 mm x 1800 mm

Flags applicable for
Winners

Flags colour availability



BLACK & WHITE



WHITE & BLACK



GOLD & BLACK

