

Luxury Hotel Marketing





Understanding Luxury

Pleasures

Needed Pleasures

The search for pleasure is part of human nature. Somehow, it's also in our nature to consume now and not save for later or, worse, tomorrow. Why save for later when you can enjoy something in the here and now? It is also proven that humans tend to seek pleasure, and without pleasure people have less motivation and less energy. Our wealthy guests are no different, and mentioning pleasure will trigger another aspect in the decision making process.

In Western culture pleasure is not always a word associated with virtue. This is sometimes owing to religion and cultural background; it is not necessarily the case in other cultures. Why feel bad when you have the possibility to please yourself and offer agreeable experiences and incredible gifts to your loved ones?

Pleasure Of Self-Affirmation

Being able to self-affirm and self-accomplish is part of human nature. It is important as a social being to be able to be perceived in the eyes of others as being of value and having a social value. It is a pleasure to be able to be the person you want to be.

Pleasure Of The Best

Many products, with their ever better quality, are created to please us in order to answer our need to enjoy the products of a superior quality. A 3-star Michelin restaurant will certainly not only feed you, but will also create culinary emotion. It is an extraordinary pleasure to experience how food can be so enjoyable and reach such a high standard. It is a pleasure that certainly only a few can afford. If you have the financial means, would you like to try it?

After you had tasted it, would you like to taste it again?

It is not always about money. It is about the pleasure of having the best - the desire to experience something that is pleasing to our senses. It is about education refinement and sensibility.

Key phrases to use with guests could be:

“You really know how to appreciate the best.”

**“You really know how to appreciate the best
of the best!”**

“You do have very discerning taste.”

Pleasure Of Power

Clearly, not everyone can afford to enjoy highly Luxury resorts or hotels. Not everyone can travel to the other side of the world. Being able to afford these experiences provides customers with a sense of power.

Some guests can afford experiences without any cost limitations, and at any time. It is nothing more than a freedom they enjoy. And it is usually carried out without arrogance but also without any guilt. It is for some of us like being able to buy a new pair of sneakers without too much hesitation. Some affluent customers are able to purchase products a thousand times more expensive - also without hesitation - because they hold this financial power.

Phrases to acknowledge this situation could be:

**“You surely could, especially if you really
wanted to!”**

“I am sure that you can take this decision.”

“The most important factor is whether you like it or not.”

Pleasure Of The Relationship

Even as a billionaire, you cannot afford everything. What you will appreciate the most, is what money cannot buy. It's about health, time and life. But also it is about your family, your close friends and the people you care about.

What really count are the relationships we have - our family, friends, professional partners - the pleasurable encounters in our lives. We remember these positive moments, and they are all related to people we love and treasure. There is a genuine pleasure in meeting new people.

These encounters are the highlight of the day, a ray of sunshine in the monotonous daily, business or social commitments.

There is the pleasure of being pleased, but also the pleasure of pleasing others. We all enjoy appreciation. Remember the nice feeling you have when you receive a genuine “thank you” after you have helped someone.

The key phrases to use to express this relational pleasure are:

“It’s a great pleasure to see you Mr. Wang.”

“It’s my pleasure to talk to you Mr. Wang.”

“I can tell you Mr. Wang that it’s not every day I meet someone like you in my boutique. A real pleasure!”

Pleasure Of Intelligence

We all like to learn and enrich ourselves. There is a great pleasure in understanding. Remember what joy you feel when you visit a museum, and someone explains the different pieces of art. Without a guide, you will only see colors, shapes and drawings. When an expert tour guide explains the art to you, guides you, your visit is definitely a success. You only really appreciate what you are able to understand, not what you see.

With your affluent guests, engage their intelligence. Bring food for thought into the conversation, add value and make them understand the magical world of your brand. Tell the story of the hotel you are showing - all the happy events that have taken place in this place. Your guest has made the effort to take a close look. We all enjoy appreciation. Therefore, why not bring the pleasure of sharing into the process. Experience has taught me that wealthy customers are on the whole outgoing people and always have a lot to tell you, to teach you. Sharing is a true joy.

You will be surprised by how curious travellers can be, and how open to learning and appreciative they are. Be generous and share. Be appreciative and happy when customers share. Engage without the selling objective being the sole aim; be in the conversation for pleasure and you will be able to develop a genuine rapport.

Luxury Is About Pleasure

Pleasure should be at the center of the conversation. High-end valuable products carry the association of a gentle, caring, pleasing relationship. Different clients have different expectations when it comes to enjoyment and this is the privilege of being able to advise wealthy customers on high-end products.

During the conversation with Mrs. Michelle Taylor, pleasure could have been mentioned in various ways:

“What a pleasure to have you visiting us.”

“Please, how can I assist you?”

“Assisting you is a real pleasure.”

“I am sure that your husband will be so pleased to find just the right gift for you.”

“Madame, I am sure that it's a pleasure for your husband to come here if you really like it.”

Luxury buying is a positive act. Luxury might not be necessary (in the functional sense of the world) but it is essential as an aspect of the human need for self-affirmation and also for the pleasure it provides. It is useful, it can be a social necessity and it is an economic reality.