

Objectives of Historik Hotels

HISTORIK HOTELS

acts as a group of individual hotels with a historical building structure offering an exclusive living ambience.

The main marketing platform used is the internet.

HISTORIK HOTELS

emphasises the unique character of each partner hotel in order to distinguish them from the indifferent mass of competitive hotels.

HISTORIK HOTELS

forms an incisive brand image, based on the exquisite historical building structure of its partner hotels.

HISTORIK HOTELS

strengthens the brand claim of the traditional private hotel business, promotes their independence and assures their freedom of action.

HISTORIK HOTELS

achieves synergy effects of which all the other partner hotels can benefit. The basis for this is an efficient, expansive presence on the web combined with on-going public relations addressing potent decision makers and disseminators.

HISTORIK HOTELS

offers a decisive support for potential guests from the economy, tourist industry, art and culture interested travellers as well as for individual travellers due to its attractive web presence.

HISTORIK HOTELS

is virtually predestined to also attract the preferred target group of the well funded 50 plus generation.