

Objectives of HISTORIK HOTELS

HISTORIK HOTELS

operates as an association of individual hotels and guest houses situated in historic buildings and offering a corresponding atmosphere to guests. The internet is the primary marketing platform used.

HISTORIK HOTELS

highlights the unique character of each of the partner hotels in order to separate them from the indifferent mass of competitors.

HISTORIK HOTELS

develops a concise brand image based on the historic elements of its partner hotels.

HISTORIK HOTELS

strengthens the brand perception of private hotels committed to tradition, promotes their autonomy and safeguards their freedom of action.

HISTORIK HOTELS

creates synergetic effects from which all of the partner hotels can benefit. The basis for this is an effective internet presence with an expanding effect, combined with continuous PR work aimed at powerful decision makers and those with the ability to disseminate information.

HISTORIK HOTELS

represents a decision aid for potential guests from the business world and the tourism sector as well as those interested in art and culture and individual travellers, through its attractive website.

HISTORIK HOTELS

is perfectly suited to targeting the 50-plus generation, which has a high level of purchasing power.