

MARCH 2018

Let's develop a new kind of business hotel

GOLDEN TULIP'S
DEVELOPMENT GUIDE

GOLDEN TULIP 

Bringing a playful outlook to business travel



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A worldwide network built on a prestigious heritage



BENEFIT FROM
THE DEVELOPMENT
SUPPORT OF ONE
OF THE WORLD'S TOP FIVE
HOSPITALITY GROUPS,
JIN JIANG INTERNATIONAL.

SOUTH AMERICA

Brazil
Cuba

Founded in 1962 in the Netherlands, Golden Tulip has always had an upscale positioning, thanks to its 4-star hotels all around the world.

Golden Tulip is part of Louvre Hotels Group, a subsidiary of Jin Jiang International since 2015. Golden Tulip hotels benefit from both the hospitality expertise of Louvre Hotels Group and the strong development capacity of Jin Jiang International.

■ COUNTRIES HOSTING GOLDEN TULIP HOTELS

EUROPE

Belgium
Bulgaria
Cyprus
France
Georgia
Germany
Italy
Malta
Netherlands
Poland
Portugal
Romania
Russia
Spain
Switzerland
Turkey

ASIA

Bangladesh
China
India
Indonesia
Kyrgystan
South Korea
Taiwan, China
Thailand

AFRICA

Benin
Comores
Egypt
Ethiopia
Ghana
Kenya
Morocco
Nigeria
Tanzania
Tunisia
Uganda

MIDDLE EAST

Bahreïn
Jordan
Lebanon
Oman
Qatar
Saudi Arabia
United Arab Emirates



+180

HOTELS



24,000

ROOMS



+40

COUNTRIES





Today, Golden Tulip's clients expect more than a hotel that fulfills all basic needs.

They want to enjoy new experiences, see the city, taste the food, and meet the locals.

Their private and professional lives overlap. They want diverse, seamless, multi-functional experiences. They crave the joy of new discoveries they can share with loved ones.



**BUT THE REALITIES OF BUSINESS TRAVEL
ARE VERY DIFFERENT:**

“Business travel always sounds exciting in theory, but the reality always turns to frustration because of the lack of opportunities to live and share new experiences”.

**BUSINESS TRAVELLERS
ENJOY BLURRING
THE LINES BETWEEN
WORK AND PLAY.**

At Golden Tulip, we provide
a playful outlook on life, work and
travel, enriched by the local culture.

This means that a Golden Tulip hotel is full
of seamless, local and playful experiences
for guests to enjoy and share.

This vision is perfectly captured by our
brand signature: Playtime. Anytime.

An innovative positioning guaranteed
to meet the modern business traveller's
needs.



AT GOLDEN TULIP,
WE HELP OUR CLIENTS
TO MIX WORK & PLAY.

Playtime.
Anytime.



Golden Tulip's brand values

Openness
Surprise
Fun
Complicity
Intelligence
Generosity
Elegance
Sharing

THESE VALUES COME TO LIFE
THROUGHOUT GOLDEN TULIP HOTELS:
FROM THE OPEN-MINDED AND
FRIENDLY ATTITUDE OF THE MANAGEMENT
AND STAFF, TO THE ELEGANT AND SURPRISING
EXPERIENCES OFFERED BY GOLDEN TULIP
BRAND MARKERS.



The three Golden Tulip pillars

The three Golden Tulip pillars

Each Golden Tulip hotel is unique. Yet some key experiences are shared by all hotels: from fine-tuned basic services and facilities to distinctive merchandising and unique brand markers, ensuring guests enjoy a memorable stay and keep coming back to our hotels.

1

New Basics

- STRIKING BAR
- LIVELY LOBBY
- RESTAURANTS CONCEPTS FOR EVERYONE
- COMFORTABLE YET SURPRISING ROOMS
- WELLNESS AND SPORTS AREA
- CREATIVE MEETINGS AND EVENT FACILITIES



2

Brand markers

- TANDEM
- BODY CARE BAR
- FOOD TRUCK
- DIGITAL EXPERIENCE
- IMPACTFUL LOCAL GAME





3

A premium
and playful
brand identity

1 New Basics

The New Basics are at the core of the Golden Tulip experience. Golden Tulip has developed spaces and services that follow the latest trends and answer the needs of the clients. They are easy to implement, easy to adapt locally, and ensure guests will have a comfortable stay.

The elements outlined here are inspirational guidelines, including some key features that should be implemented to deliver the core Golden Tulip experience.

1. STRIKING BAR

Golden Tulip's bar is one of the best spots to relax over a drink. From fun bar staff to cocktails and snacks, everything is there to ensure guests can mingle, have a laugh, pair coasters and even share a selfie with the noughts and crosses winner. Guest will leave the bar with a smile on their face every time.

KEY FEATURES

- Central and linear bar with a spectacular back bar
- Bar stools
- Iconic lighting



SIMPLE GUIDELINES
TO IMPLEMENT IN ANY
GOLDEN TULIP HOTEL



2. LIVELY LOBBY

The lobby is the living room of the hotel. It is the place where guests can check-in anytime they want, working, eating and relaxing in an open, social and dynamic atmosphere.

KEY FEATURES

- Several open spaces: co-working areas, social zones, food & beverage areas
- Body Care Bar
- Tandems
- Variety of design, furniture & seating



1

New Basics

3. RESTAURANT CONCEPTS FOR EVERYONE

Golden Tulip restaurants are just like a good meal: they mix local flavours, comfort food, surprising ingredients and healthy products. They attract both hotel guests and locals.

You can implement all three concepts in one hotel, or simply choose the concept that suits your hotel best.



CONCEPT 1: **Coffee & CO**

A relaxed coffee lounge

KEY FEATURES

- Comfortable, easy going, a cool place to drink, eat, work and relax with the laid-back staff.
- Exclusive and extensive range of coffees and teas from all over the world (hot & cold options)
- Signature hot chocolate, several breakfast options, snacks and plates to share straight from the oven
- Coffee lab to share tips and taste new products arrivals with coffee experts
- Natural materials, high tables, workstations, areas to relax



DEVELOPING A COMPLETE AND CONSISTENT FOOD & BEVERAGE OFFER HAS NEVER BEEN SO EASY.

CONCEPT 2: L'ATELIER

An affordable gastronomic restaurant

KEY FEATURES

- Fine dining in a confidential, contemporary and open atelier
- Local, fresh, limited offer (a new menu everyday)
- High excellence, but at an affordable price
- Relaxed and casual but with an exclusive feel (booking necessary)
- Young chefs and sommeliers dedicated to each table, excellent service
- Modern, contemporary and featuring a distinct marble bar counter



CONCEPT 3: TULIPE

A contemporary brasserie

KEY FEATURES

- International and adaptable offer with local, seasonal and organic dishes, with French touches
- Golden Tulip rituals
- Iconic design furniture and spaces:
 - open kitchen
 - bar counter
 - wine cellar
 - terrace
 - sharing tables
 - chef table



1

New Basics

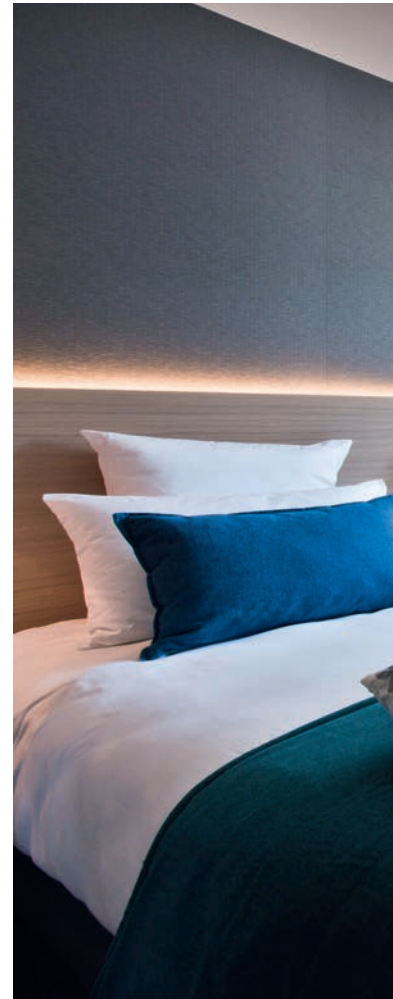
4. COMFORTABLE YET SURPRISING ROOMS

Golden Tulip's rooms are not just elegant and comfortable: they are full of unusual and unexpected design details, surprising amenities and local snacks that will ensure guests will want to come back again.



KEY BATHROOM FEATURES

- Open space between bathroom & bedroom
- Spa effect with LED color & XXL Italian shower
- High quality design & inspiring furniture





KEY ROOM FEATURES

- Intuitive technology devices: mirror TV, power source & connectivity pannel
- Frame with original photo
- Scenario for Instagram shoot
- Mix of furniture, color and texture: artistic headboard, oversize objects, sofa or bench



1

New Basics



5. WELLNESS AND SPORTS AREA

Feeling good and healthy is extremely important to Golden Tulip's guests. In our wellness and sports area, we let well-being in and leave stress out. Our guests can enjoy unlimited access to our equipment and classes.

Golden Tulip spas can be developed in partnership with Deep Nature, a specialist in the spa and wellness market. The spa concept is open and flexible, and has been specifically designed for Golden Tulip, with no Deep Nature branding present.

KEY FEATURES:

- Treadmills
- Yoga & Pilates classes
- Beauty salon
- Spa & massages



6. CREATIVE MEETING & EVENTS FACILITIES

Co-working, networking, pitching, brainstorming, designing, discussing; any kind of meeting or deal closing can be done in a Golden Tulip hotel. Each hotel develops its own meeting facilities, specific to its market. Golden Tulip offers additional elements that are easy to adapt and to implement according to the needs of each hotel: creativity room, playful box, surprising furniture, etc.

KEY FEATURES

- Playful coffee breaks
- Impactful local games and playful box
- Lounge and relax area
- Private work zones
- Social work zones and sharing tables



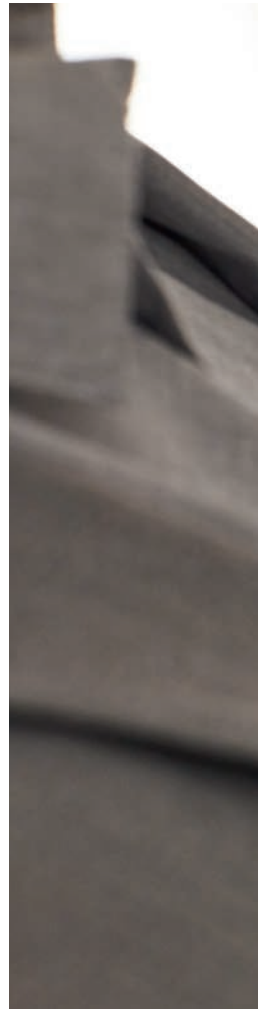
2

Brand markers

Golden Tulip hotels are designed to stand out from the crowd.

The brand markers go **beyond basic services, allowing guests to enjoy never-seen-before experiences, unique to Golden Tulip.** They are designed to surprise guests and make sure they remember their stay.

These brand markers are easy to implement and need to be present in every Golden Tulip hotel. This will ensure guests recognise the Golden Tulip experience whether they are staying in Marseille or Shanghai.



1. TANDEMS

Our Golden Tulip tandems are surprising and fun, allowing guests to share a memorable experience. They can be used as striking lobby decoration, or rented out to guests, giving them the chance to discover the town in an unforgettable way.

Benefit from ready-made communication supports to promote this service to your guests.



2. BODY CARE BAR

Our Body Care Bar is a unique welcome gift for our guests. Instead of finding amenities in their bedroom like in other hotels, guests can select their favorite body care products from our playful and elegant Body Care Bar.

They can also purchase their favorite products from the nearby Shopping Time area as a souvenir or as a gift.

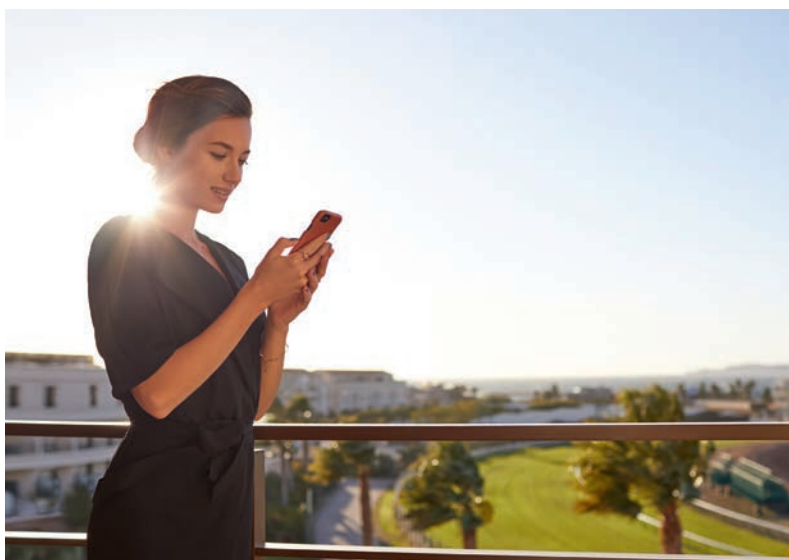
The Body Care Bar and Shopping Time area can easily be installed in the lobby thanks to clear implementation and operational guidelines.

OUR BRAND MARKERS
ARE EASY TO
IMPLEMENT, MEANING
YOU CAN AVOID
MAJOR REFURBISHMENT

Brand markers

3. FOOD TRUCK

Our guests don't like to stick to strict timetables. So we offer them the Golden Tulip food truck. Tailor made for Golden Tulip hotels, the truck is sure to attract guests and locals with its surprising suitcase look & feel. Guests can enjoy a selection of the best meals on offer at the hotel, in take-away format. They can also choose from a range of drinks and snacks to enjoy at any time of the day.



4. DIGITAL EXPERIENCE

The Interactive Wall is the hub of any Golden Tulip hotel. Placed in the lobby, it tells our guests almost anything they want to know.

Guests can access it on their mobile via the Golden Tulip app, or using the touch-display in the lobby, seeing straight away what's on in town, what's to eat and where, suggestions on how to spend their free time, guests' tips, must-sees, got-to-try's, even local no-no's.



AT THE GOLDEN TULIP
FOOD TRUCK,
IT'S MEALTIME. ANYTIME.



5. IMPACTFUL LOCAL GAME

Each region has its own games. Golden Tulip promotes these local traditions by allowing guests to discover local games. Games are showcased through impactful designs and surprising dedicated areas. A good reason for guests and neighbours to come and visit the place.

3

A premium and playful brand identity



GOLDEN TULIP'S
IDENTITY PERFECTLY
REFLECTS OUR
HOTELS' PLAYFUL
SPIRIT.





Every hotel product, every communication, is a chance to play with codes – hotel codes, business codes, everyday codes – to provide guests with a new perspective. A Golden Tulip letterhead becomes a tulip origami, a snack plate becomes a game of naughts & crosses, and an umbrella becomes an excuse for an undercover stint.

Golden Tulip's visual identity delivers a premium and playful impression that will make guests want to share their experience with loved ones and on social networks.

GOLDEN TULIP 





The Golden Tulip platform: a powerful support tool

By joining Golden Tulip, you benefit from all the experience and expertise of Louvre Hotels Group, a subsidiary of Jin Jiang International.

1. COMMUNICATION

- Regional communication campaigns & worldwide partnerships with Air France KLM, American Express
- Customer Relationship Management: post-stay and bookings e-mailings, e-newsletters
- Promotions: different client profiles targeted, packages with advantageous prices and special offers

2. MERCHANDISING

- Elegant, playful and memorable merchandising provided by Louvre Hotels Group.
- PARSE application: online platform to support marketing programs, create communication supports and store image library





3. LOYALTY PROGRAMS

- Flavours: loyalty programs allowing frequent guests to earn points for the monetary value of their bookings
- Ambassador Club: unique concept developed to reward travel professionals
- Connections: a loyalty program in partnership with 14 major frequent flyer programs. Allows guests to earn miles during a stay at any Golden Tulip hotel, while making it possible to reach more than 20,000,000 travelers



OUR TEAMS ARE HERE
TO HELP YOU MANAGE
THE HOTEL IN ALL
CIRCUMSTANCES.



4. REVENUE & DISTRIBUTION

- Goldres: Golden Tulip brand's central reservation system, powered by Oracle, for all distribution channels
- E-commerce: Online Travel Agencies's direct connectivity, metasearch and Drupal content management support
- Distribution platforms: e-distribution, central reservation offices and hotel assistance
- Revenue Management: revenue booster, including training, revenue management system, rate shopping tool and competition monitoring
- Pricing strategy and structure

5. SALES PLATFORM

- Corporate solution: tailor-made solutions to simplify business travel
- Leisure solution: attractive offers dedicated to tourism professionals
- Group desk: 360° event-long planning

6. DESIGN AND TECHNICAL SERVICES

- Design and training assistance for all concepts
- Optimize investments (investment cost control, management of operations and functions)
- Respecting Louvre Hotels Group brand standards
- Risk and legal conformity management
- Energy performance & maintenance

7. SUPPORT SERVICES

- Engineering: hotel technical assistance, project management assistance & supervision
- Franchise Services Managers: ensuring smooth collaboration between the hotels and the brand
- Value driver analysis: monitoring hotel performance and the proper usage of the chain's tools
- Quality insurance program: external auditing (BDRC) to ensure the brand standards are respected across the entire portfolio
- Food safety assurance: hygiene regulations, food safety e-book for training, food safety audit in restaurants
- Procurement: competitive prices for food and non-food items from global suppliers
- Global operations: operational expertise modelling, project guidance, fluid communication between brand and hotels
- University: training catalogue and long course training available

8. TWO POSSIBLE PARTNERSHIP MODELS: FRANCHISE AGREEMENT OR MANAGEMENT AGREEMENT

- Franchise agreements: the owner manages the hotel on his own, but benefits from branding elements and brand standards, centralized reservation systems, sales & marketing campaigns, quality control guarantees, and operational support
- Management agreement: the owner benefits from all franchise services, while taking advantage of Louvre Hotels Group support in human resources management, training, legal support, finance support, operational support, pricing & revenue management, quality supervision and sale & marketing support







PART OF LOUVRE HOTELS GROUP