

Bulgari Hotel Milano

,
where
luxury
feels like
home.



Group 2
Amanda Sayers
Azra Gur
Silpa Chacko
Sanyukta Rajkhowa

CONCEPT

‘

Home isn't a place,
it's a feeling.

Home is Bvlgari.

’

“..., Once again we stay speechless from its design, architecture, layout, ambiance, luxury, spacious rooms and the fantastic incredible staff as always. **It really feels like home.**”

Kikola, Cyprus

“Awesome experience. Rooms are amazing. Every detail is thoughtful and **you feel like home...**”

Francesco, Monaco

Spacious rooms where efforts have been made to make **you feel welcome and at home.**”

Kasper, Hong Kong

RE-POSITION BVLGARI
FROM LUXURY HOTEL TO LUXURY
HOME AWAY,
FROM HOME
BY INTRODUCING SIMPLE TOUCHES
AND AN ATMOSPHERE SO INTIMATE
GUESTS WON'T WANT TO LEAVE.



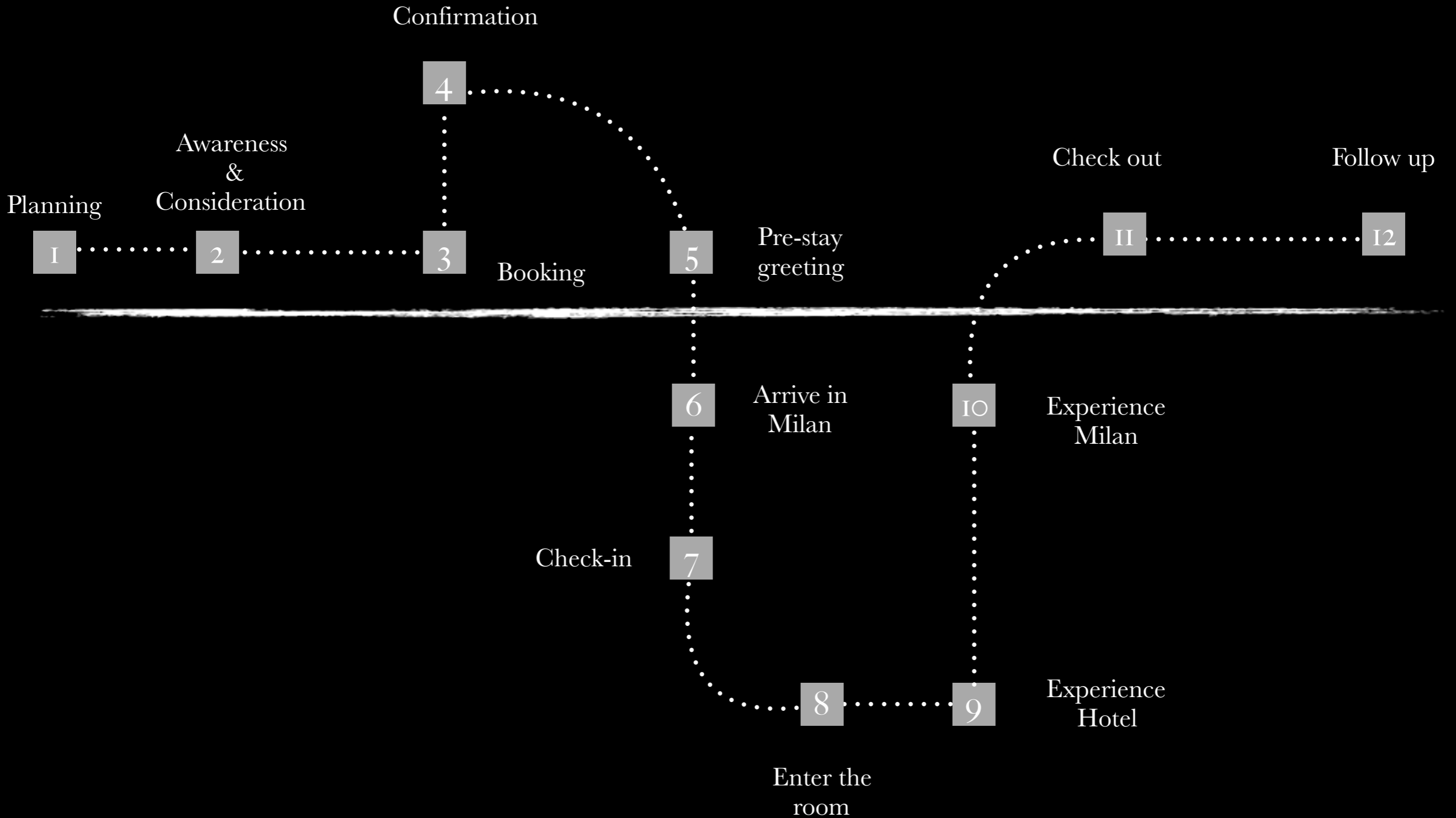
BVLGARI
CUSTOMERS

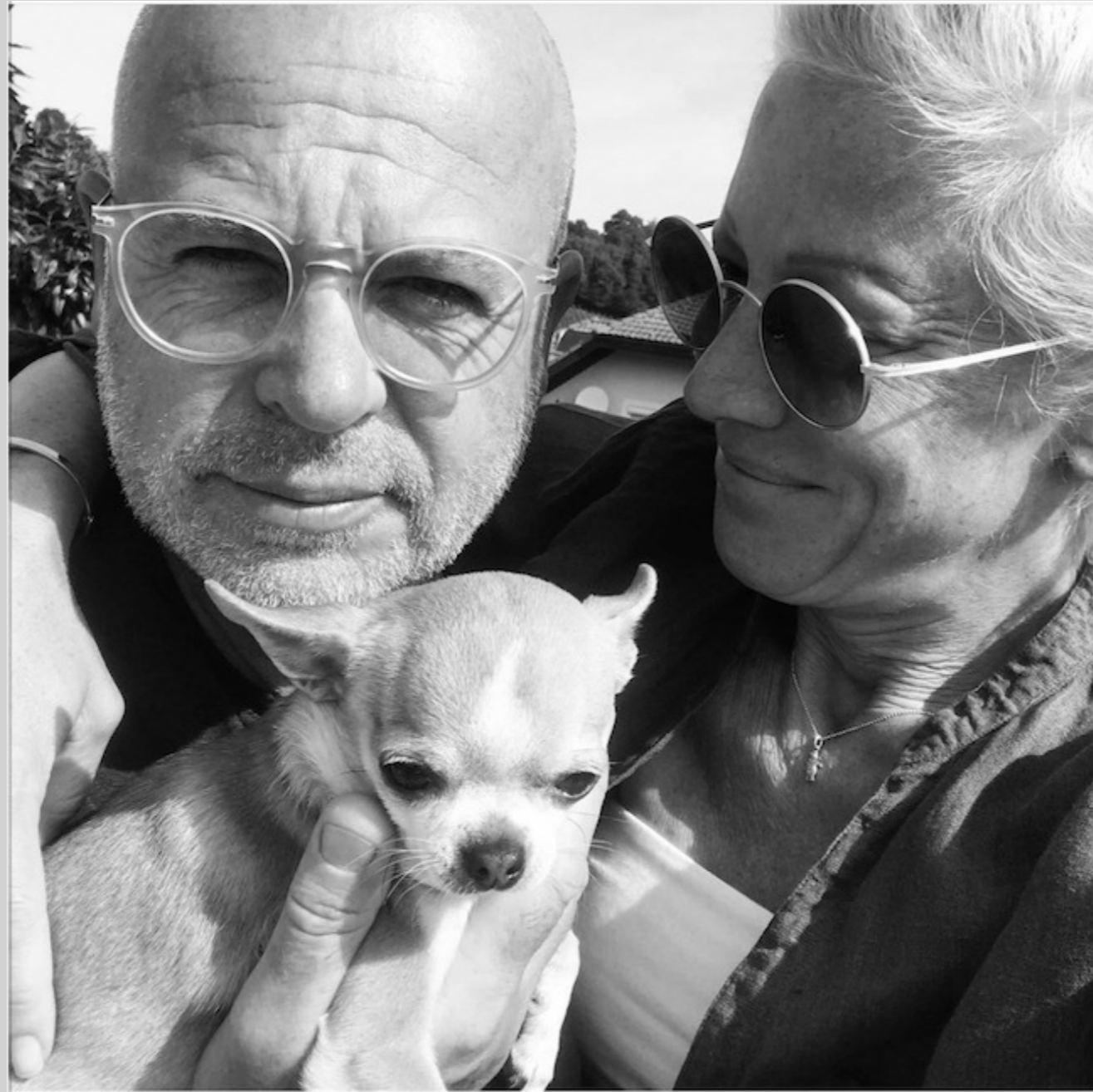


A home for them



CUSTOMER JOURNEY





Mark- Daniella Chacha

NEW YORK MILLIONAIRES
PLANNING A SMALL GETAWAY



AWARENESS &
CONSIDERATION



GETS RECOMMENDED
BVLGARI HOTEL BY A
FRIEND



BOOKING



BOOKS ONLINE AND
RECEIVES A
CONFIRMATION TEXT



IDEA 1

Like a local

MILAN TIPS AND TRICKS ON BOOKING

WHAT'S NEW?

OFFER GUESTS IMPORTANT
NEED TO KNOW
INFORMATION **BEFORE**
ARRIVAL IN MILAN.

WHY?

KNOWING LOCAL TIPS AHEAD
OF TIME PREVENTS GUESTS
FROM MISSING OUT ON
MUST SEE ATTRACTIONS.

TIPS AND TRICKS

- HIDDEN SECRETS OF MILAN -
LOCAL RESTAURANTS, LOCAL BOUTIQUES
- BULGARI'S SELECTED LIST OF EVENTS
- MUSEUM-GALLERIE OPENING TIMES
- TRANSPORTATION COSTS
(TAXI OR PRIVATE PICK-UP)
- LAST SUPPER ADVANCED BOOKING

TRAVEL TO MILAN



RED-EYE
FLIGHT TO
MILAN



ARRIVAL IN MILAN



LANDS AT
MALPENSA & GET
A WELCOME TEXT



Benvenuto a Milano

WELCOMING GUESTS ON ARRIVAL AT THE AIRPORT

WHAT'S NEW?

GREET OUR GUESTS WITH A
WELCOME TEXT ON ARRIVAL
TO MILAN.

WHY?

EASE THE STRESS OF
NAVIGATING A NEW PLACE BY
LETTING GUESTS KNOW
BVLGARI IS THERE WAITING FOR
THEM.

CHECK-IN



THEY ARRIVE AND

WAIT...

NO CHECK IN?





WHAT'S NEW?

REMOVE THE DESKS AND ALLOW GUESTS TO DELAY THEIR CHECK-IN.



WHY?

CREATES A BOND OF TRUST WITH OUR GUESTS THAT IS ALL ABOUT RELAXING FIRST AND FORMALITIES SECOND.



Come right in

DELAYED CHECK-IN

CHECK-IN

ALL WE NEED IS THEIR PASSPORT
AND THEN IT IS SIMPLE:

■ CHECK-IN NOW

■ CHECK-IN LATER

COME RIGHT IN

ENTER THE ROOM



THEY FIND MANY
USEFUL ITEMS ALREADY
IN THE ROOM.



IDEA 4



Make yourself at home

EXTRA AMENITIES PROVIDED IN THE ROOM

WHAT'S NEW?

PUTTING EVERYDAY ITEMS WITHIN THE ROOM TO MAKE THE ROOM AND THEIR STAY MORE COMFORTABLE.

WHY?

IT REINVENTS THE TRADITIONALLY STARK HOTEL ROOM INTO A SPACE THAT TRULY FEELS LIVED IN.

■ ROOM AMENITIES

BUG SPRAY & CANDLE
REUSABLE BOTTLE & MUGS
PORTABLE BATTERY
PUFFY SLIPPERS & SOCKS
ORGANIC CANDLES & INCENSE
EVERYDAY JOURNAL & PEN
SMALL LIBRARY OF BOOKS
DIGITAL PICTURE FRAMES

■ BATHROOM AMENITIES

BIG GLASS BOTTLE OF SHAMPOO
FACE WASH & MOISTURIZER
BAMBOO TOOTHBRUSH & TOOTHPASTE
NAIL KIT (POLISH, REMOVER)
BODY SCRUB
LOOFAH
CREAM AND AFTERSHAVE

MAKE YOURSELF AT HOME

ENTER THE ROOM



SHE GETS READY AND
REALIZES SHE
FORGOT HER
HAIRSPRAY



Anything you need

EXTRA PERSONAL CARE ITEMS TO TAKE

WHAT'S NEW?

A DON'T ASK, JUST TAKE CABINET
WHERE GUESTS ARE FREE TO TAKE ANY
EXTRA PERSONAL CARE ITEMS THEY
MAY HAVE FORGOTTEN

WHY?

WE WANT TO LOOK OUT FOR OUR
GUESTS IN CASE THEY FORGET
ANYTHING AT HOME .

EXPERIENCE THE HOTEL



COMES TO LOBBY TO
PLAN THE REST OF
THE STAY.



IDEA 6

Bring Milano home

SOUVENIR SERVICE



WHAT'S NEW?

A NEW SERVICE HELPING GUESTS
FIND THE PERFECT GIFTS TO
BRING HOME.



WHY?

IT EASES THE FRUSTRATION
AND TIME GUESTS SPEND
ON FINDING SOUVENIRS.

SOUVENIER SERVICE



QUICK GIFTS FOR PICK UP AT THE LOBBY



CUSTOM SOUVENIR PICK UP SERVICE



SHIP YOUR SOUVENIRS HOME

BRING MILANO HOME

EXPERIENCE THE HOTEL



ENJOY
THE HOTEL
AMENITIES



EXPERIENCE THE HOTEL



ARRIVE TO THE HOTEL
HUNGRY AFTER A
NIGHT OUT



IDEA 7

■
WHAT'S NEW?

EAT WHAT YOU WANT SNACK BAR.
ALL DAY. ALL HOURS. ANYWHERE
YOU WANT IT.

■
WHY?

GUESTS CAN FEEL FREE TO
BARGE INTO THE JARS AND TAKE
WHATEVER THEY WANT GUILT
FREE



Crave Bar

SNACKS ANY TIME

EXPERIENCE MILAN



HOTEL BOOKS
AMAZING
EXCURSIONS FOR
THEM



CHECK-OUT



THEIR BILL IS
EMAILED TO THEM
BEFORE CHECK
OUT DAY.



CHECK-OUT



RECEIVE A GOODBYE
GIFT FROM THE
HOTEL





A Bvlgari goodbye

NOT YOUR STANDARD CHECK-OUT

WHAT'S NEW?

SENDING THE BILLS
ELECTRONICALLY SO THAT
CHECK-OUT CAN BE REPLACED
WITH A SMALL GOODBYE GIFT
INSTEAD.

WHY?

REMOVING THE FORMALITIES
OF CHECK-OUT TO MAKE IT
HASSLE FREE AND PERSONAL.

■ GOODBYE GIFTS

DOG COLLAR OR BOWL
PASSPORT CASE & LUGGAGE TAG
BULGARI HOTEL INCENSE SET
EARPLUG & AIRPOD CASE
ESPRESSO MAKER + CUP

CHECK-OUT



HEADS BACK
TO NY AFTER AN
INCREDIBLE STAY.



CHECK-OUT



RECEIVES HER
SOUVENIRS AND
HAND WRITTEN
FOLLOW UP CARD





WHAT
ELSE IS NEW?



Home theater

MOVIE NIGHT IN YOUR OWN PRIVATE CINEMA

WHAT'S NEW?

A PRIVATE SCREENING SPACE
GUESTS CAN BOOK FOR A
ROMANTIC NIGHT, FAMILY TIME
OR TO WAIT OUT THEIR FLIGHTS.

WHY?

MAXIMIZES THE USE OF THE
SPACE AND KEEPS THE GUESTS
IN THE HOTEL LONGER.



Home office

CO-WORKING SPACE IN THE HOTEL

WHAT'S NEW?

AN EXCLUSIVE
SUBSCRIPTION BASED CO-
WORKING SPACE FOR
GUESTS AND LOCAL
CLIENTELE.

WHY?

CREATES A NEW REVENUE
STREAM AND ADDITIONAL
REASON FOR LOCALS TO
COME TO THE HOTEL.



SUMMARY
OF THE IDEAS

WHAT'S NEW?

UPDATES ON EXISTING SERVICES

TIPS & TRICKS BEFORE ARRIVAL

'Like a local'

GREETING TEXT

'Benvenuto a Milano'

DELAYED CHECK-IN

'Come right in'

NO MORE STANDARD CHECK-OUT

'A Bvlgari goodbye'

NEW SERVICES

SOUVENIER SERVICE

'Bring Milano home'

SNACKS ANYTIME

'Crave Bar'

PRIVATE CINEMA

'Home theater'

CO-WORKING SPACE

'Home office'

NEW AMENITIES

EXTRA ROOM AMENITIES

'Make yourself at home'

EXTRA PERSONAL CARE ITEMS

'Anything you need'



—

WHY OUR IDEAS?

WHY

OUR IDEAS?

- IT REQUIRES SMALL FINANCIAL INVESTMENT

- CREATES NEW REVENUE STREAMS

- IT CAN IMPLEMENTED NOW

- ENCOURAGES GUESTS TO SPEND MORE
TIME AT THE HOTEL

- WE ARE SELLING AN EXPERIENCE NOT A HOTEL,
WHICH IS WHY BULGARI IS KNOWN FOR

There is no place like home,
there is no place like Bvglari.

Bulgari Hotel Milano

GRAZIE MILLE

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