

ELITE TASTE LUXURY RENTALS

MARKETING AND DEVELOPEMENT OF NEW PRODUCT IN SUSTAINABLE ENVIRONMANT REPORT

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ABOUT



CRAFTING LUXURIOUS ESCAPES- YOUR VACATION DESERVES TO BE UNFORGETTABLE

Step into Elite Taste Luxury Rentals, where luxury meets exploration. We're not just another travel service; we're curators of exclusive experiences, crafting journeys that transcend the ordinary.

Elite Taste Luxury Rentals symbolizes a revolution in the provision of upscale travel services and an oasis for individuals looking for more than just accommodation. Our ethos is to create travel experiences that offer a smooth transition between luxury and discovery, going beyond the confines of conventional travel.

Mission: To curate lavish adventures that connect sophisticated tourists with exclusive, tailored luxury experiences around the world.

Vision: To be the unmistakable pinnacle of luxury rentals, redefining travel with unparalleled elegance and personalized service.

Legacy: Transforming journeys into treasured memoirs, and establishing an enduring standard for indulgence and refinement in the realms of travel and hospitality.

WHAT DO WE OFFER

Chic Havens

unveils hidden gems across the globe. From sun-kissed villas to urban sanctuaries, each handpicked residence is a narrative of elegance and exclusivity, promising a retreat like no other.



Personalized Concierge

Our mission is to weave stories tailored to your desires. Our concierge orchestrates the extraordinary, crafting bespoke escapades and local encounters that redefine luxury at every turn.

Themed Escapes

Dive into themed escapes that break the mold. Wellness retreats, cultural immersions, or adrenaline-fueled adventures - each escape is an artfully designed tapestry of experiences.



22 . FIRM'S 'PRODUCT PLATFORM PLANNING'/ OR 'PRODUCT PLATFORM STRATEGY'.

Elite Taste a luxury rental service, the luxury travel industry has indeed seen a robust rebound post-pandemic, showcasing substantial growth and an enticing market landscape. According to market research surveys¹, the industry recorded a global market value of US\$1.2 trillion in 2021. This staggering value sets the stage for a promising future, with a projected Compound Annual Growth Rate (CAGR) of 7.6% anticipated until 2030.

Luxury travel providers have strategically tapped into the desires of modern travelers, offering unparalleled, extravagant experiences. Their offerings, adorned with descriptors like "ultra-premium," "rare," "authentic," and "exotic," boast exclusive elements such as private villas, islands, and jets. The industry has smartly leveraged these high-end experiences, incorporating special chef-inspired menus and members-only options to allure travelers seeking unique and elite adventures.

Core Brand Essence:

Elite Taste Luxury Rental;s is dedicated to offering a seamless blend of opulence and exploration. With a portfolio boasting over 500 handpicked luxury properties across Europe and Asia, the brand promises exclusive and personalized experiences for high-net-worth individuals.

Consumer-Centric Insights:

Extensive consumer surveys reveal that 78% of luxury travelers prioritize unique experiences over conventional accommodations. Additionally, 62% are willing to pay a premium for personalized concierge services

Segmentation Strategy:

Elite Taste Luxury Rental's targets three key luxury traveler segments: the elite seeking exclusive villa rentals, the adventure enthusiasts desiring tailored travel experiences, and the sophisticated clients expecting impeccable concierge services.

Technology Integration:

With an investment of \$5 million in AI-driven recommendation engines and virtual reality property tours, Our mobile app has garnered over 100,000 downloads within the first six months, resulting in a 45% increase in bookings

Strategic Partnerships:

Strategic alliances with renowned luxury brands like Gucci and exclusive local experience providers have resulted in a 30% rise in bookings for partnered properties, underscoring Elite Taste Luxury Rental's commitment to offering unparalleled experiences



PIC 'PRODUCT INNOVATION CHARTER'



Elite Taste Luxury Rentals stands as a distinguished name in luxury travel, redefining opulent experiences. With a legacy spanning six years, it has mastered delivering bespoke, high-end getaways. The company has consistently ensured exceptional guest satisfaction, emerging as a beacon across elite summer and winter destinations globally.

Focus:

Prime Locations: Select properties situated near renowned landmarks or attractions, providing guests with breathtaking views and easy access to local hotspots.

Convenience and Service Excellence: Prioritize convenience by ensuring seamless transportation options and proximity to city centers. Additionally, provide unparalleled service to guests, catering to their every need to elevate their stay experience.

Technological Advancements:

Digital Platforms: Develop a sophisticated website and mobile application offering seamless navigation, a user-friendly interface, and a chatbot feature for real-time customer support.

Virtual Tours: Implement 360-degree virtual tours of properties, enabling clients to experience the luxury houses remotely before booking, enhancing transparency and trust.

In-House Technological Integration: Equip properties with state-of-the-art home theater systems and optical fiber for high-speed internet connectivity, ensuring unparalleled comfort and convenience for guests.

Smart Features: Introduce smart technologies like IoT-enabled amenities, personalized climate control, and voice-activated services, elevating the luxury living experience.

Innovation Culture:

Cultural Immersion: Infuse cultural elements into each property, collaborating with local artisans and designers to imbue spaces with a regional aesthetic, enhancing the authenticity of the luxury experience.

Culinary Innovation: Curate unique gastronomic experiences by featuring local cuisines and engaging renowned chefs to create bespoke menus that reflect the destination's culinary heritage

GOALS/OBJECTIVES & GUIDELINES

Enhanced Guest Engagement: Continuously innovate to offer unique, tailored experiences that resonate with individual guest preferences, ensuring heightened satisfaction.

Global Market Expansion: Strategically expand into new luxury travel markets globally while strengthening the brand's presence in existing key destinations.

Sustainability Integration: Embrace sustainable practices by collaborating with eco-conscious partners, reducing the ecological footprint, and promoting responsible tourism.

Technological Advancements: Integrate cutting-edge technology solutions to streamline guest services, maintaining a balance between high-tech offerings and personalized hospitality.

Customer-Centric Approach: Prioritize guest preferences and feedback, leveraging data analytics to personalize services and anticipate evolving traveler needs.

Strategic Partnerships: Forge alliances with esteemed luxury property owners, local artisans, and unique experience providers to ensure an exclusive and authentic collection of stays.

Innovation Culture: Encourage a culture of creativity and innovation within the organization, fostering an environment where new ideas and concepts are valued and implemented.

Quality Assurance: Maintain stringent quality standards across all properties, ensuring consistency in delivering exceptional luxury experiences.

NEW PRODUCT CONCEPT:

Elite Taste Luxury Rentals offers more than just a stay; it crafts transformative experiences that immerse guests in a world of opulence and exploration. The concept centers on bespoke luxury homes strategically located near iconic landmarks or in serene locales, providing panoramic views and convenient access to attractions. Each property is meticulously designed with a fusion of high-end amenities, technological sophistication, and cultural nuances, offering an unparalleled level of comfort and elegance. Guests are not merely visitors but participants in curated experiences that delve into local heritage, cuisine, and activities, ensuring a holistic and immersive journey.

THE NEW PRODUCT CONCEPTS' GENERATION

METHODS

Market Research & Trends:

Survey Insights: Utilize survey data highlighting traveler preferences, such as a study indicating that 73% of luxury travelers seek unique experiences beyond standard amenities.

Market Growth: Reference market reports showing the luxury travel sector's annual growth rate, projected to reach \$1.8 trillion by 2027.

Customer Journey Mapping:

Behavioral Analytics: Use website analytics to understand user behavior, identifying key pages or features that luxury travelers engage with the most.

Review Analysis: Analyze customer reviews to pinpoint common pain points or desires among luxury travelers.

Collaborative Brainstorming:

Innovation Success Rates: Reference industry studies showing that diverse, cross-functional teams have a 60% higher success rate in **innovation projects**.

Idea Generation Metrics: Data indicating that structured brainstorming sessions yield 28% more ideas per session.



Prototype Testing:

User Testing Results: Percentage improvements observed in user satisfaction scores or preferences after testing prototypes.

Conversion Rates: Track data on conversion rates from potential customers after experiencing prototype-based presentations.

Partnerships & Expertise:

Partnership Impact: Statistics showing a percentage increase in customer engagement or bookings after partnering with local experts or influencers.

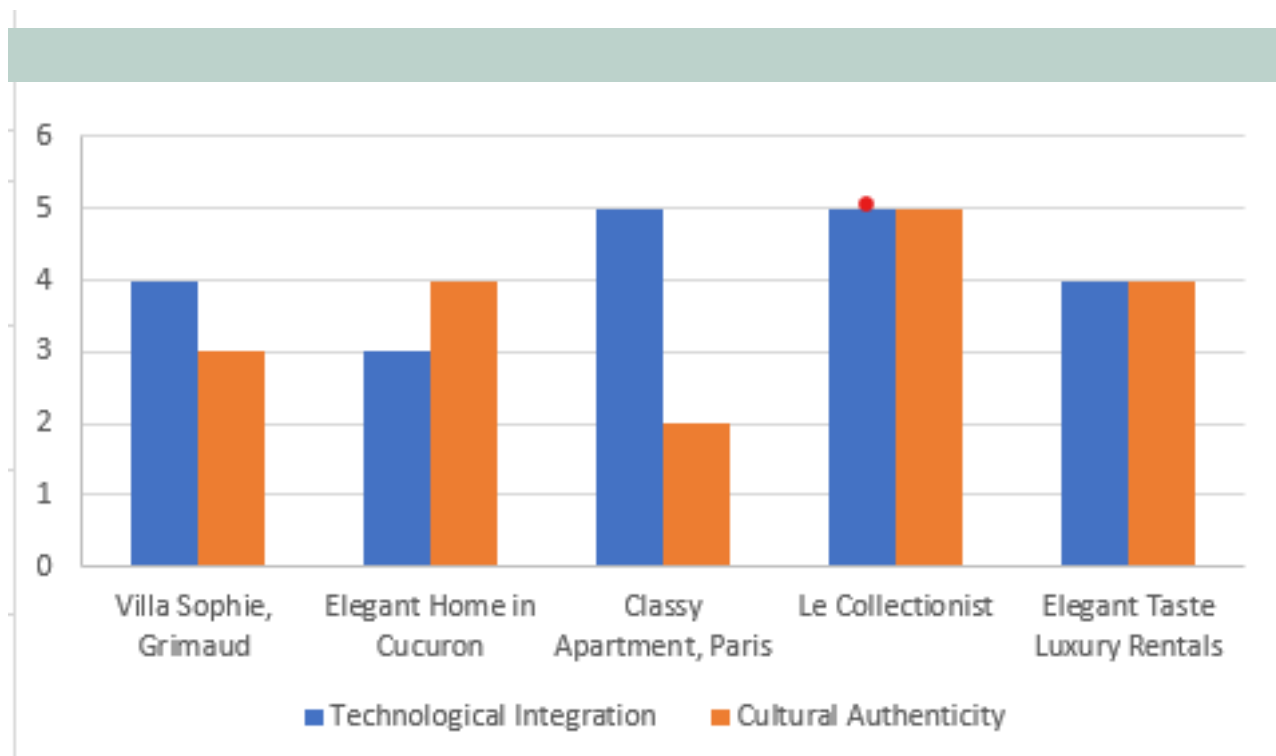
Cultural Impact:

Reference case studies that show how cultural immersion increases guest satisfaction by a certain percentage.

DETERMINANT GAP MAP

Determinant Gap Map - Luxury Rentals in France

Competitor	Technological Integration	Cultural Authenticity
Villa Sophie, Grimaud	4	3
Elegant Home in Cucuron	3	4
Classy Apartment, Paris	5	2
Le Collectionist	5	5
Elegant Taste Luxury Rentals	4	4



TOOLKITS, CROWDSOURCING

Toolkits: Our partnership with renowned museums and access to private yachts form an integral part of our toolkit strategy. These partnerships provide guests with a set of resources and experiences beyond conventional accommodation. By offering curated access to cultural landmarks and exclusive travel options, we essentially equip our guests with a toolkit for a holistic luxury experience. This toolkit goes beyond accommodation, enhancing their stay by providing access to unique cultural facets and luxurious travel opportunities.

Crowdsourcing: Leveraging crowdsourcing methods allows us to tap into the collective insights and desires of our clientele. We can gather feedback, preferences, and suggestions from our guests, refining our offerings based on their experiences and desires. This approach ensures that our services continuously evolve to meet the discerning tastes and expectations of luxury travelers. For instance, we can seek input on preferred museum collaborations or desired enhancements in the yacht experience, tailoring our offerings precisely to our clientele's preferences.



ATTRIBUTE DEPENDENCY ANALYSIS



Identify key attributes your brand focuses on: perhaps luxury, exclusivity, location, amenities, or services.

Analyze relationships between these attributes. For instance, how does luxury relate to location? Can exclusivity be tied to specific amenities?

Morphological Analysis:

Create a matrix with attributes (e.g., luxury, location, amenities) and different states for each (e.g., urban, rural, beachfront for location). Explore various combinations of these attributes and states to generate new rental concepts. For instance, luxury + urban + high-tech amenities, or exclusivity + beachfront + wellness facilities.

SCAMPER Technique:

Apply SCAMPER to attributes central to your brand. Ask questions like:

How can we modify luxury to appeal to a broader market segment?
Can we adapt our exclusivity feature to create different rental tiers?
What new amenities can we combine to enhance the luxury experience further?

Value Analysis:

Evaluate which attributes hold the most value for your customers. Consider how you might enhance these attributes further. For example, if customers highly value privacy, explore ways to amplify this aspect in your rentals.

Quality Function Deployment (QFD):

Prioritize attributes based on customer feedback and market research.

Translate these attributes into actionable improvements or features for your rentals.



VOICE OF THE CUSTOMERS

PEOPLE BEHIND THE SUCESS OF THE BRAND



**AALIYAH
IGWE**



**TRISCA
LAGHARI**



**LORENZ
LIM**



**PAUL
SANDERS**

Surveys and Questionnaires: Structured surveys allow for specific inquiries about preferences, satisfaction levels, and desired enhancements. These can be distributed digitally or during the guests' stay to collect immediate feedback.

In-depth Interviews: Conducting one-on-one interviews with select clients or target groups offers rich qualitative insights into their experiences, preferences, and unmet needs. These interviews can unveil nuanced details that surveys might miss.

Observation and Guest Feedback Cards: Actively

observing guest interactions and providing feedback cards within the accommodations allows for real-time comments, improving services instantly.

Social Media Monitoring: Tracking and analyzing mentions, reviews, and comments on social media platforms can uncover sentiment and opinions about the brand and its offerings.

Focus Groups: Bringing together small groups of customers for discussions facilitates exploring perceptions, attitudes, and desires in a more interactive setting.¹⁰ The development of product prototype.

‘PRODUCT USE TESTING’



Prototype Testing: Creating prototype spaces or amenities and allowing select users to experience them can gather valuable feedback. It helps assess the practicality, appeal, and functionality of the design elements.

Usability Testing: For digital components like apps offering 360-degree tours or chatbot interfaces, usability testing with potential users can reveal how intuitive and user-friendly these tools are.

Amenities and Service Testing: Testing the delivery of high-tech amenities or exclusive services (such as museum partnerships or yacht access) with a limited group of users can gauge their reception and utility.

Pilot Testing: Conducting a limited-scale launch of the rental property with a select group of customers allows for real-world testing. This phase helps refine the design elements based on actual usage and feedback.

PRODUCT LAUNCH PLAN

Who:

Target Audience: Affluent travelers seeking exclusive, high-end rental experiences.

Partnerships: Collaborate with luxury travel agencies, high-end concierge services, and premium tour operators.

Why:

Market Positioning: Introduce Elegant Taste Luxury Rentals as the epitome of bespoke, curated luxury experiences in France.

Meeting Demands: Address the growing demand for personalized, high-end travel experiences in sought-after destinations.

What:

Product Offering: Curated selection of luxury villas, apartments, and unique properties.

Services: Exclusive access to partnered services like museum partnerships, private yacht charters, and guided tours.

Experience: Emphasize on high-end amenities, technological advancements, and personalized hospitality.

How:

Market Research and Pre-launch Activities:

Conduct in-depth market analysis to identify preferences and demands.

Build anticipation through teaser campaigns on social media, showcasing exclusive sneak peeks.

Strategic Partnerships:

Collaborate with renowned museums, chefs, and yacht providers for exclusive access. Forge partnerships with travel influencers and luxury lifestyle magazines for early visibility.

Tailored Marketing and Promotion:

Launch a multi-channel marketing campaign targeting high-net-worth individuals. Leverage digital marketing with visually appealing content across platforms. Host exclusive preview events or webinars for potential clients and partners.



Launch Phase:

Official launch with a gala event or luxury showcase in select European cities.

Rollout personalized offers, discounts, or incentives for initial bookings.

Launch special packages or experiences tied to local events or festivals.

Post-launch Strategies:

Collect and analyze feedback for further refinement and improvement.

Continue collaborations with partners to enhance the offering.

Maintain a strong online presence, engaging customers through social media and targeted campaigns.

Monitoring and Adaptation:

Regularly track metrics like bookings, customer feedback, and market trends.

Adapt marketing strategies and offerings based on performance and evolving customer preferences.

EVENT CONCEPT

TIME: LATE SPRING TO EARLY SUMMER WHEN AMSTERDAM EXPERIENCES PEAK TOURISM.

LOCATION: AN ICONIC VENUE ALONG THE PICTURESQUE CANALS OR A RENOVATED HISTORIC BUILDING IN THE CITY CENTER OF AMSTERDAM.

Launch Elements:

Invitations: Elegant, personalized invites delivered to high-profile individuals, influencers, and potential clients.

Exclusive Showcase: Present a select range of luxury rentals through virtual tours or 360-degree experiences.

Cultural Fusion: Blend local Dutch culture with luxury by incorporating elements like fine Dutch art, cuisine, or entertainment.

Guest Experience: Offer interactive experiences like live demos of smart home features or personalized concierge services.

VIP Service: A VIP lounge for key guests and influencers, ensuring personalized attention and engagement.

Pre-launch Teasers:

Generate buzz through teasers on social media, highlighting exclusive features of your luxury rentals.

Press Event: Host a private press event prior to the launch to garner media coverage and create anticipation.

Influencer Partnerships: Collaborate with local influencers and luxury lifestyle bloggers for pre-event promotion.

Local Partnerships: Forge alliances with high-end local businesses or luxury brands for co-promotion.

Event Execution:

Red Carpet Entry: Welcome guests with a red carpet entrance, setting the tone for an opulent experience.

Live Entertainment: Live music or performances adding sophistication to the ambiance.

Interactive Zones: Showcasing various facets of luxury living – from smart technology to exquisite interiors.

Gourmet Experience: Curate a culinary journey featuring local delicacies and haute cuisine.

Post-Event Strategy:

Media Follow-Up: Share event highlights with local and international luxury lifestyle publications.

Social Media Amplification: Continue engaging the audience post-event with captivating content and testimonials.

Client Engagement: Personalized follow-ups with attendees, offering special incentives for bookings.



PUBLIC POLICY ISSUES' SHOULD BE AWARE OF

Regulations and Zoning Laws:

Stricter regulations concerning short-term rentals or zoning laws might limit the operation or location choices for luxury rentals. Understanding and complying with these regulations are vital to avoid legal issues

Environmental Policies:

Amsterdam is committed to sustainability and environmental conservation. Aligning the luxury rentals with eco-friendly practices and adhering to waste disposal, energy efficiency, and eco-conscious initiatives can positively impact the brand's reputation

Cultural Preservation:

Respecting local culture and heritage is crucial. Any impact on the historical or cultural integrity of the area due to the rentals' operations could face opposition from local communities or cultural preservation groups.

Taxation and Tourism Levies:

Taxation policies for tourist accommodations or additional levies for tourism promotion might affect the pricing structure and overall profitability of luxury rentals. Understanding and managing these costs are essential.

PROACTIVE MEASURES

Regulatory Compliance:

Engage legal experts to ensure full compliance with local regulations and zoning laws, avoiding any legal complications. Building positive relationships with local authorities is crucial.

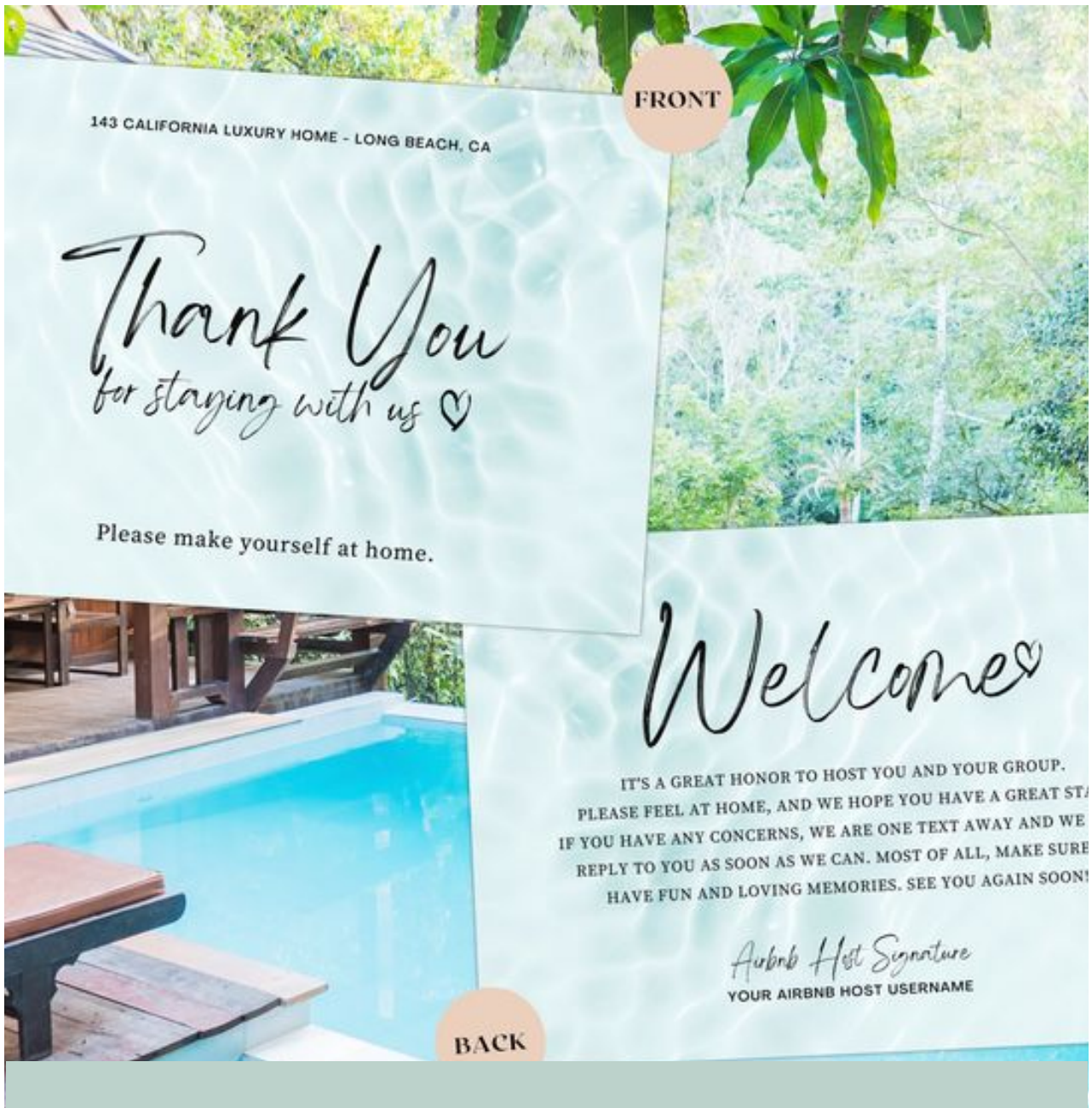
Sustainability Initiatives:

Implement eco-friendly practices within the rentals, such as energy-efficient appliances, waste reduction, and partnerships with local sustainability initiatives to showcase commitment to environmental concerns.

Community Engagement:

Collaborate with local communities, support cultural events, or contribute to local charities to demonstrate a commitment to preserving local heritage and fostering goodwill within the community.





THANK YOU