

Soft branding / white labeling a trend in Europe



Herbert Mascha



Soft branding / white labeling a trend in Europe



Soft branding

Brand on top, soft branded inside

White labeling

Its a branded hotel, but you do not see it!

➤ Own homepage, no brand signage, own commodities

Common in luxury segment, now also in budget/business class

- The Morrison, Dublin (Doubletree by Hilton)
- Fontana Park, Lisbon (Doubletree by Hilton)
- Boscolo, Venezia (Autograph Collection, Marriott)
- Hotel am Steinplatz, Berlin (Autograph Collection, Marriott)

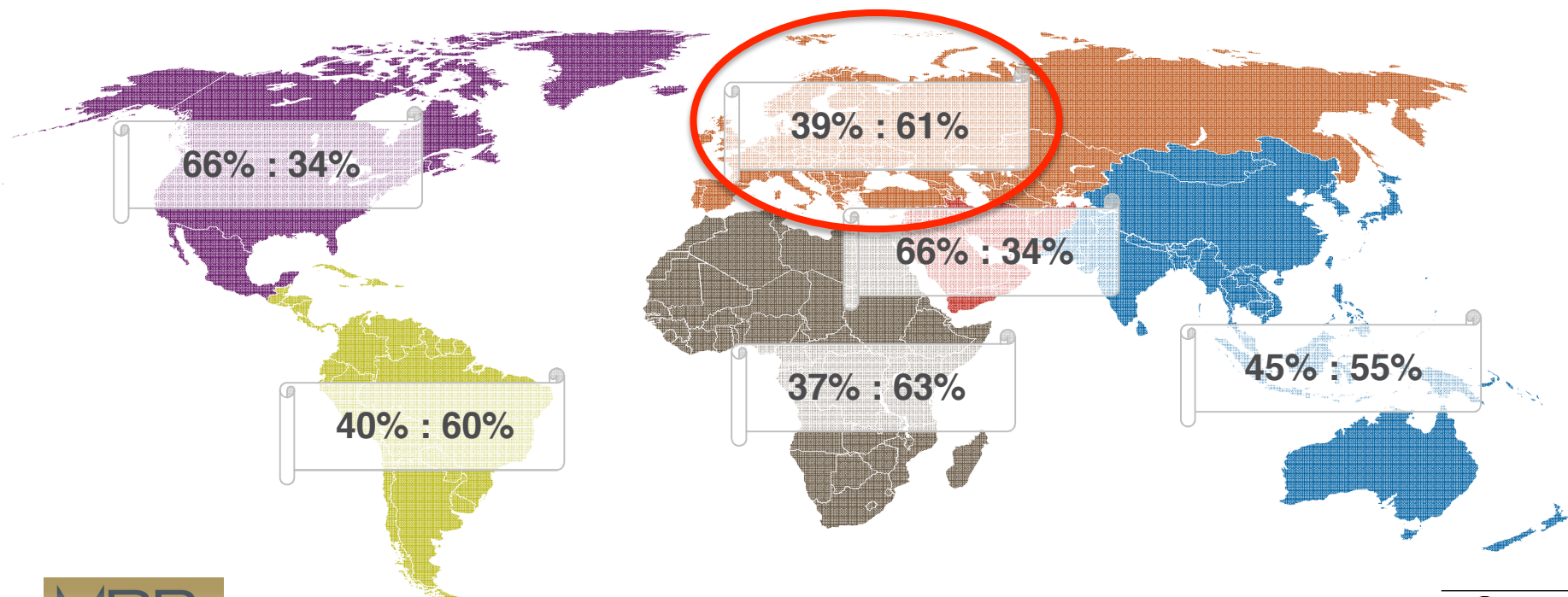
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Why a trend and opportunity?

Global picture

Branded vs. Unbranded rooms as of September 2013



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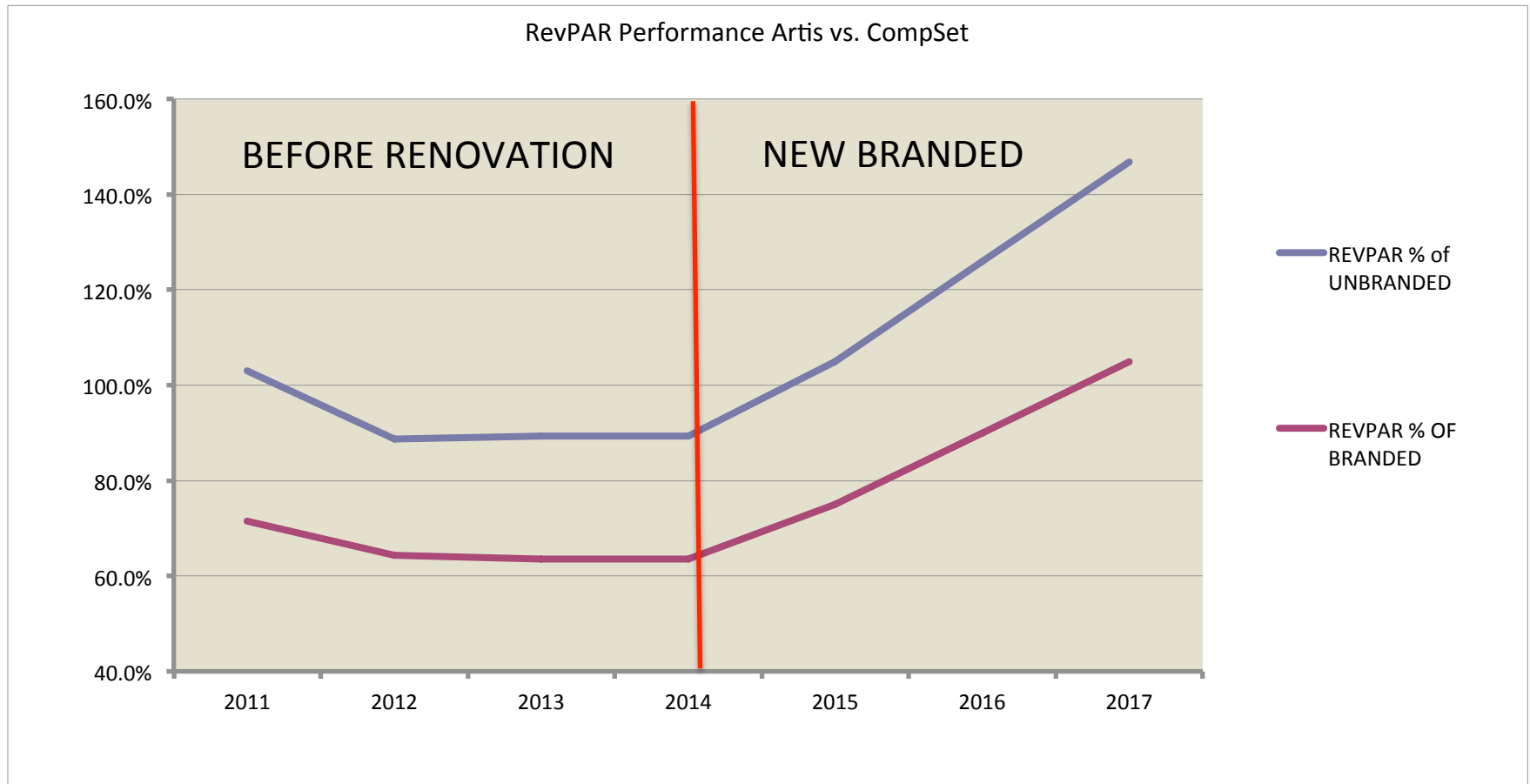
Economic reasons

Private owned/operated hotels get under pressure:

- Cost of OTAs
- No participation in major loyalty programmes
- Pressure to invest/refurbish
- Financing is easier with international brands

Branded hotels perform better than unbranded

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Physical reasons

- Existing / old buildings (hotels, office buildings, landmarks etc.)
- Implementation of brand standards difficult
 - Room size, layout
 - Room mix
 - Meeting, conference space
 - FLS (evacuation routes, sprinklers)

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Owner's reasons

- Keep own identity
- Use of existing / known name

Brand's reasons

- Guests interest in boutique style hotels
- Expansion
- Expansion

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Issues with soft branding / white labeling

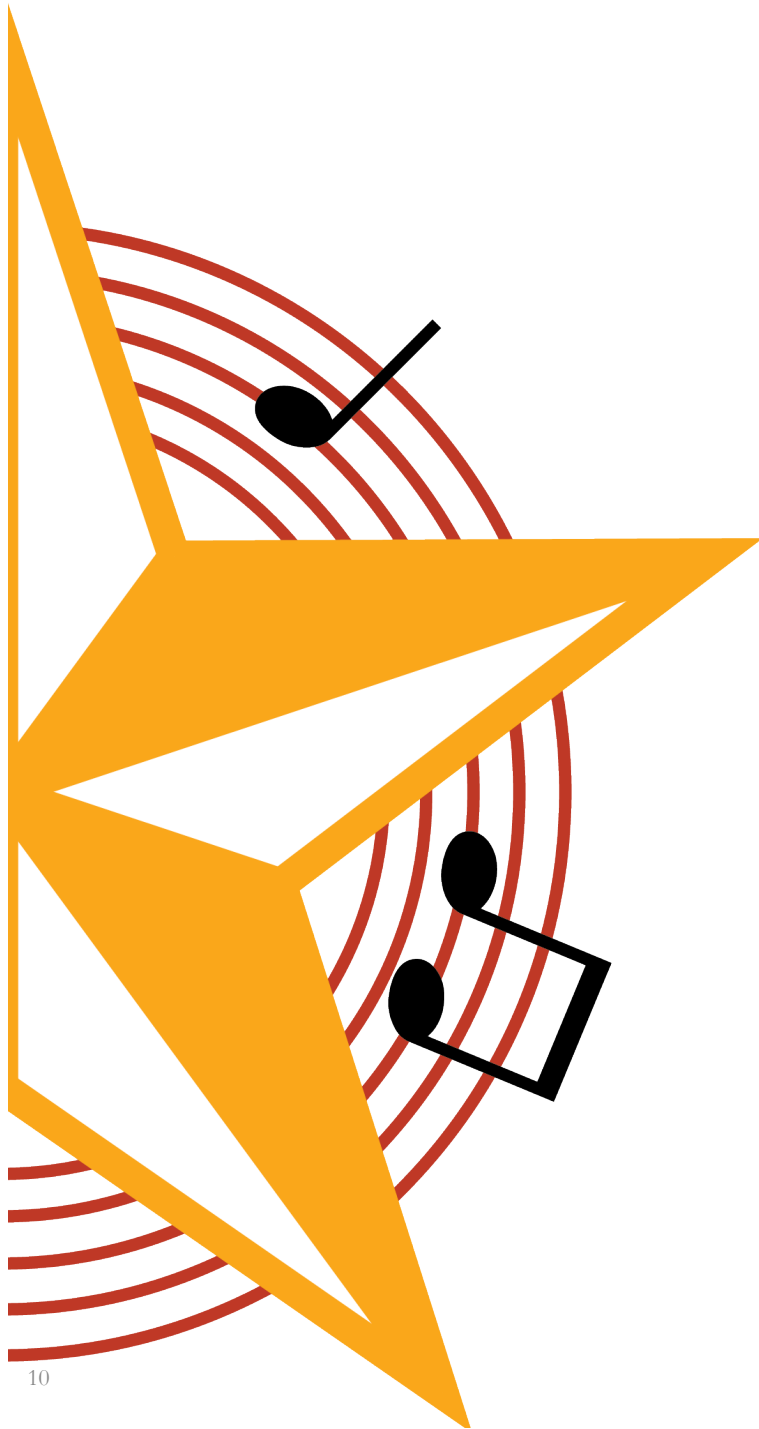
- „hard brand standards“
 - FLS
 - Brand Icons (mattress, Doubletree cookie oven,.....)
- Bathroom size and installations
- Minimum room size
- Basic MEP
- Lighting levels in corridors
- Sound insulation / noise reduction
- Design

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Suitable brands

- Doubletree by Hilton
- Autograph Collection by Marriott
- AC by Marriott
- MGallery by ACCOR
- Indigo by IHG
- Design Hotels by Starwood ?



Conference Session #3

Title

John Smith

Barbara Jones

Sarah Williams

