

HOTEL MEDIA KIT

Mapperarti is a design led marketing and publishing house serving the luxury hotel industry. Mapperarti creates, develops, and supplies luxury bespoke branded materials and world leading guest service applications for its network of iconic global hotel partners. With offices in the UK, USA, UAE, and Singapore, Mapperarti provides publications that both enhance the guest experience and enable its hotel partners to provide complimentary marketing materials that help increase revenues by promoting hotel facilities and amenities. Mapperarti's unique publications offer the opportunity for premium brands to directly connect and communicate with the affluent and discerning guests of these world class properties.

Hotel Media Kit

"I have found them you be very responsible, professional, responsive, collaborative, timely and we have been very pleased with the product in the end. They are very easy to work with. We will continue to work with them in the future."

*-Rob Roche
Marketing Director
The Peninsula Beverly Hills*

WHAT MAPPERARTI OFFERS

Mapperarti provides a customized high quality bespoke publication showcasing your hotel

Mapperarti provides you with the highest quality bespoke publications that showcase your hotel and are entirely sponsor funded, allowing them to be supplied completely free of charge. Throughout the publication, Mapperarti will exclusively feature your property on the front cover and four full sized panels. This essentially highlights your acclaimed features by using both text and imagery to align your brand in harmony with the overall aesthetics of the publication. Mapperarti will design your Mapp™ and DigiMapp™ according to the areas you specify to allow your guests to become better acquainted with the key facilities and activities your property and local area has to offer.

Mapperarti selects the best variety of premium local brands and business for each publication to ensure that the featured partners closely match your guest demographic. Mapperarti allows you the right to veto any perspective partners, along with the opportunity to propose potential partners to feature on your publication. Once all featured partners and the final design of the publication has been approved, Mapperarti will deliver an annual publication in accordance with your requirements. The Mapps are supplied completely free of charge.

Mapperarti provides a publication designed specifically for your hotel, introducing guests to the best features your property has to offer and showcasing local businesses and attractions in the surrounding area.

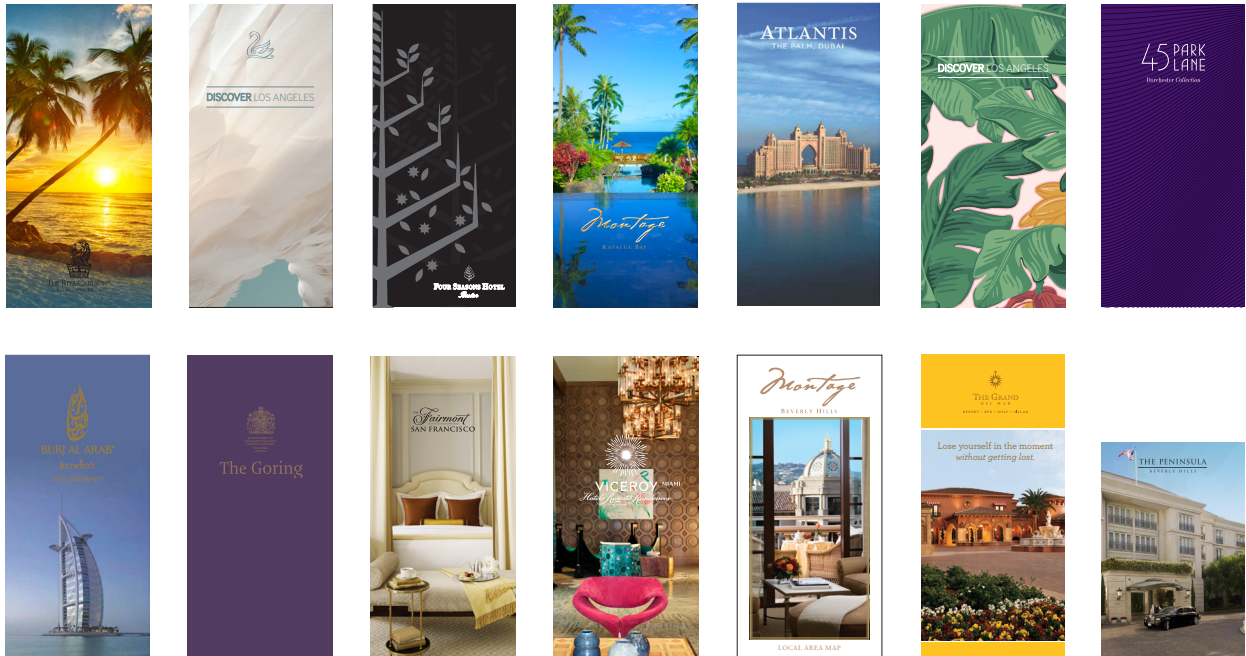
Testimonial

“We are always on the forefront of trends and this seemed like something new to put to the test, we are very pleased that we did.”

*-Bill Walshe, CEO
Viceroy Hotel Group*

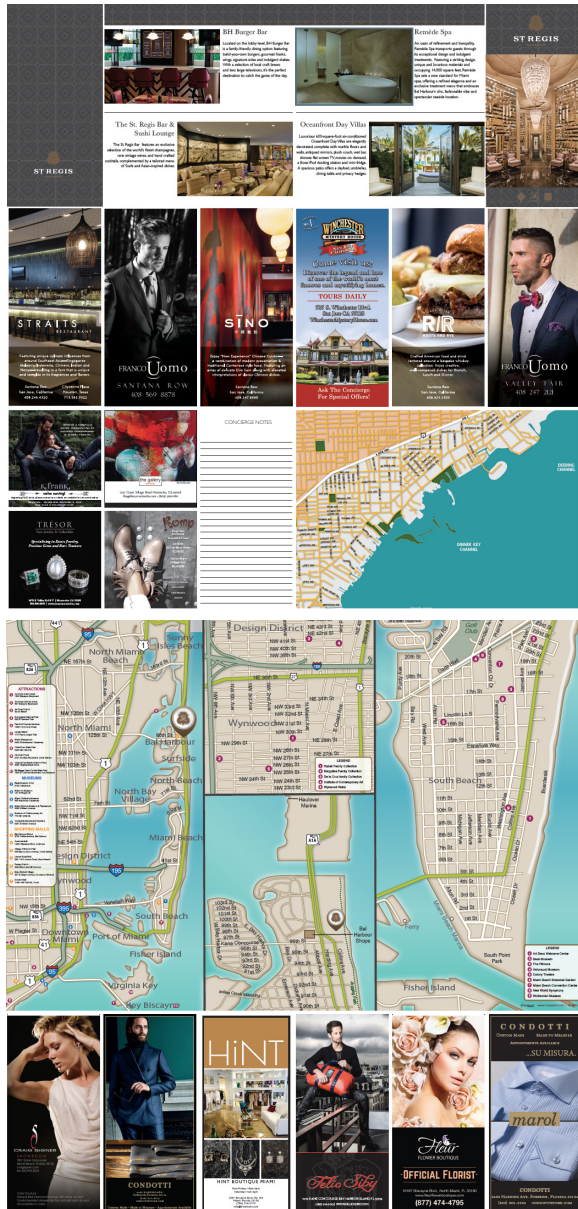
88% OF ALL HOTEL GUESTS

SURVEYED WOULD LIKE TO RECEIVE LOCAL AREA INFORMATION DURING THEIR STAY



PUBLICATION STYLES

Mapperarti's publication layout has been tried and tested

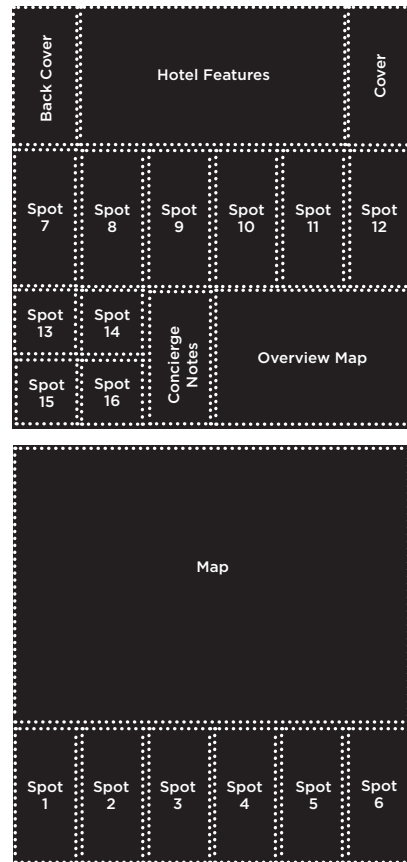


GOLD

This is Mapperarti's traditional and most proven style of Mapp™ featuring an excellent mixture of hotel information, map elements, and sponsor spaces. The Gold style Mapp™ has been designed to accommodate a horizontal style map element suitable for most cities.

MAPP™ LAYOUT

Open Size: 570mm x 600mm (22.4409" x 23.622")
 Folded Size: 95mm x 200mm (3.7402" x 7.874")



MAPP™ FOLD



WHY CHOOSE DIGIMAPPS™

DigiMapps™ provide a mobile guide to your local area and showcase your property's facilities.

CONNECT, DISCOVER, EXPLORE

The rise of the millennial traveler as the dominant consumer group by 2017 and the increased interest in using mobile devices and apps to enable more personalized hotel guest services has inspired the creation of DigiMapps.

DigiMapps provides a highly customized and responsive tool to engage guests in a convenient, authentic, and highly efficient way. It enables hotels to capture valuable data about guests' preferences and behaviors, to personalize the guest experience and drive brand loyalty. When fully implemented, it is a unique tool with which hotels can meet the millennial traveler's need for 'less service and more connectivity' and compete more successfully with the growing impact of the experience provided by home sharing networks such as AirBnB.

We appreciate that adopting new tools and ways of working can be challenging, so we've created a host of materials to assist you with integrating your DigiMapp into hotel service, and engaging your guests with it's functions and capabilities.



FUNCTIONALITY

- A "digital concierge" that provides detailed information about your services and products offered.

- The DigiMapps™ "get directions" function, allows users to quickly navigate to local businesses and places of interest with a simple click of a button.

- Mapperarti's DigiMapps™ is highly responsive and can be updated frequently with changes made live within minutes.

- Links can be used to provide guests with more information about hotel amenities, activities and events. Guests are able to contact concierge, dial local services, and explore what the hotel and local area have to offer directly from the DigiMapp™

