

***ENTREPRENEURIAL LEARNING EXCHANGE INITIATIVE FOR SUSTAINABLE
HOSPITALITY SMEs IN THE BALKAN-MEDITERRANEAN REGION***

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: Louis Hotels

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Country/region of operation: Greece/Region of Ionian Islands, Region of Crete, Region of South Aegean/Corfu, Zakynthos, Crete, Rhodes, Mykonos

Sustainability dimension: social/economic

Description of the enterprise/initiative:

Louis Hotels, with over 77 years in the hospitality industry has a leading position in the hotel sector in Greece and has been acknowledged as a pioneer and innovator in the all-inclusive sector in the Mediterranean region. Louis Hotels offers seaside holidays in popular destinations, hospitality and taste experience, action-packed, family oriented or simply relaxing holidays.

Social/ community impact:

The company wanted to personalize the guests' experience as much as possible and communicate with them in every step of the holiday cycle; holiday research, inspiration, pre-booking, booking, post booking, pre arrival, arrival, during stay, post stay, remarketing.

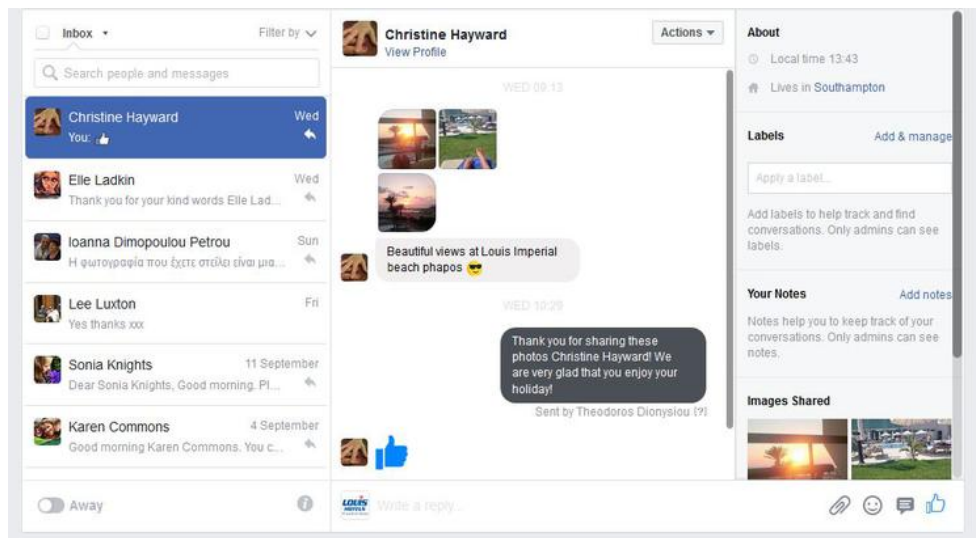
Stakeholders: Guests, hotel agents

Approach applied:

Social Media Concierge

Innovation applied:

Social Media Concierge is a prime example of how Louis Hotels is utilizing social media effectively to ensure that guests feel welcome and comfortable at their chosen hotel. Although most of the guests book their holidays through the hotel's agents, the social media concierge allows them to communicate with the hotels directly via facebook messenger for special requirements or requests, either for specific needs or to help them celebrate a special occasion, birthday or anniversary during their holiday. The company won the Gold Award for the category "Best Greek Hotel Technology Innovation" in 2017.



Sustainability of the business model:

More personal and ‘social’, this direct channel of communication with 24-hour service relieves the agents from an unnecessary email overload, and makes the guests feel more at home – even before they arrive. This awarded practice adopted by the hotel addresses the personalized needs of tourists and adapts tourism services to systemized economic, social, and technological changes. In terms of tourism management, it can provide valuable information services to tourists based on their requirements and locations, improve the monitoring of the quality of tour activities, and statistically analyse tourist groups in order to support the promotion and marketing activities (Li et al, 2017).

Key success factors: Quickly, flexibly and accurately understanding and incorporating tourists’ personal experiences in the hotel’s core activities and using them as the basis for an integrated service (Li et al, 2017).

Challenges and problems: The hotel targets at tourists who are familiar with adopting mature technology, therefore, a more targeted group than usual. In addition, the smart model adopted requires the continuous attention to the application of new technology on the side of the business and the tourist (Li et al, 2017).

Year when the enterprise was created: n/a

References (web-site, intent links, video, etc.):

<https://louishotels.com/>

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