

UNCOMPLICATED.
INSPIRING.
YOU.

BRAND POSITIONING

The brand was created with today's travellers in mind and their expectations. U Hotels & Resorts is an uncomplicated bijoux deluxe hotel brand that is a stimulating blend of local heritage and design accents that pair with modern amenities, services and facilities to unobtrusively encourage sophisticated target customers eager to enjoy the local environment.



3RRRs



BRAND PILLARS

1st pillar

REACH OUT

- Leisure time success -

Brand appeals to high achievers even when on holiday who have clear and consistent expectations and know what has value in life.

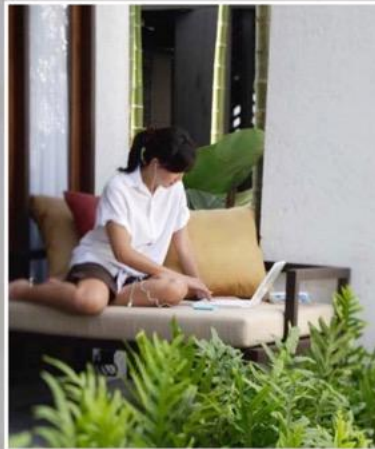


2nd pillar

RESTORE

- Recharge yourself -

Comfortable hotels/resorts, welcoming and friendly staff will refresh and rejuvenate guests with products, facilities and services delivered in an informal environment. Guests will feel part of the family.



3rd pillar

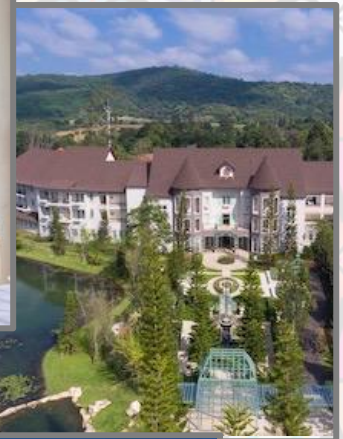
RECONNECT

- Experience the world -

Warm and uncomplicated service, encourage guests to step into the local environment and experience its culture and heritage at their own pace to create a memorable, unique experience.



BRAND ESSENCE



A green mesh or lattice pattern covering the left half of the image.

Local flavours

Interesting

Uncomplicated

Space

freedom to choose, to move, to
experiment

Time to absorb and savour

Memorable experiences

A purple background with a blurred image of a person, possibly a chef, in the upper right corner.

No boundaries

Accented

Inspiring

Local

Heritage

- Achievers with active lifestyle
- Love to explore and experience the destination
- Addicted to social media – love to show
- Self conscious people, emphasis on health and well being
- Love style/fashion
- Driven by unique service/gimmick provided by the hotel
- Tech savvy
- Budget conscious but sophisticated - Value hunter
- Experienced travellers, know what to expect from hospitality industry
- Travel at least 3 times a year (low cost carrier)
- Solo traveller, couples, group of friends, sometimes with family/young children

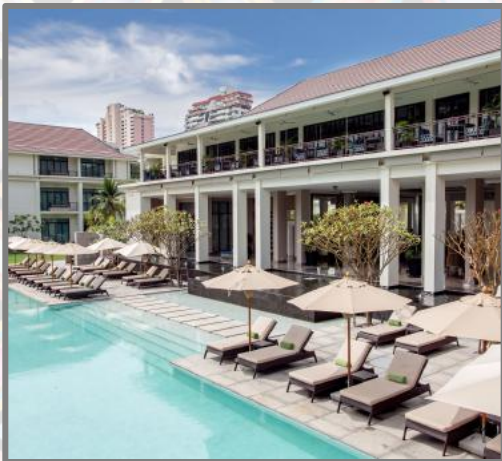
U GUESTS



PRODUCT SPECIFICATIONS



- Average size: 80-200 rooms
- Minimum 2 room types
- Room size: Regular room 32 sqm to 38 sqm, Suite 60 sqm to 80 sqm
- Restaurant and bar
- Library with locally themed books
- Gym



WHY U IS UNIQUE?

- Breakfast “whenever wherever” no matter what time you start your day, we serve you anywhere whether in your room or at the restaurant
- 24-hour use of room, no matter what time you check in, where you can enjoy your stay from the time you check in, until the time you check out the next day
- U Choose Programme for pillow, soap and tea selection prior to your arrival
- Free bikes to explore the unique local experience, the neighbourhood must see, the taste of the neighbourhood activities and cultural places.
- The U Library experience where everything you need to relax and unwind after your day.
- One free drink from the mini bar daily
- Choose your 60 min Happy Hour Drink whenever wherever
- 24/7 access to gym and library



U DELIVERS

We provide full brand guidelines and manuals to investors and owners, ensuring that the operations team deliver what has been promised, including:

- Brand design guidelines/technical standards
- Brand manual preparation including Operations/HR/Finance/Sales/Marketing/PR/Revenue Management/Pre-opening processes
- Brand job profiles
- Brand training programmes
- Brand identity



CONTACT US

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THANK YOU