

# IMPRESARIO



## Owners' insight

Guests at the high end of hospitality want to be spoiled, appreciated, amazed – not to say “loved”. Very individual service, innovation, excellence in all processes and mostly dedicated staff make that happen.

IMPRESARIO supports you, to reach these high aims. With mystery shopping, individual coaching and public relations. Our postings in social media and our cultivated cooperation with well-known travel journalists in the German and Russian speaking world make the difference.

With us you reach 1.820.000 + readers with high income and affinity to premium travelling in printed magazines and 1.800.000 + visitors and ambassadors on social media.

# Why do your guests come again?

## Service and quality count

Asking loyal customers, why they come back so often, they mostly say: “Because of the top service from Peter, Andrea, Jaqueline...”.

Superb locations, excellent food, attractive architecture, appropriate innovations – these are prerequisites for spoiled guests. Therefore, we focus on service in the **IMPRESARIO RATING**.

We come as unknown guests, describe all our perceptions in text and pictures and discuss all facts with owner and management.

In short and effective workshops, we implement improvements with crew and leaders.

Guests feel that immediately and love to come again. Yes – they become ambassadors.

## Why with Google?

More than four billion users look for different keywords with Google daily. Google Maps is far off the most popular search engine for locations. All the other social media sides for hotels together such as TripAdvisor, Booking, Holiday check, ... have not even seven percent of Google Maps search results. We are qualified content providers of Google Maps and reach many guests with an affinity to luxury travels.

The basis of our recensions is the **IMPRESARIO RATING**. We describe in customer-oriented wording our impressions and add professional pictures.

Facebook, Instagram, and Co are used by self-made influencers, seldom by professional journalists. We use them only, when customers ask for them.

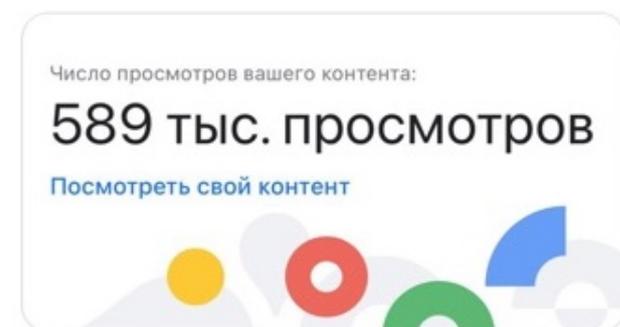
## High Impact

**Montgomerie Golf Club in Dubai with its 5-star Address Boutique Hotel has registered more than 120 new customers in 2021, that named our Google Maps recensions as the reason to book here.**

Many guests are inspired by our recensions and take over similar wording in their own postings. **Therefore, loyalty gets a kind of viral.**



Snapshot Harald from Google Maps 15.8.2021



Snapshot Google Maps Yuliya from 15.8.2021

## Examples of our work

Some of our actual recensions on Google Maps in German

- [Das Mezzanin](#) – a new restaurant in Vienna
- [Dubai Creek](#) – golf and yacht club
- [Address Beach Resort Dubai](#) – a 5-star hotel

Some interviews in English and German, that we have send to our friends

- [Gregoire Berger](#) – one of the best chefs
- [Caner Cabbar](#) – COO, KAYA PALAZZO, Belek
- [Ali Sahin](#) – a Turkish icon for hospitality
- [Dubai](#) -the place to be

Our latest printed articles

- [Belek](#)
- [Dubai](#)

# How to reach the right clientele?

## How does IMPRESARIO support you?

Within the last years we formed and cultivated a network of experienced and awarded colleagues and exchange content with them. This group of friends is steadily growing. They are writing for leading media online and in print.

In printed media we reach **1.820.000 +** of high-income categories with high interest for travelling.



On social media we have **1.800.000 +** visitors and ambassadors with an affinity for high quality travelling.



## How do we insure our own customer loyalty?

The IMPRESARIO-board of professionals is a group of experienced owners and top managers from the hospitality industry worldwide. For the moment it is headed by Luciano Scelza, an Italian hospitality expert working as COO for the largest hotel brand in Cyprus.

This boards insures, that we meet the requirements of the industry and provide attractive services in an appropriate quality.



Harald and Yuliya Preyer with Mathias Winkler, Co-Owner and CEO of Hotel Sacher, Vienna.

# How we work

## Demanding selection of partners

We search for amazing destinations, analyze regions and hotels and select a handful of partners for our promotion tours. Less is more and quality needs time.

## Booking

Most of these hosts love to coop with us. Mostly we stay there for one week and get excellent service and upgrades. We book one night via Booking.com, which is a prerequisite to post our recensions there.

## The storyboard – key to success

In Interviews with owner and / or hotel director, marketing, PR we discuss the storyboard. We define mouthwatering scenes for pictures, describe short teaser-videos, find good locations, discuss the USP – that makes this hotel so unique through the eyes of a guest.

## The IMPRESARIO RATING

We have developed a rating system for hotels, locations, golf courses with 20 criteria and a range between 0 and 120 points. During our stay we a very attentive to every detail and document it in pictures and text. Finally, we discuss all our perceptions with owner and management. We publish the **IMPRESARIO RATING** in all our articles and postings and are happy, that more and more colleagues from other high-quality magazines take it over into their own articles.

When Juliane Frisse from DIE ZEIT quoted it first time, we knew to be on track.



Harald working late nights

## IMPRESARIO RATING - objective quality for high end hospitality

Aspects	Rating	Legend
1 Internet presence	6	6 like in heaven
2 Discoverability in real life	4	5 excellent
3 Welcome.Check in.	5	4 good
4 Size and quality of the table	6	3 sufficient
5 Views	6	2 a little bit
6 Everything works as it should	5	1 not existing, far away
7 Quality of little give aways	4	
8 Price / Performance ratio	6	120 never given (heaven)
9 Booking process	6	110 - 119 top of the world
10 Check out process	6	100 - 109 excellent
11 Loyalty programm	6	80 - 99 very good
12 Quality and taste of food	6	60 - 79 good
13 Atmosphere in restaurants	6	< 60 not to recommend
14 Friendliness of stuff	6	
15 Competence of stuff	5	
16 Attentiveness of stuff	6	
17 Ambience in public areas	6	
18 Beauty of garden	5	
19 Amenities at the restaurant	4	
20 Ambience of bars	5	
<b>Total</b>	<b>109</b>	
<b>Personal subjective rating Harald</b>	<b>110</b>	
<b>Personal subjective rating Yuliya</b>	<b>100</b>	
<b>Final rating</b>	<b>105</b>	



**Shangri-La Bosphorus**  
ISTANBUL

A phantastic hotel located directly at the Bosphorus. Great service. Creative chinese oriented kitchen with cross over tendencies to mediteranen. No balconies. Rolly Royce for airport transfers.

## Stories and recensions

During our stay we write our articles and recensions, take professional pictures in high resolution and produce teaser-videos.

We send a summary to our **IMPRESARIO** network of journalist-friends of the leading magazines for travelling, lifestyle and luxury in the German and Russian speaking world.

## Personal newsletter to friends

Four times a year we send our personal **IMPRESARIO NEWSLETTER** to friends, colleagues and customers, whom we know quite well.

**We promote the one very best hotel** of our journeys and invite our friends to book directly at this hotel with a personal promotion code. So, you can easily track, how many of your new guests come through our recommendation.

## Your benefit as our partner

Many people, that fit exactly into your target group, will read about your hotel and feel like booking.

We do promotion by making friends! You will get many new guests. And your long time habitues will be proud of you.

# Proven Criteria for Guest-Loyalty

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## Rate your own hotel

Every evening on our promotion tours Yuliya and Harald reflect their perceptions of the day and discuss them based on the **IMPRESARIO RATING**. Finally, we agree to a common judgement and decide for a valid result. We compare that with all the other entries in our database and publish it.

You have the possibility, to rate your own hotel, restaurant, golf course with our simple excel model.

We suggest doing it first alone and then invite your management also to fill it out. Discussing the different ratings helps you, to identify

strengths, weaknesses and areas of improvement.

### An idea for owners

The high-level challenge is than, to ask some of your fan-guests and especially critical people to do this exercise and to discuss the results with you.

The best hosts in the world make their habitues their ambassadors by co-creating delighting perceptions.

Please feel free, to download our Excel-template in our [download center](#).

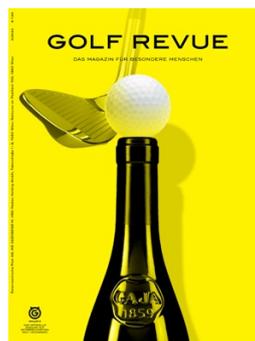
# Selected Media



printed edition  
60.000

readers 610.000  
high affinity to  
travelling

Germany, Austria



printed edition  
20.000

readers 60.000  
high affinity to golf,  
travelling, lifestyle

Austria



printed edition  
200.000

readers 1.200.000  
high affinity to well-  
being, high income

Germany, Austria



printed edition  
80.000

readers 323.000  
100.000 deciders  
lifestyle, quality

Austria



German  
printed edition  
77.200

readers 350.000

the most exclusive  
journal of the world

Germany, Austria



printed edition  
522.000

readers 1.469.000  
high level magazine,  
lifestyle, travel,  
influencer

Germany, Austria



Russian  
printed edition  
150.000

readers 620.000

the most exclusive  
journal of the world

Moscow, Russia

## IMPRESARIO

**1.820.000 readers in high quality print**  
**1.800.000 visitors on social media**

**888 personal recommendations to friends**

**120 new customers for Dubai 2021**  
**brought (proven with promotion code).**

# Our Services

## Get Attraction

- Visit your location
- Take breathtaking pictures
- Publish recensions on Google Maps and YouTube
- Write articles for selected media

## Receive Bookings

- Recommend your location to our network of journalists and to selected friends
- Measurement of your success by couponing

## Ensure Quality

- Document all our perceptions
- Discuss improvements in short and effective workshops with owner and management

## Some figures

- 1.820.000 + readers from high income classes in printed classical high-quality media
- 1.800.000 + visitors of our recensions on social media, mainly on Google Maps
- 888 golf friends since 1991 for personal recommendations
- 120 new customers brought by IMPRESARIO in 2021

## Your benefits

- **Get new inspirations from the leading hosts and chefs for your own hotel**
- **Increase your profit with well-paying new guests**
- **Receive direct bookings through our promotions without any commission to booking.com & Co**

Which profit do you make with 100 new direct booking premium guests, that stay with you for 14 days half board?

**Please compare that with your costs for us.**



Harald, William (GM) and Stuard (director of golf) at JA – the resort. In the background the skyline of their new hotel for Dubai World Expo 2021.



Harald, Yuliya and Luigi Barbaro, owner of Martinelli and Regina Margherita – the two best Italian restaurants in Vienna.

## IMPRESARIO Hosting the Future

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