

# LAPLAND HOTELS

HUNTERS STAYCATION AT  
THE HEART OF LAPLAND



ROOM SERVICE EXPERIENCE  
CONCEPT BOOK PREPARED BY  
GROUP 6



# CONCEPT DESCRIPTION

## Experience luxury in the Heart of Lappish Forest

For our room service package upgrade for Lapland Hotels Bulevardi , we have decided to go with the theme of Hunters in the forest of Lapland where the guests get to experience and get enchanted by the forest and bounty of the nature.

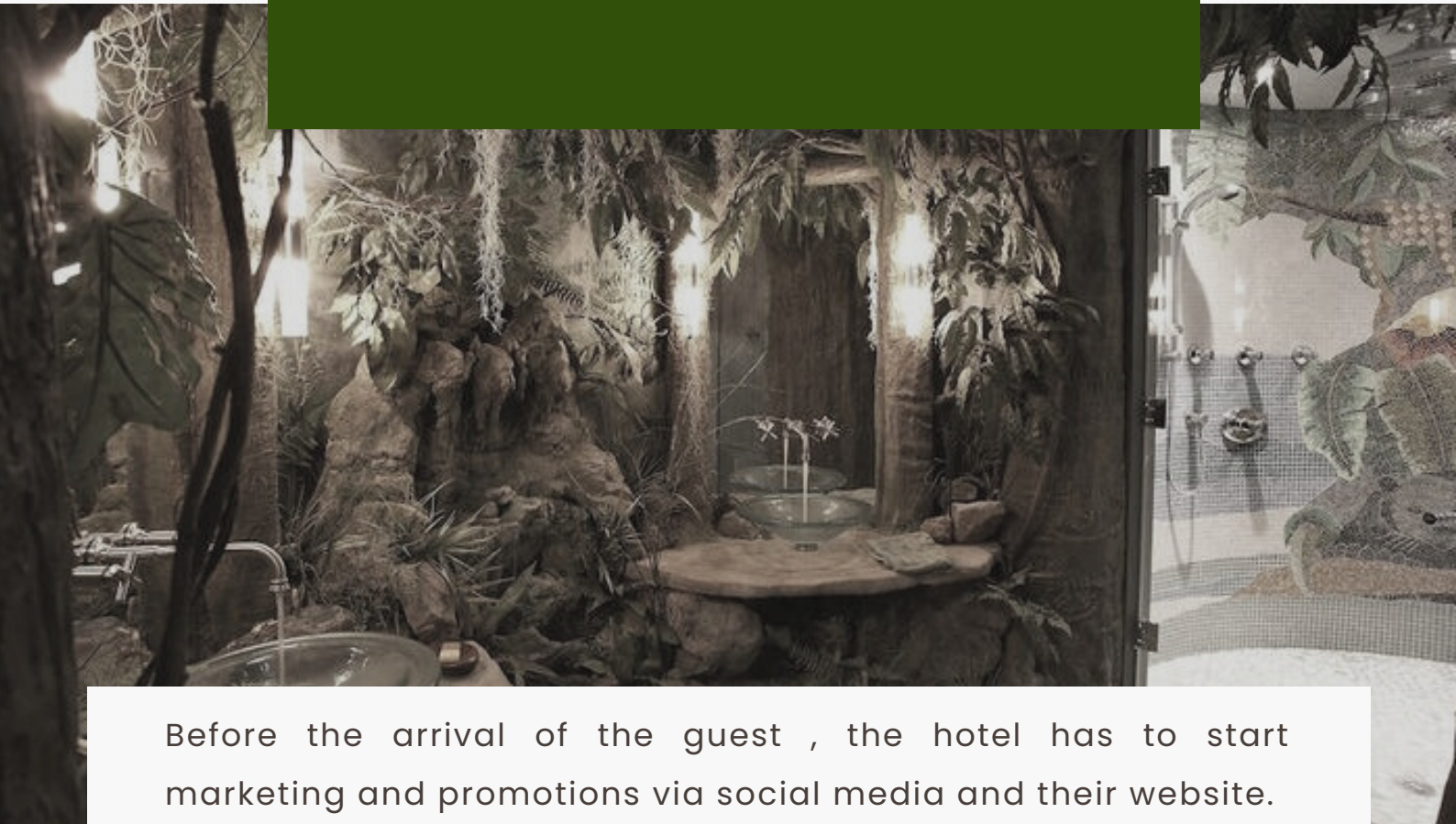
For COUPLES and FAMILIES this service is provided as a fully immersive and social experience in the life of hunter gatherers who used to live in the forests of Lapland around 300 years ago.



## SERVICE TOUCHPOINTS

- PRE ARRIVAL
- STAY PERIOD
- CHECKOUT

# PRE ARRIVAL



Before the arrival of the guest , the hotel has to start marketing and promotions via social media and their website. To attract the customers , we launch a Newsletter promoting the new "Hunters staycation in the heart of lapland" package for the guests with discounts and promotional offers on the selected package.

We reassure them about their reservation by emailing them a summary of all the details.

We also do explanations of the hotel's amenities and prospective activities, and how to get there, as well as logistical details, such as health precautions

In a pleasant tone, we remind them of their coming in three days.



# NEWSLETTER AND OFFERS

Weekly Newsletter | May, 2022

## Hunter's Staycation at the Heart of Lapland

[www.laplandhotels.com](http://www.laplandhotels.com)

### *EXPERIENCE THE JOURNEY*

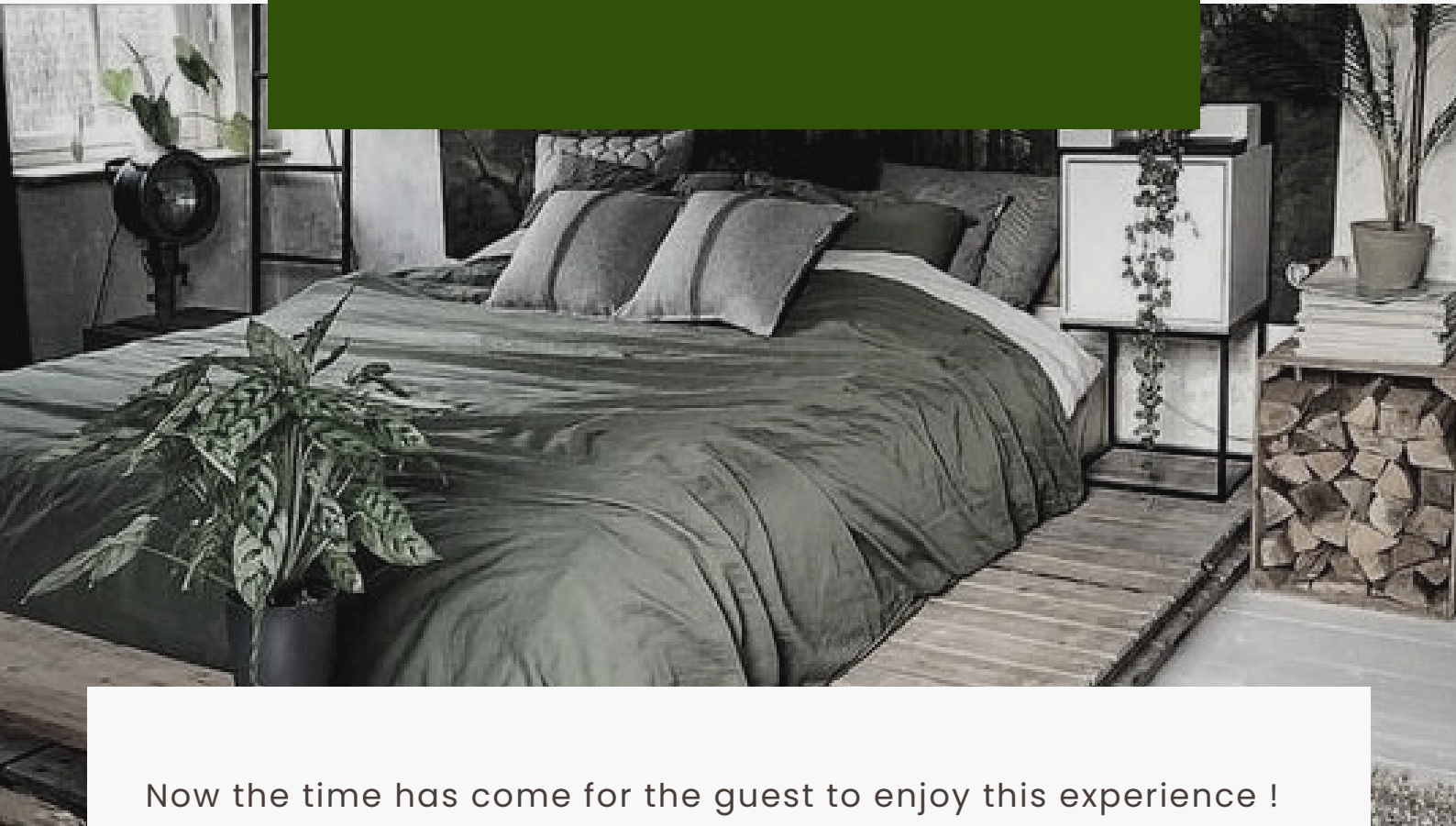
This Hunting season at Lapland Hotels Boulevard

- In Room dining delights designed specially for our hunting season them
- Experience a little hunt of your own for surprises !!
- Completely immersive Hunting experience in the lap of luxury

**UP TO**  
**40% OFF ON FIRST VISIT**



# STAY PERIOD



Now the time has come for the guest to enjoy this experience !  
How can we make sure that each and every aspect of the guest stay has an essence of forest or the hunters theme?

We try to incorporate our offerings in the service as well, starting from the check in at the reception and ending after the checkout of the guests.

We map a path for the guest with our service where there is always an element of surprise and splendor providing that extra wow factor during our guest stay.

# CHECK-IN



The idea is to do a fairly standard check-in procedure, at least at first. The experience really starts once the personal information, passport and credit card are registered.

It's important to know a lot about the customer so the receptionnist can call the customer by his first name, organises something if the birthday of the customer is happening during his journey at the hotel.

Furthermore, we end up explaining to him the concept of the hotel and we tease him a bit about the experience of the hunting period.



# JOURNEY TO THE ROOM



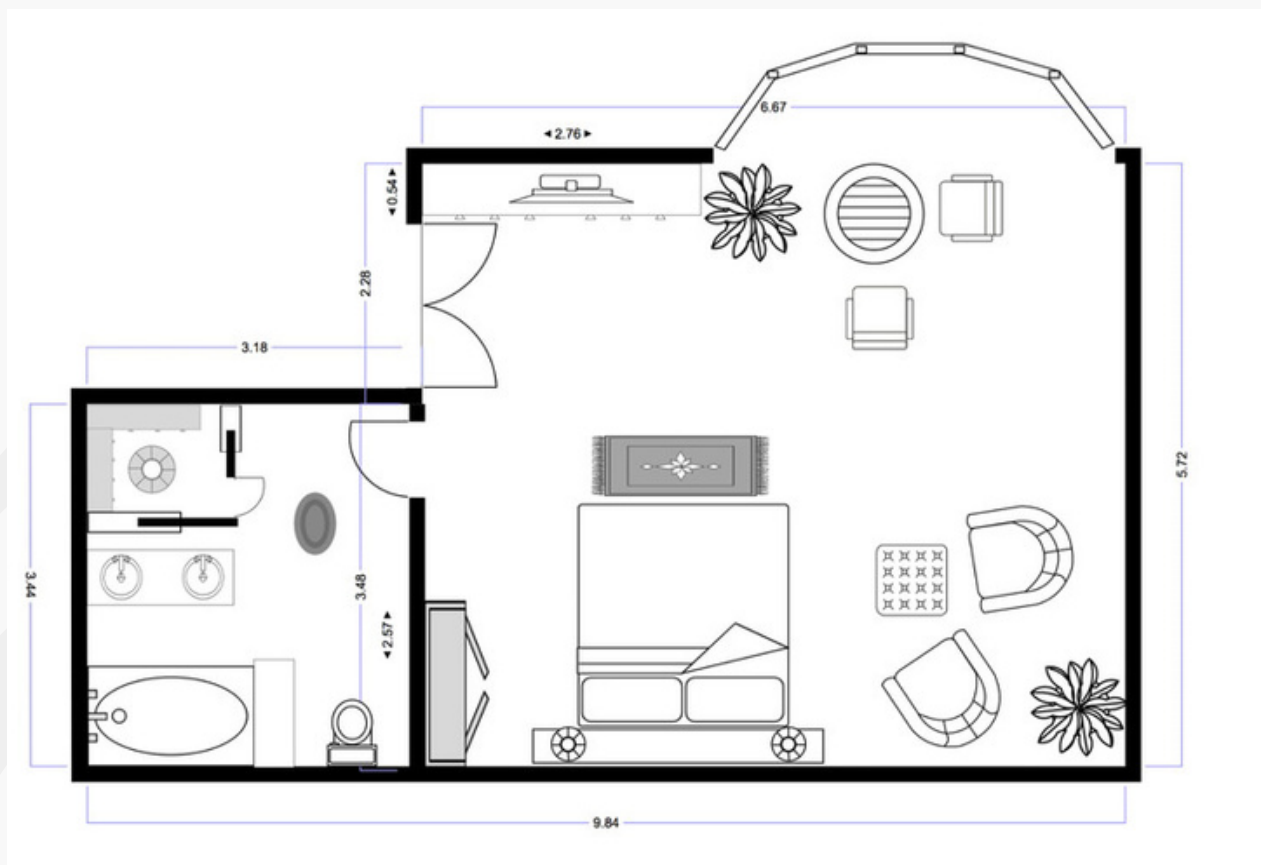
Personalization is key : the customer must feel privileged from the welcome to the departure of your hotel.

The idea now is to get them started with the experience. The receptionist does a storytelling about the origin of the hunt, what it means in Finland, why we decided to do this theme in this hotel, and why it will appeal to the guests.

We explain the different services offered by the hotel. Whether it is the restaurant menu, the visual, auditory and sensory experience, or the dress code and the role interpreted by the staff dressed as hunters, the idea is that the client is completely immersed in the Nordic hunting season.

# FIRST LOOK OF THE ROOM

In this layout, we have a bathroom, toilet, sauna and the room includes a bed, a table with two sofas, a dining table with fake fire, a TV, a closet, floral decoration, diffuser scent as well as virtual reality projectors. and some decorations with animals skin like carpet.



# FIRST LOOK OF THE ROOM



We will use a bed with the color palette of the forest.

It is decorated with tree trunks on the headboard.



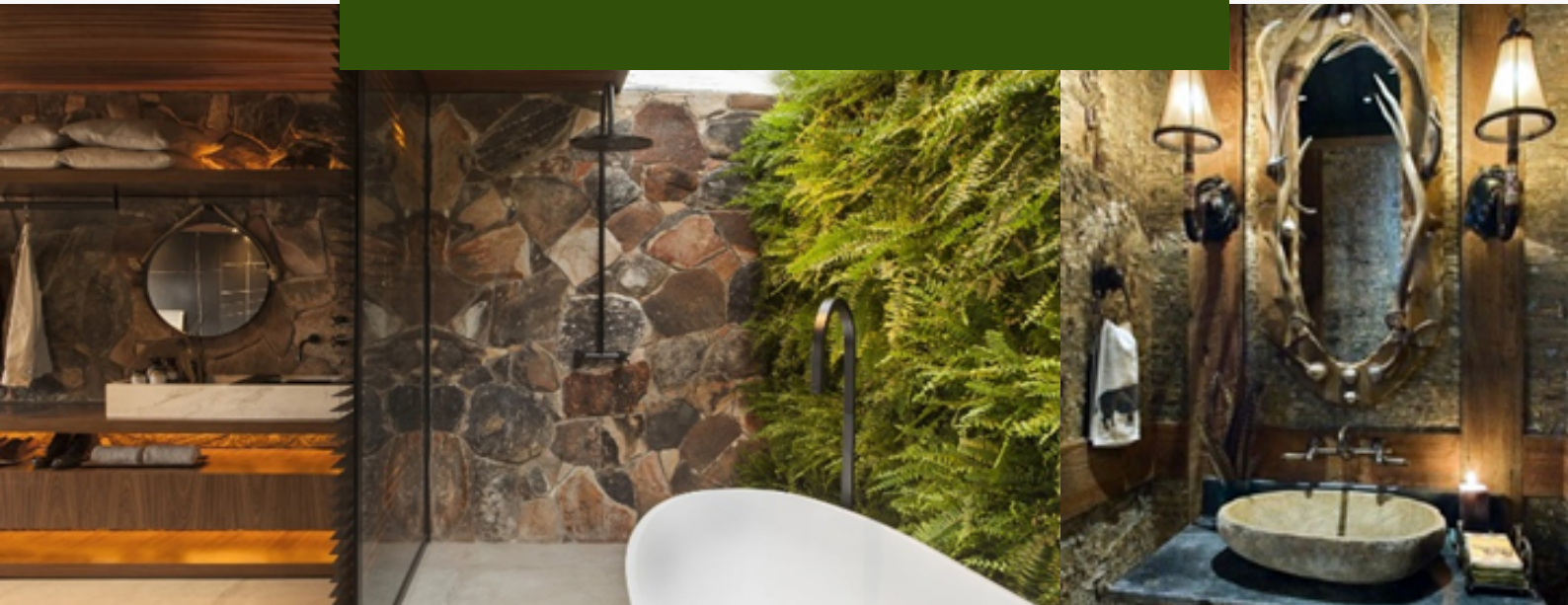
We will use as a round glass table with a decorative fire to simulate the campfire of the hunting camp this will provide a special atmosphere to the room



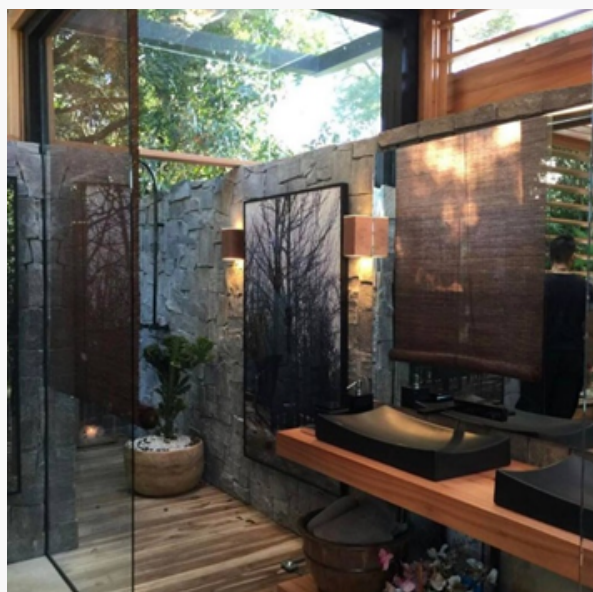
we will use a color gradient that brings our customers into the forest as well as wood and plants that bring the natural side



# ROOM AMENITIES



Tthe hotel amenities provide us with the small missing details .We will use these details to improve the contact of the guest with nature and the wild to complement the experience.



# ROOM AMENITIES



In the forest during the hunting days we do not find soaps or many comforts with us, to sanitize our hands we use mud and herbs to clean our hands we think of adding a special black powdered soap that adds the memory and the sensation of cleaning our hands in the forest during the hunting day

# ROOM AMENITIES



We will use bone combs and horns that recall the life of the hunter as well as the lapland and we will offer them as a souvenir for our customers

We are going to place bathrobes designed in fake deer skins to give a shine on the hunters style experience

We will use fake animal skins to decorate our concept, when one hunts an animal there is respect for it and almost 100% of the resources it offers is usually used, that is why the rooms will be decorated in this style, in addition to denoting the style of the hunter decorating places with skins as something that has a lot of value and also a sentimental degree for hunting



# WATER CLOSET DESIGN



The bathrooms will also be themed in the same way as the room. We will apply the concept of hunting by adding decorations and the environment will represent the forest. It will have a part of real plants to give more contact with nature inside the bathroom.

# CREATING THE PERFECT EXPERIENCE FOR OUR HUNTERS



For our in-room experience, we will focus on every detail from the moment the guest arrives. the bed, the dining table which will be like a table with a fake fire also the decoration which will bring the forest side. we also use virtual reality to bring the life of hunters and the forest

# CREATING THE PERFECT EXPERIENCE FOR OUR HUNTERS



The table with fake fire will bring a warm moment to the customer with the smell diffusers and the virtual reality projectors which will take our customers to lapland and the hunter's journeys, as well as the animals skin.

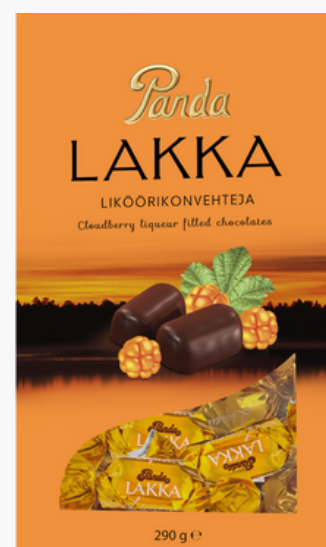


# TURNDOWN SERVICE EXPERIENCE

Our hunters staycation package also offers a turndown service that we provide keeping the essence of the forest and hunters alive.

The housekeeping staff arrives in the evening at 1800 hours to turn down one side of the bed linen and make the bed ready for the guests to sleep.

A care package consisting of nightcap designed out of fake reindeer skin , a toothbrush made with a piece of wood , our in house made cloudberry chocolates , night oil with the mist of forest and face masks made out of forest mud and essential minerals and exfoliation gels that provide an essence of forest.

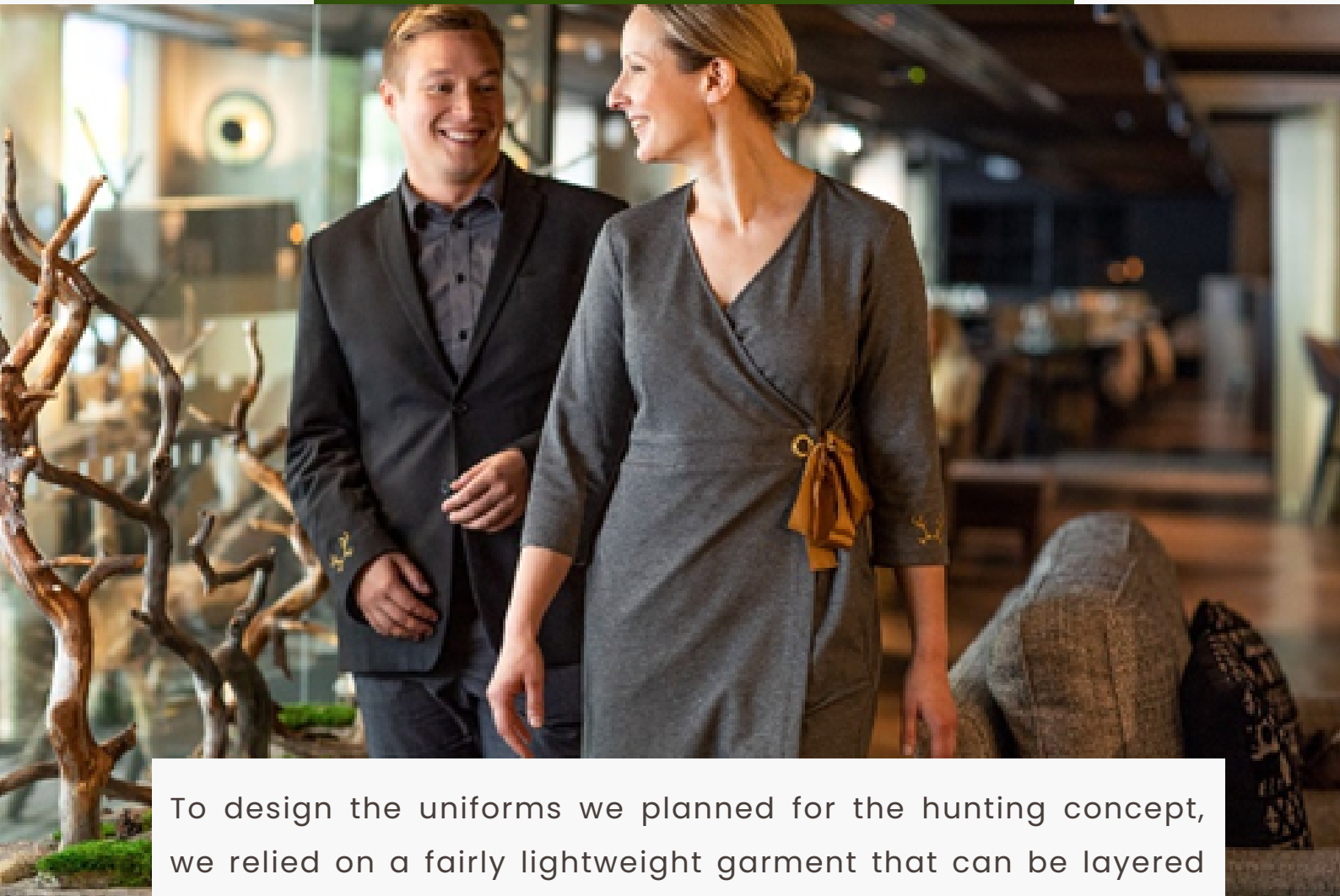


# STORY-TELLING EXPERIENCE



The story-telling experience of this staycation has to be the most exciting part of the guest journey. The hunter's theme and the history of Lapland connects in a way that allows the in-room dining service to be so exclusive. The layout of the dining space inside the room has been created to provide comfort, warmth and a sense of sharing a hunter's meal. A special menu prepared from the items gathered from hunting will be dedicated to compliment this wild environment. Some special audio and visual effects will also surround the guests during this experience.

# THE UNIFORM DESIGN



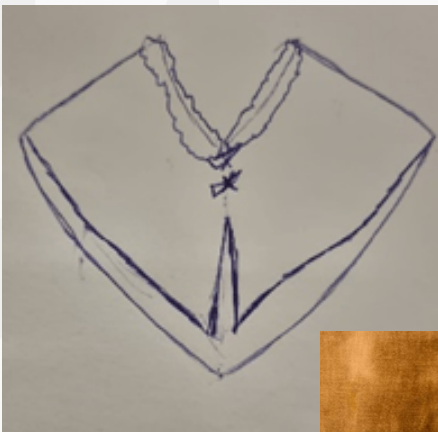
To design the uniforms we planned for the hunting concept, we relied on a fairly lightweight garment that can be layered over the current uniform to more efficiently immerse customers in the experience.

We plan to use fur in the current uniform design in the collar area and add small details to further emphasize the concept.

# THE UNIFORM DESIGN



Final design: For reasons of versatility and comfort of the workers, we decided to change the poncho design to a hybrid garment between a small cape and a poncho that only covers the shoulders to the waist, which will close at chest height thanks to buttons made of reindeer horn. It will also have fur details and a feather. The garment is designed to be light brown in colour and match the grey colour of the uniform.



This is the final design with the color we recommend



# EXPERIENCESCAPES

## Enlightening In Room Dining experience :

Post turn down service guest gets ready to experience the magic of the in room dining option

The staff arrives in the Hunters theme uniform to serve some drinks before. While the guests enjoy their beverage we organise a little hunting game for them which allows them to find a surprise gift from the forest which they can take away home with them



The Gift can be ranging from a lapland hotels engraved wooden paper weight to special designed gift bags with some in house amenities prepared especially for the forest experience like scents or candles.



# EXPERIENCESCAPES

While the guest enjoys his in room gift hunt experience the dinner arrives in a trolley with an exterior design of a log of wood and carrying a hot case and a chill case.

The Room service associate incharge lays down the cover and makes the table ready for service and dinner.

Once the dinner cover is ready , they leave the room letting the guests enjoy their meal.

As the staff leaves the room , he switches on the In room Audio Visual effects recreating forest and burning fire sounds to let the guest enjoy an immersive dining experience.





# TREASURE HUNT



The in-room dining comes with an exciting package of treasure hunt to enhance the experience of the guests. It is a petty game created for the guests to kill the waiting time between the order and the meal delivery. This game comprises of the staff presenting an old rugged scroll of paper with some riddles written down on it to let the guests engage in a hunting experience of finding souvenirs gifted by the hotel. The audio-visual effects of a deep forest around the room will exaggerate this moment. It is a fun activity for couples and can also push the appetite before the meal arrives.



## *TREASURE HUNT*



# *DINNER MENU*

### **SOUP**

*Roasted trumpet chanterelle and cauliflower soup with  
wild garlic herb and buttermilk reduction*

### **STARTER**

*Smoked pike croquettes with pickled cucumbers, onions  
and sour cream*

### **MAIN COURSE**

*Charcoal-grilled moose shank with roasted  
potatoes, herbs, and jus*

### **DESSERT**

*Lingonberry mouse cake with lavender ice cream*





# ***BEVERAGE PAIRING***

**BILBERRY LIQUEUR**

**FERMENTED BIRCH SAP**

**KAAMOS, AINOA WINERY**

**SIMA MOJITO**



# DINNER SETUP



As the guest indulges in the hunting game, meanwhile the service staff prepares the dinner setup at the table. The moodboard for the dinner setup seems alike the above picture. There will be classic hunter's style wooden cutleries and crockeries placed for the covers. Some small decorations, wild leaves, and candles will perfectly suit the style. The service staff will present all the dishes at once to the guests and briefly explain their link with the concept. The guests can choose to self-serve or be served by the staff. The staff may leave the trolley and exit the room while turning on the audio visual in the room for the guests to enjoy the experience.

# SERVICE PROCEDURE



**30 MINUTES**



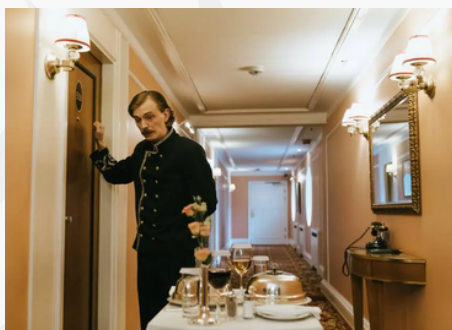
Horn shaped telephone to communicate



Arrival of staff to serve the drinks



Presentation of the game and menu by staff



Re-arrival of service staff with in-room dining trolley



Guests enjoying meal with AV effect around



# CONNECTION TO LAPLAND

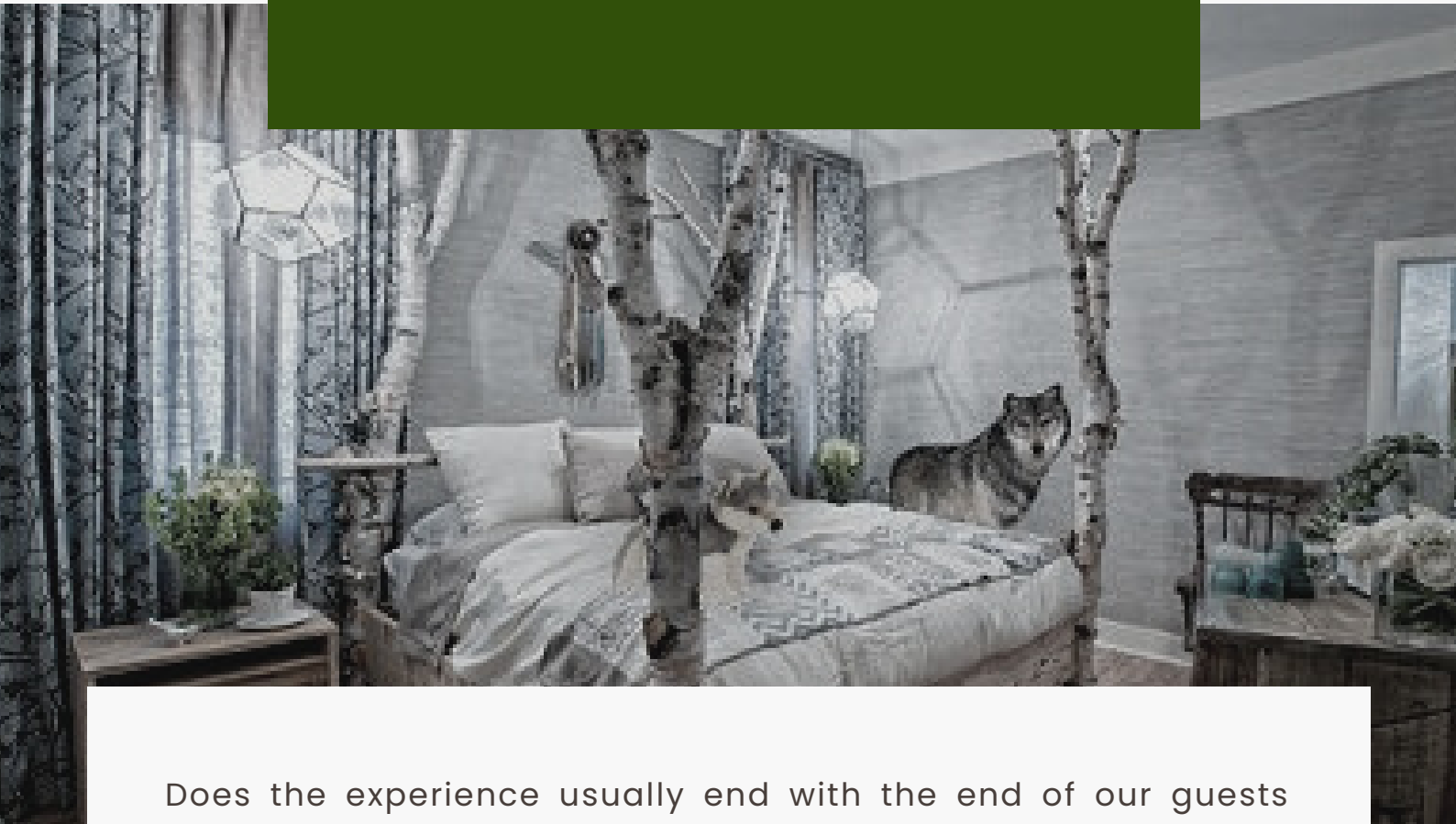


The people of the Lapland area have a history with traditions linked to gathering and hunting for many years, hunting was the main livelihood of the people of Lapland.

People in Lapland preserve these hunting traditions even today game meats are very common in Finland and hunting is still a very popular activity even today when other meats are available because the traditional method is a way of honoring culture and preserve the tradition that gives it identity. to this culture. On the other hand, also this traditional method is still a very sustainable way that is becoming popular again and this is the connection of our concept with Lapland.



# CHECKOUT

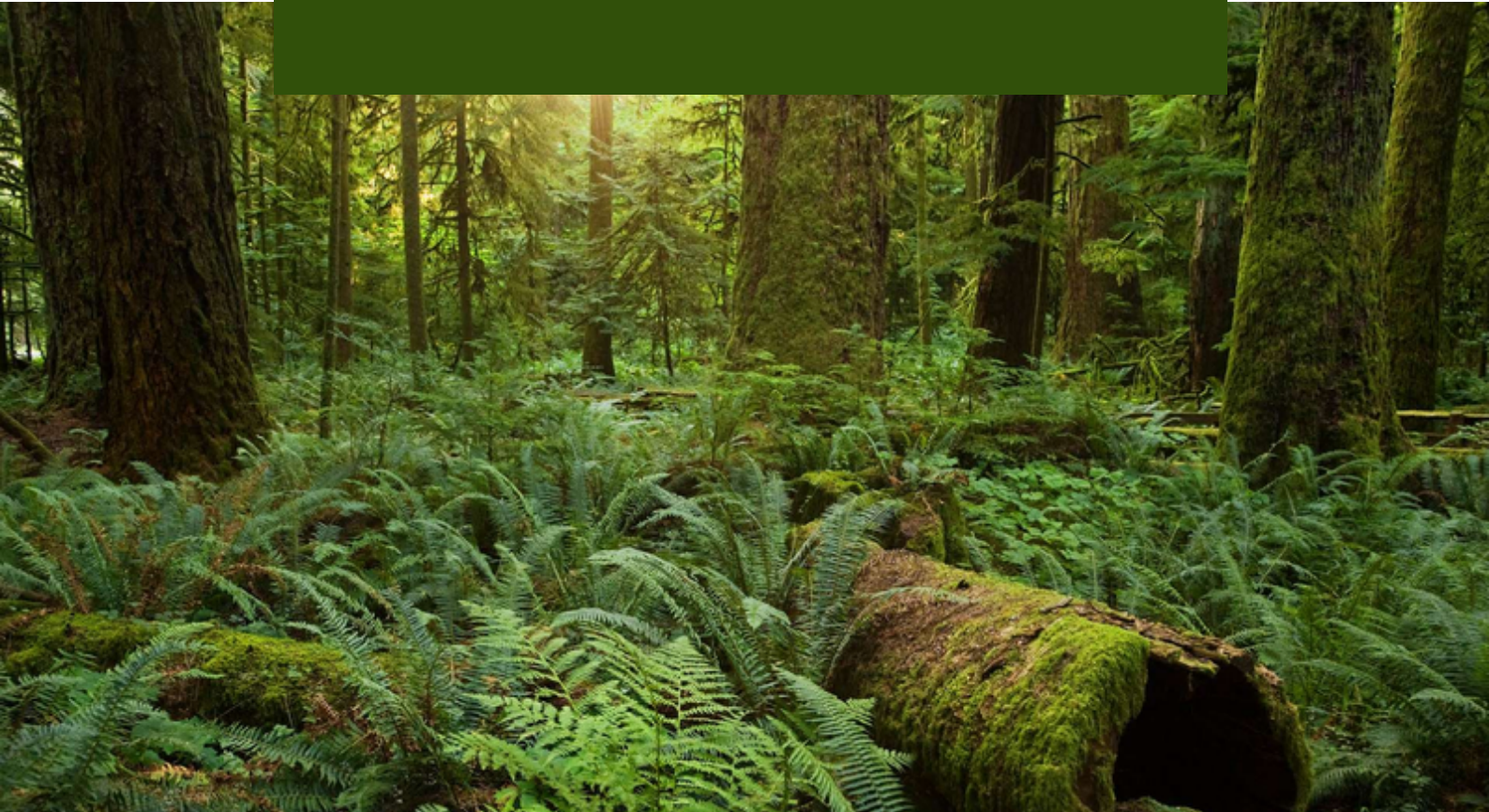


Does the experience usually end with the end of our guests stay?

Keeping in mind the peak end rule we try to keep this stay in their memories for a long time by providing a memento of their stay which is etched in their memories.

A warm service combined with engagement of the 5 senses is surely meant to stay with the guests even longer after the stay.

# UNTIL WE SEE THEM AGAIN



For the check-out, it is essential to ask the customer if they enjoyed the experience, and what are the potential points of improvement of the concept.

They are also informed that they will soon receive special offers by e-mail, like discounts on their next visit in the hotel.

Finally, in addition to flavored water bottles for the road, departure gifts are provided, such as a bottle of berry alcohol or a perfume with the scent of the Nordic forests.