

welcome & stay

THE MAGAZINE FOR PROFESSIONALS
IN THE HOTEL AND RESTAURANT BUSINESS
ISSUE 1 | 2022

Personalisation Holiday pleasures with a view

Thanks to a range of specialised services and a stunning backdrop, the Hotel Rocabella on Santorini ensures that all guests get what they deserve –
Read more on Page 4 ff.

welcome & stay



Dear readers,

Put a face to your business! Or several. Because personality is attractive – both in the hotel and the restaurant industry. Those who reveal information about themselves forge ties with guests and ensure a rapport on a personal level. Likewise, diversity among guests must also be accommodated, as it is at the Rocabella Santorini (Page 4) or at the boutique Zelloon hotel in Austria (Page 14). Specially tailored services leave no wishes unsatisfied.

But how is a personality best created? We air that secret on Page 10. And even laundry care can be tailored to meet individual needs – with the new generation of Miele Benchmark washing machines and dryers (Page 12).

I would like to wish you all a good read!

A handwritten signature in black ink that reads "A. Barduna".

Andreas Barduna

Senior Vice President

Marketing, Sales, Service

Professional Business Unit



'What is committed to memory
is intelligence, passion
and personality'.

Monica Bellucci,
Actress and seasoned traveller



Legal notice

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stay inspiring

Sunny soul charmer

The Rocabella in Santorini





Take a deep breath, slip into your summer sandals and gaze into the cloudless skies and the azure blue sea. Sauntering down to the pools with their vista which takes in the famous Caldera, a volcanic crater, and the Aegean Sea marks the start of a relaxing stay at the Rocabella. This small luxury hotel, renovated with great dedication and attention to detail, is located on the sun-kissed Greek island of Santorini where it blends in almost seamlessly with the whitewashed buildings in the vicinity. It spoils its guests with lavish hospitality, the joys of its spa and wellness facilities and tailored peace-of-mind packages.

**'The interaction with guests who
arrive here from all over the world
is worth its weight in gold'.**

Georgios Kalfopoulos

Encounters guaranteed to make a lasting impression

'Our hotel is characterised by its love of detail, its personalised services ensuring that each guest is made to feel at home and our warmly welcoming team', says Georgios Kalfopoulos, Managing Director of the Rocabella Santorini Hotel, waxing lyrical. After completing his studies at the Cornell University in New York, he assumed the post as Managing Director of the Rocabella Hotel in Santorini and has since devoted his life to guaranteeing unforgettable moments, day in and day out. 'It is said that a hotel should reflect the personality of its principal. And that is precisely what I strive to do here at the Rocabella'. In doing so, a personal rapport with guests is particularly important: 'I am of the conviction that it is both rejuvenating and educational to spend as much time as possible with guests', maintains Kalfopoulos. He remembers one encounter to this day: 'We once had a screenwriter as our guest. I welcomed him personally, accompanied him to his room and we discussed the eventful history of Santorini and the gigantic volcanic eruption of 1600 BC. Several years later, I discovered that his trip served as the inspiration for the script of one of his films.

Rest and relaxation for all the senses

That guests always enjoy pride of place at the Rocabella is evidenced by the numerous services and amenities which make a stay in this picturesque accommodation such a wholly individual experience. Alongside a wellness programme aimed at meeting individual needs, guests can also charter an exclusive yacht, embark on a wine tour or have their room converted into their own private restaurant. Even a helicopter sightseeing flight to witness the spectacular sunset is part of the broad indulgent programme. 'At the Rocabella, we don't simply offer a range of services. We see each service as the opportunity to present our guests a personalised and individual experience', says Georgios Kalfopoulos.





**'Whenever weddings come around,
the entire team focuses on the
needs of the couple'.**

Georgios Kalfopoulos

Laundry care down to the last detail

Laundry care, too, is a matter of meticulous care – and is done in-house. 'The laundry in our hotel enjoys top priority: From the quality of our bed linen and towelling to the detergents, washing machines and dryers used'. After all, every single detail counts in ensuring guests have a perfect stay. To this end, the Rocabella has already been using machines from Miele Professional for the past seven years: two washing machines (PW 418), two dryers (PT 8403) and a rotary ironer (PM 1214). The hotel will soon call an additional Miele Professional washing machine (PWM 520) its own. 'And we will be adding further equipment over the next two years', says Georgios Kalfopoulos, 'as machines from Miele Professional provide precisely the quality we need. Since they never leave us high and dry with our mountains of laundry, we often endearingly refer to them as our workhorses'. He also has much praise for Miele's fast and professional on-site servicing, the ease of machine use and the durability of the products. 'So far, my experience with Miele has been entirely positive. I simply couldn't imagine anything better'.



A range of individually tailored wellness offerings increases the sense of wellbeing and improves the hotel's standing with guests.



The 42 rooms and suites at the Rocabella are restrained in their design and reflect the Mediterranean flair of the island.

Georgios Kalfopoulos,
Managing Director
of the Rocabella Santorini Hotel



'My motto in life:
Live the life that would
spark envy'.
Georgios Kalfopoulos



Happy ever after

The hotel's own wedding team, true to the motto 'Your wedding is our wedding', ensures unforgettable moments by creating a breathtaking backdrop for couples to tie the knot – ever since 1998. 'Since then, we have planned, organised and carried out more than 1,000 splendid weddings', a fact which fills Kalfopoulos with great pride as the Rocabella has firmly established itself as an impressive wedding venue among lovers. This is hardly a wonder. After all, what could be more romantic than a view of the fascinating Caldera as couples pledge allegiance to each other in a perfectly showcased setting?

Where cat and dog reign supreme

Alongside a devotion to guests, the folk at the Rocabella are also great animal lovers. We believe that animals are the purest of God's creations'. Consequently, cats and dogs are always given a warm welcome and thoroughly cosseted. 'The range of services we offer our four-legged friends are on a par with those extended to our two-legged guests, from a cooling mattress to special feed menus and spa treatment', explains Georgios Kalfopoulos. Not only do the guests' pets command great attention; even stray cats and dogs are lovingly cared for at the Rocabella. The hotel even procured a bottle recycling machine which dispenses a portion of pet food for every plastic bottle returned. At the Rocabella, no-one is left wanting.

A life to be envious of

The same applies to his work as hotel manager. Despite frequently working a 14-hour day, particularly at the height of the season, Georgios Kalfopoulos goes about his duties with a sense of passion but is also always at pains to take out quality time for himself. 'My secret to happiness are the five minutes at sundown which I spend with classical music in my ears, oblivious to everything around me as my spirit goes on a journey'.



10 HINTS AND TIPS PERSONALITY

Nowadays, personalisation is the key to success – not least in the hotel industry. Many guests have a desire for individuality, the fulfillment of personal needs and for tailored and customised services. To meet such needs, hotel managers should develop an understanding of the preferences and interests of their guests and strive to embrace them. This not only engenders trust and authenticity but also increases the loyalty of guests and, ideally, grows turnover. Here are 10 useful tips on creating a unique and personalised guest experience, success guaranteed. All in the interests of getting guests to come back for more.

1_A greeting prior to arrival

A confirmation email is a must. But how about sending out a further pre-arrival email? This offers the opportunity to ask guests about their special wishes and to offer additional services.

2_Small gifts make all the difference

Who doesn't like being given a voucher for drinks at the hotel bar or seeing a fresh bunch of flowers on the table? Courtesies and signs of affection which create a positive feeling.

3_Insider tips generate trust

Bring local events to the attention of your guests. A collection of sights, places of interest, activities and restaurants in the area is often very helpful. A personal anecdote is often the icing on the cake.

4_Address people by name

Persons addressed by name feel valued and appreciated. Even the re: line in an email can make a difference. When personalised, the likelihood of the contents being read is considerably higher.

5_Tailored experiences remain unforgotten

Most guests want highlights and to be at the centre of attention during their stay. The exceptional rather than the ordinary. So how about customised theme packages or service offerings which make holidaying a very special experience? From individually tailored wellness offerings through to a private candlelight dinner in your own room – nothing is impossible!





6_ Create guest profiles

The foundation for a uniquely personalised holiday experience is the creation of guest profiles. Alongside contact data, it is a good idea to document birthdays, special interests, individual wishes and food allergies, for example – so that you can impress your guests to the full when they next visit.



7_Digital Words of welcome

A digital check-in goes a long way towards meeting guests' desires for smooth processes and the use of smart technologies. This allows you to welcome your guests without any further to-do and without having to fill in forms. Besides that, digital check-in programmes offer all sorts of features allowing you to stay in contact during a stay.

8_A peek behind the scenes

Show your guests who is responsible for organisation and the running of your hotel. Introduce hotel team members! A peek behind the scenes creates a confidence base and promotes a sense of belonging. To do this, use the usual social media channels. Allow guests to see what goes on behind the scenes at the hotel and introduce key individuals who work there.



10_ The sender doesn't need to be anonymous

Not only should the recipient of an email be addressed by name, the sender, too, can show personality. Close correspondence by revealing you are a real-life person and not an anonymous entity: 'Susan wishes you a pleasant stay'. Simple, but effective.

9_ Stay in contact

Checking out does not mean gone and forgotten. Maintain contact with guests after their stay. Repeat visitors are welcome guests. This is best achieved using a personalised email. This also offers the opportunity to obtain feedback – very important for further optimisations.

PEAK PERFORMANCE IN PERFECTION

The new Miele Benchmark machines

Each and every day, a typical hotel generates huge mountains of laundry – a task that should be mastered with flying colours. Many guests equate comfort and wellbeing not only with beautiful hotel rooms and wellness offerings but also with soft and cuddly towelling, crease free table linen and fragrant bedsheets. Many hoteliers also place great store by top-class economic feasibility and flexibility. In order to meet these exacting demands, high-performing jacks-of-all-trades are needed – like the new commercial Benchmark washing machines and dryers from Miele. Well-trained staff members are able to master the balancing act between performance, efficiency and cleaning and drying quality with ease and also offer large load capacities and innovative connectivity. 'One of the greatest challenges in developing the new Benchmark machines was the creation of maximum flexibility – even when coping with highly specific customer requirements – in combination with a simple and intuitive user interface', according to Miele product managers Jörg Sielmann (washing machines) and Zawaar Ahmed (dryers). The new generation of Miele Benchmark machines sets entirely new standards in the field of laundry care.

Individual top performance

The demands placed on washing machines and dryers are as varied as working life in a hotel. With load capacities of 12 to 20 kg, Miele Benchmark washing machines offer ample space for regular to large laundry loads. Benchmark dryers can even be loaded with up to 44 kg of laundry. In addition to this, all programmes can be customised to cater for individual wishes. Furthermore, intelligent automatic load control on washing machines ensures that only as much water and electricity is used as is needed to guarantee optimum results. 'At the same time, automatic load control and

a weighing plinth ensure efficient reprocessing – even of less-than-full loads', say Jörg Sielmann and Zawaar Ahmed. This is particularly practical when, on occasion, reduced loads require washing. Thanks to the patented honeycomb drum, laundry is wetted faster, more uniformly and more efficiently. This results in a thorough and above all more gentle wash which ensures that particularly demanding and sensitive garments keep their shape over time. In the current climate, thermal and chemo-thermal disinfection programmes, as available ex works on all machines, are indispensable.

The ultimate in user convenience

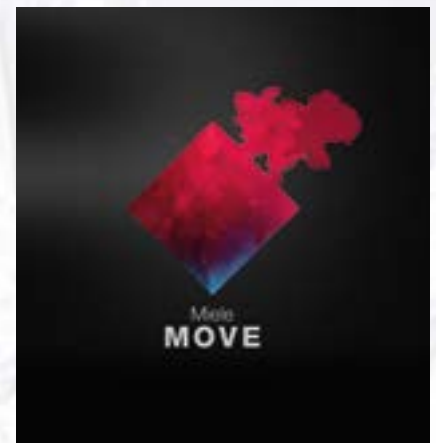
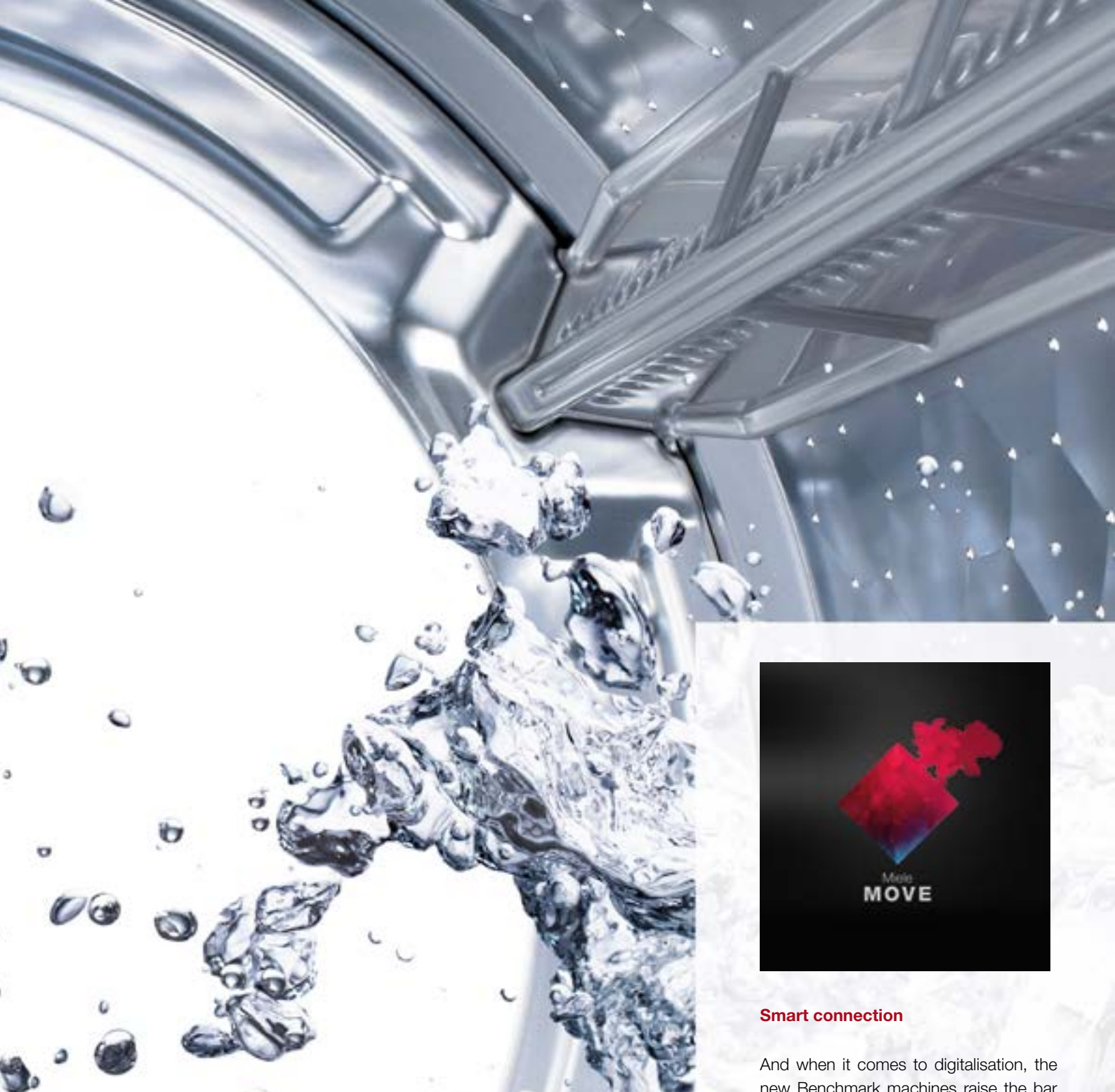
Programmes selected and off you go! A concise full touch display simplifies operation. Each stage of programme selection is just a tap away. To suit individual needs, special-purpose programmes are available which combine flexibility in programme design and the simplest of user interfaces.

'Thanks to low consumption in combination with large load sizes, Miele Benchmark machines are a perfect balance between performance and efficiency'.

Jörg Sielmann



Further information: www.miele.de/benchmark



Smart connection

And when it comes to digitalisation, the new Benchmark machines raise the bar as they are all connectivity-enabled via WiFi and LAN ex works. The integration into local networks is therefore as simple as connection to the new digital platform Miele MOVE: the smart solution for efficient machine, data and process management. This is a benefit which is extremely well received by clients. Having the programme status of machines visible at a glance from anywhere saves a lot of legwork. In the hustle and bustle of hotel life, this relieves staff of a lot of work and offers maximum flexibility.





14
15

zelloon
boutique hotel



'All visitors are guests to me.

The doctor only enters the stage to deal with specific issues'.

Dr. Herwig Kunczicky

BODY AND SOUL IN HARMONY

Zelloon boutique hotel
in the Tyrolean Ziller valley

Anyone in search of mental recuperation, slowing down the pace of life and wishing to put the tiger back in their tank will find nowhere better than the Zelloon boutique hotel in the Austrian town of Zell am Ziller. Personal wellbeing and health are a centrepiece of the hotel's corporate philosophy. Guests have a bathhouse with pool and spa, a garden in the alpine Zen style, yoga and fitness areas and an in-house medical department at their disposal.

Clarity and instinctiveness

'Whenever guests enter our hotel, they are often overwhelmed by the sensuousness of the interior design and feel immediately at home, cocooned in our oasis of comfort and security', explains Dr. Herwig Kunczicky, who is not only the hotel's physician but also owner of the family-run Zelloon. The highly special and clear architecture shows that people have pride of place in the hotel: Whilst spacious areas open to all guests offer room for personal development, visitors to the bathhouse enjoy an unobstructed vista of the landscape. Indigenous materials make for a healthy feel-good setting. Surrounding green spaces serve as a natural extension of the straight-lined facades. The term Zelloon, too, has its own origins: It brings together the name of the town (Zell am Ziller) which derives from the word 'cell' as the origin of all life and the 'Saloon' as a meeting place.

A focus on health

Before setting up his hotel, Dr. Herwig Kunczicky worked for many years as a doctor – in a wide variety of fields. 'Somehow, I came to realise that mainstream medicine has its limitations. Many forms of therapy only doctor the symptoms, and not the underlying causes. That is how I decided to try to master the balancing act between vacation and regeneration in the form of a new hotel concept'. As a result, the Zelloon has its own Medical Department, a suite of 8 treatment rooms, offering the opportunity for individual massages, special detox treatment as well as cupping and bath therapy. Similarly, personal coaching is also available. Next door is the Zellmed medical centre, offering guests further types of therapy and additional medical consultancy.

All under one roof

Laundry care, too, is organised in-house in the harmoniously styled boutique hotel.

'To do justice to ecological considerations,

in particular, we opted for our own on-premise laundry', says Dr. Kunczicky. Miele was involved from the word 'go'. More than 40 years of experience made the decision simple. Miele offers high-quality products, excellent after-sales service and, naturally, immaculately clean laundry'.

Tailored to individual needs

In future, the focus will increasingly be on healthy living. 'In autumn 2022, we launched our health programme, catering to the individual needs of guests and covering a variety of topics. Together with guests, we try to balance out energy deficits, ensure healthy sleep, promoting outdoor activities and boosting the detox effect through special therapies'. Dr. Herwig Kunczicky, too, attaches great value to a healthy lifestyle and keeps fit on a daily basis with sport and healthy fare. And, he maintains, his family contributes in a major way to his wellbeing. And he has an important tip: 'Simply by dint of birth, each individual is an original. Take good care of that original with wholesome food, sufficient exercise and being empathetic towards those around you'. This keeps body and soul in top form at all times.



Further information: www.zelloon.at

HAND AND HEART

INTERVIEW WITH GOLVET CHEF-DE-CUISINE JONAS ZÖRNER

Thanks to its unique location on the eighth floor of the 'Loeser & Wolff' building overlooking Berlin's Potsdam Square, the star-spangled GOLVET restaurant exudes that pulsating feeling of metropolitan life. Guests are not only served first-class food but also enjoy a fantastic view of Germany's capital. In this most unique place, Jonas Zörner pursues his great passion in life: cooking.

At the early age of 13, he discovered his fascination for the culinary craft, even working at weekends in restaurant kitchens or washing the dishes. Soon, his desire was kindled to switch to high-end restaurants – a decision which he has not regretted to this day. Thanks to his sheer determination and ambition, his career led him to the GOLVET starred restaurant in Berlin back in 2018. Only two years later, Jonas Zörner was promoted to chef-de-cuisine. We conducted an exclusive interview with him.

In short: What does GOLVET stand for?

The GOLVET stands for hospitality in action. We wanted to distance ourselves from worn-out clichés and simply offer our guests an unforgettable time during which they can lean back, enjoy and worry about nothing. We call it Casual Fine Dining.

How would you describe your way of cooking?

My approach to cooking is very light, pitting sweetness, acidity and saltiness against each other. This is often rounded off with hot ingredients and sour accents, such as

herbs or citrus flavours. For me, it is eminently important that the artisan nature of cooking always comes through. I want to see that the chef has given thought and consideration to the product in order to deliver the best in terms of flavour and presentation.

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17





How do you as chef-de-cuisine shape the character of the restaurant?

I am always on location, right in the thick of things and there for all to consult. For me, the focus is on my team as we can only be successful and achieve our objectives together. It has been a long time since I was merely the chef. Often, I act as janitor, tradesman, kitchen help and social worker at the GOLVET. I personify the concept of a team in which we solve all problems together.

At the GOLVET, guests not only enjoy exquisite food but also art. How did you come to combine the two?

We set out to create a modern restaurant: ambitious starred chefs, without the rigidity which is the subject of clichés. That is why urban art and modern works grace the GOLVET and spice up the atmosphere. It all starts with the choice of music, through to lighting and ends at the 'Notes of Berlin' wall: entertaining finds from the world of Berlin's paperwork – from complaints between neighbours to Lost & Found notes and displays of affection.

At the GOLVET, guests dine from Hering porcelain. What makes this so special?

This unique, high-end porcelain offers the perfect setting and convinces with its subdued elegance. Over the years, we have established a very close relationship with this porcelain manufacture and we complement each other well.

What is your own personal favourite dish?

My personal favourite is blanquette of chicken. We traditionally serve it at home on special occasions.

 Further information: www.golviet.de



MAKE A WISH

A personal relationship with guests is the be-all and end-all of hotel life nowadays – after all, the main objective is to ensure that guests have a relaxed and restful holiday in every respect. Intensive care which goes far beyond a 'Welcome' on arrival can work wonders – as the 'Fairy Godmother' at the Kitzbühel Lodge proves. She is a bringer of happiness, a fulfiller of dreams and a solver of problems all rolled into one as she supports guests even before their arrivals and during their stay with assistance and good advice. She organises a shuttle service, restaurant reservations and much more, taking 'Guest Relations' to the next level!

 Further information: www.kitzbuehel-lodge.cc

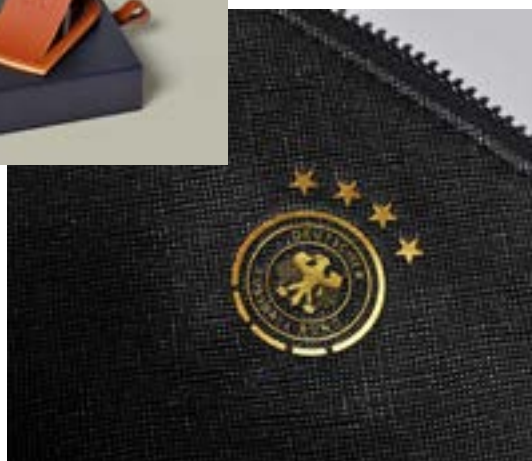
Think
outside
the box.

There are single-use products in most hotels. Small mementos made from plastic are to be found above all in the bathroom, and stand for convenience and good service. But these harm the environment. There must be an alternative, thought the OnMateria Collective from Sweden, and developed a sustainable kit for hotel bathrooms. 'The Green Box' contains a comb, a toothbrush, a razor and two cotton buds based on biodegradable materials. After use, the compostable material is placed in the green part of the box and residual waste in the white section. Once composted, only soil and biogas remains. Hence, the box makes for greater sustainability and teaches users to properly segregate their waste.



 Further information: www.onmateria.com

Exquisitely individual



It has to be unique, exclusive and personalised. Brandcraft, a Munich company, specialises in creating and producing individualised packaging, accessories and bags from premium brands – whether classic leather cases, high-quality luggage tags or stylish purses and wallets. The lovingly crafted one-of-a-kind specimens can, for example, serve as welcome gifts in hotels. And if that is not individuality enough to meet your needs, guests, and even your own team, can be offered the opportunity to attend a workshop at which Brandcraft accessories are crafted.

 Further information: www.brandcraft.eu



LifeStyle

Imagine working in a place where you feel entirely at home. The Business Centre Budapest offers that very concept as it combines business, shopping and leisure under a single roof in the most innovative of ways. As an inspiring lifestyle centre, it houses both modern office space as well as many businesses, restaurants and health and beauty salons. Extensive green spaces also ensure natural surroundings. This conveniently brings together work, lunch, shopping and an evening workout in one single place.

 Further information: www.agorabudapest.com

Write to us!

Do you have any suggestions, tips or questions? Do you want to contribute with suggestions for new topics, criticism or your own stories? We'd love to hear from you at welcome@miele.de

Also, if you no longer want to receive this magazine, simply write to us.



Looking ahead: welcome & stay 1 | 2023

Get involved

In order to bring about change and drive improvements in society, it is crucial to hold the reins. Discover how to succeed and learn who is setting a good example in our next issue.



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