

# Le Magnifique Luxury Resorts

Luxury.Redefined.



Daniela, Grace, Malik, Marelin, Zahira  
BUFF 3310  
4/30/2023

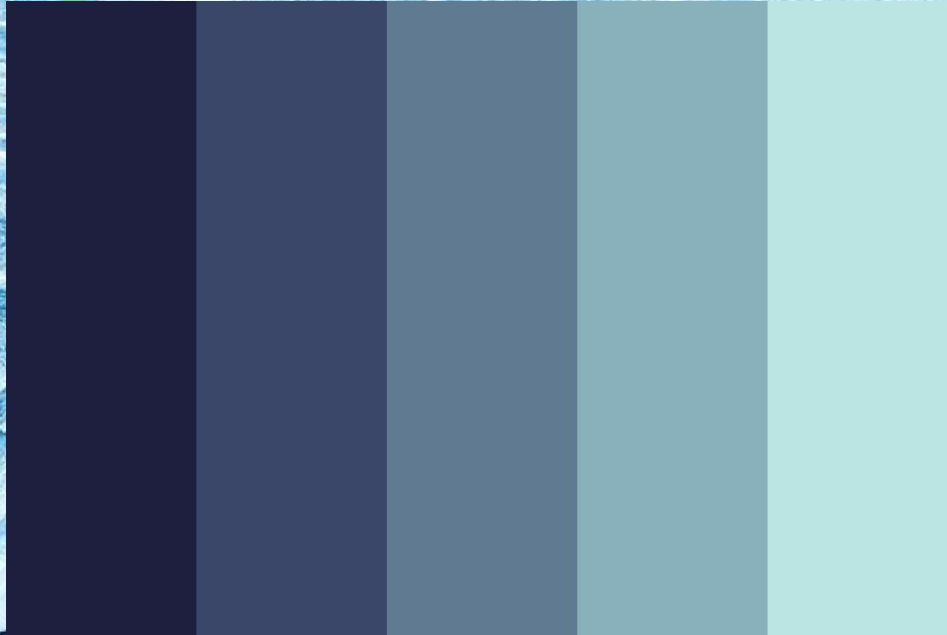
# Unique Selling Point

Above all, Le Magnifique is a Luxury ski resort that seeks to build loyalty among its guests by aiming to captivate them and foreseeing their ever-changing, dynamic desires while guaranteeing that our team members, who are essential contributors of our brand to meeting this purpose are also satisfied.

What we offer:

- Occupants of suites and special rooms, chalets are given complimentary access to our facilities, fitness center, spas, rain shower spas, hot tubs and other exclusive perks of the resorts.
- Customization of ski gears.
- Snowmobiling, sledding, ice skating, indoor and outdoor swimming.
- Game rooms.
- Contemporary luxury designer stores brands within the resort.
- Michelin Restaurants.
- Local form of entertainment , such as clubs, and cinema.

## Color Palette- COLD BLUE



Color	Hex	RGB
	#1e1e3e	(30,30,62)
	#3b4768	(59,71,104)
	#5f7a91	(95,122,145)
	#89b1bb	(137,177,187)
	#bbe5e2	(187,229,226)



# Ideal Target Market

## Male

Occupation : Doctor or Surgeon

Age : Early 30s to Mid 40s

Marital Status : Married

Children : 2 or more

Salary : 350k Yr.

Goal : Family Vacation

This customer obtains disposable income but is not an impulse buyer, this consumer thinks about the outcome for purchases before spending. This person comes from old money inherited from generational wealth. Partaking in trips with the family is a travel routine for them which occurs once or twice throughout of the year

Lifestyle : Outside of work this customer spends time hanging out with childhood friends who come from old money as well through inheritance indulging in activities such as casually playing golf

## Female

Occupation : Influencer

Age : Mid 20s to Early 30s

Marital Status : Single

Children : None to 1

Salary : 150k Yr.

Goal : Produce Content For Social Media

This customer obtains disposable income being an impulse buyers, making purchases to limited exclusive items communicated to audience with the method “word of mouth”. This consumer comes from new money working their way up to the top utilizing resources. Partaking on trip at least twice a month to stay up to date with content posting and maintaining a luxurious lifestyle to fans.

Lifestyle : When not vlogging or using social media this consumer hangs out with other influencers attending the biggest nightclubs renting out v.i.p sections with others in the influencer circle.

# Ideal Target Market

Male/Female

Occupation : Retired

Age : Late 50s to Early 70s (Baby Boomer)

Marital Status : Married

Children : 3

Grandchildren : 4

Salary : 300k Yr.

Goal : Family Vacation

This customer obtains disposable income becoming an impulse buyer to keep the happiness of their grandchildren at a high level, this consumer thinks about the outcome for purchases while spending mostly purchasing online. This person comes from new money inherited from a retirement plan from their previous occupation. Partaking in trips with their grandchildren is a travel routine for them which occurs once or twice throughout of the year to solidify a bond between the two.

Lifestyle : Outside of time this customer spends time hanging out with other baby boomers sharing stories pertaining to their grandchildren perfing face-to-face outings and interactions. This consumer enjoys spending time outside going on hikes to experience the nature along with gardening in their backyard.

# LE MAGNIFIQUE LUXURY RESORTS

Luxury Redefined

ABOUT US

CONNECT WITH US

BOOK YOUR STAY

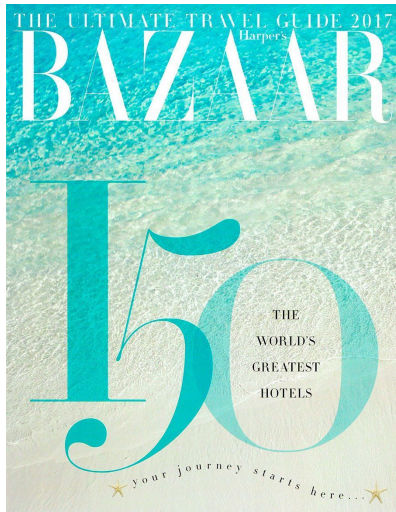
AMENITIES



# Communication Strategy: Magazines

Grace Nunekpeku

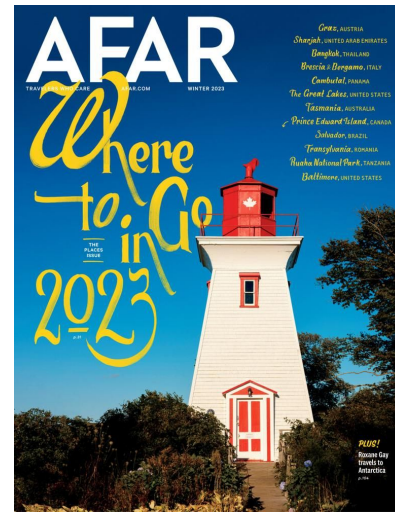
Harper's  
**BAZAAR**



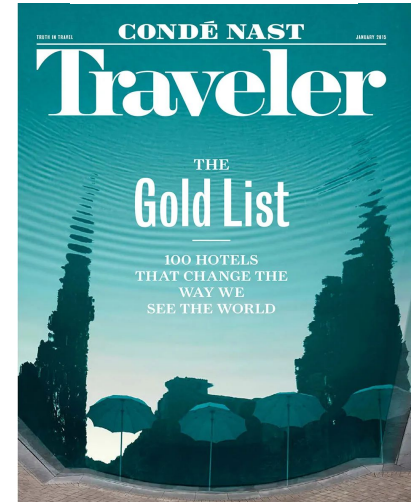
**VOGUE**



**AFAR**



CONDÉ NAST  
**Traveler**



## Communication Strategy: Public Relations



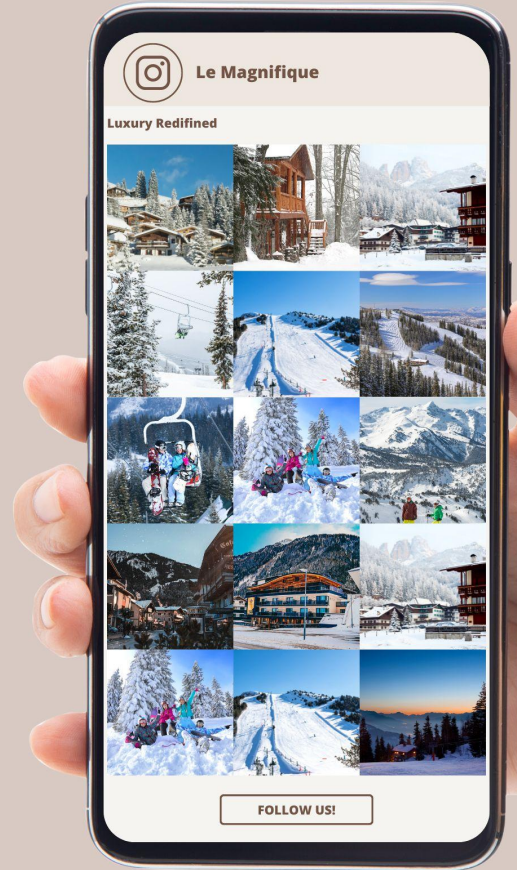
FINN Partners is one of the fastest-growing global, independent marketing and communications agencies in the world, serving clients through a powerful combination of bold creativity, informed strategy, hands-on partnership and highly specialized expertise. Their values-driven culture champions integrity, collaboration, and innovation. More than an agency, they are a diverse collective of passionate individuals with a heart and conscience who help brands craft and share their stories in ways that drive business value and make a positive impact in the world.



Edelman is a global communications firm that partners with businesses and organizations to evolve, promote and protect their brands and reputations.



# Communication Strategy: Social Media



# Benchmark

Daniela Peckova Watanabe

## Viceroy Snowmass

1. Ski-in ski-out
2. Slope side pool
3. Spa Sanctuary
4. Latin inspired restaurant
5. Winner Travel+ Leisure 2022 Awards
6. Pets Package
7. Complimentary 5th Nights
8. Offer HeliSkiing, Dog Sledding, Cross Country and Sleigh Rides

The screenshot displays the Viceroy Snowmass website. At the top, there is a navigation bar with a menu icon, the Viceroy Snowmass logo, and links for 'HEALTH & SAFETY', 'JOIN LOYALTY/LOGIN', 'LOCATIONS', and 'CONTACT'. A prominent 'BOOK NOW' button is located on the right side of the header. The main content area features an aerial photograph of the resort buildings nestled in a snowy mountain landscape. A circular award badge on the left side of the image reads 'WINNER TRAVEL+ LEISURE WORLD'S BEST AWARDS 2022'. Below the image, contact information is provided: '130 Wood Road, Snowmass Village, Colorado 81615 USA', 'Telephone: +1 970 923 8000', and 'Reservations: +1 877 235 7577'. At the bottom of the page, there is a booking form with three input fields: 'CHECK-IN & CHECK-OUT' (with a dropdown menu showing 'mm/dd/yyyy - mm/dd/yyyy'), 'ROOMS & GUESTS' (with a dropdown menu showing '1 Room, 1 Adult, 0 Kids'), and 'PROMO' (with a dropdown menu showing 'Code'). A 'BEST RATE GUARANTEE' link is positioned below the promo field. To the right of the form is a dark green button labeled 'CHECK AVAILABILITY'.

Viceroy Snowmass is a luxury ski-in/ski-out resort located in Snowmass Village, just a few miles from Aspen. It is known for its modern and stylish decor, exceptional service, and upscale amenities, including a spa, fitness center, and fine dining restaurant.

# Benchmark

Daniela Peckova Watanabe

## Hotel Jerome

1. Exclusive experiences and programs
2. Offers Horseback Riding, fly-fishing, curling, ballon rides, golfing...
3. 4th night free
4. Hotel to hill transportation
5. Social hub since 1889

The screenshot displays the Hotel Jerome website interface. At the top, the hotel name 'Hotel Jerome' is prominently featured alongside a phone number '(855) 331-7213' and a 'BOOK NOW' button. Below the header, there is a navigation bar with 'Experiences all' and a dropdown arrow, and two buttons: 'ALL EXPERIENCES' and 'LIMITED TIME'. The main content area is a grid of experience cards. The first row includes 'Women's History Month Celebrations', 'Taikun Sushi x Bad Harriet Omakase Experience', 'Cervantes Family Vineyards Wine Dinner', and '"Après" Season at Hotel Jerome'. The second row features a large image of a hot tub with a 'Bumps to Bumps: Après Ski' caption, a photo of curling stones with a 'Curling and Cocktails in The Garden at Hotel Jerome' caption, and a skier with a 'Demo exclusive, handmade gear from Bomber Skis with Wild Willow Outfitters' caption. The footer contains the 'Auberge Resorts Collection' logo, the address '330 E Main St, Aspen, CO 81611', and a 'HOW CAN WE HELP YOU?' link.

Built in 1889, Hotel Jerome is an iconic Aspen landmark that combines old-world charm with modern amenities. The hotel offers 93 guest rooms and suites, a spa, and several dining options.



# Benchmark

Daniela Peckova Watanabe

## St. Regis Aspen Resort

1. Butler services
2. Apres Ski  
Concierge
3. Snowmobiles, Ice  
skating, sleigh  
rides, fly fishing,  
cross country.
4. Ski Valet to assist  
with equipment to  
the base of the  
mountain
5. Award winning spa



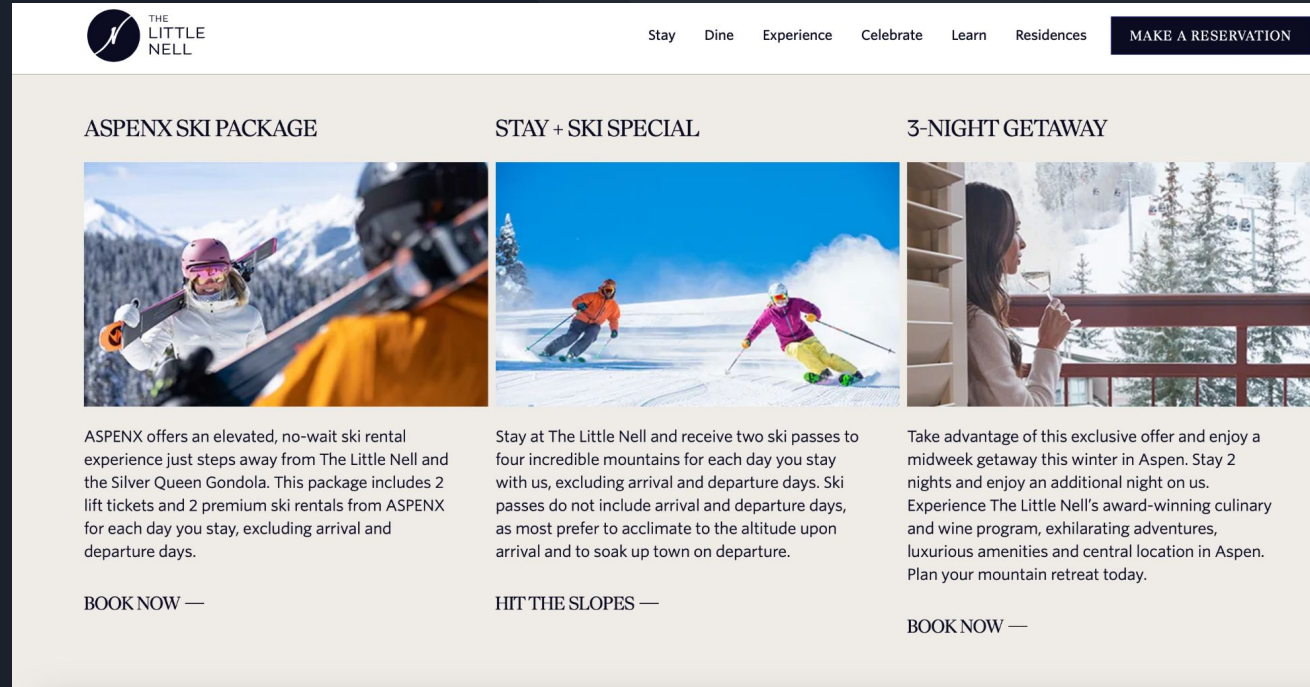
The St. Regis Aspen Resort is a luxury hotel located at the base of Aspen Mountain. It is known for its high-end accommodations, exceptional service, and upscale amenities, including a spa, fitness center, and fine dining restaurant.

# Benchmark

Daniela Peckova Watanabe


## The Little Nell

1. Offers no-wait ski rental and lift tickets
2. 3 night free
3. Explore Aspen in the comfort of the all-electric Audi E-Tron with the Audi Experience
4. Ski-in/ski-out hotel at the base of Ajax
5. Ski concierge



The screenshot displays the website for The Little Nell, featuring a navigation bar with links for Stay, Dine, Experience, Celebrate, Learn, Residences, and a prominent 'MAKE A RESERVATION' button. Below the navigation, three promotional packages are highlighted with images and text descriptions.


**ASPENX SKI PACKAGE**



ASPENX offers an elevated, no-wait ski rental experience just steps away from The Little Nell and the Silver Queen Gondola. This package includes 2 lift tickets and 2 premium ski rentals from ASPENX for each day you stay, excluding arrival and departure days.

BOOK NOW —


**STAY + SKI SPECIAL**



Stay at The Little Nell and receive two ski passes to four incredible mountains for each day you stay with us, excluding arrival and departure days. Ski passes do not include arrival and departure days, as most prefer to acclimate to the altitude upon arrival and to soak up town on departure.

HIT THE SLOPES —

**3-NIGHT GETAWAY**



Take advantage of this exclusive offer and enjoy a midweek getaway this winter in Aspen. Stay 2 nights and enjoy an additional night on us. Experience The Little Nell's award-winning culinary and wine program, exhilarating adventures, luxurious amenities and central location in Aspen. Plan your mountain retreat today.

BOOK NOW —

Located in the heart of Aspen, The Little Nell is a luxury hotel that offers world-class service, fine dining, and stunning mountain views. It features 92 guest rooms and suites, a spa, and several dining options.

# Benchmark analysis

Daniela Peckova Watanabe

	Le Magnifique	Viceroy	Jerome	St Regis	The Little Nell
Ski-in Ski-out	✓	✓	✗	✗	✗
Complimentary hot chocolate and champagne	✓	✗	✗	✗	✗
Spa with weather simulation room	✓	✗	✗	✗	✗
Customized ski gear and butler	✓	✗	✓	✗	✗
Heli Skiing, Balloon ride, Cross Country and Sleigh Rides	✓	✓	✓	✓	✗
Artificial Hot Springs with track view	✓	✗	✗	✗	✗



## Le Magnifique In 5 Years

Within the next 5 years, Le Magnifique plans to expand its reach into not only warmer climates but across the world in different countries.

Within the next year, Le Magnifique is projected to open its doors in Switzerland. A country well known for its Alps, Switzerland boasts a well established ski industry that Le Magnifique can't wait to get into.

In two years, Le Magnifique plans to further expand its list of countries to 4, Italy and France top the list of potential candidate countries due to them being popular countries for overall travel however often being overlooked when it comes to cold weather tourism. Le Magnifique believes that these two countries have untapped potential that the luxury resort company can unearth to the world.

When it comes to product diversification, Le Magnifique plans to challenge itself by stepping into the island resort industry.

3 years after opening its first luxury hotel doors, Le Magnifique will make its landing in Turks & Caicos. This hotel will follow the same business plan as its colder weather cousins, the difference being the trading out of a pair of skis for a surfboard.

4 years after its inception and a year after endeavoring into tropical climates, Le Magnifique will continue to make a footprint in two other island destinations. Of the countries that we see potential in expanding to, Fiji and Hayman Island stand out.

Within five years, Le Magnifique will be a luxury hotel chain with 6 countries in its roster of travel destinations.

Marelin Astacio

# Le Magnifique In 5 Years



Zermatt, Switzerland



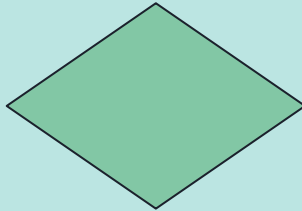
Fiji



Val Gardena, Italy

Le Magnifique houses experiences that will be remembered for a lifetime. We value our clients and strive to make sure they feel not only special but seen and appreciated not only for their stay but even when they are away from our resorts. Whether going home with a custom pair of skis or a surfboard, anytime our clients go to hit the slopes or catch some waves, memories of their stay at Le Magnifique will serve as a testament to just how special it truly was.

Thank You



## References

*Harper's Bazaar: The Ultimate Travel Guide*. Cap Rocat. (2019, April 30). Retrieved May 1, 2023, from <https://caprocat.com/en/press/harpers-bazaar-the-ultimate-travel-guide/>

Kyra, K. A. (2022, June 15). *Vogue Travel: A guide to Poland like you haven't seen before*. Hype&Hyper. Retrieved May 1, 2023, from <https://hypeandhyper.com/vogue-travel-a-guide-to-poland-like-you-havent-seen-before/>

*Afar Travel Magazine*. Magazine Heaven. (n.d.). Retrieved May 1, 2023, from <https://www.magazineheaven.com/culture-travel/afar-travel.html>

Guzmán, P. (2015, January 7). *The making of Condé Nast Traveler's new logo*. Condé Nast Traveler. Retrieved May 1, 2023, from <https://www.cntraveler.com/stories/2015-01-07/the-making-of-conde-nast-traveler-new-logo>

*Finn Partners: Leading global marketing agency*. FINN Partners -. (2023, April 14). Retrieved May 1, 2023, from [https://www.finnpartners.com/?device=c&utm\\_term=finn+partners+new+york&utm\\_campaign=\\_FP\\_SEARCH\\_2020-evergreen&utm\\_source=google&utm\\_medium=cpc&hsa\\_acc=5070693103&hsa\\_cam=11229966668&hsa\\_grp=109755363043&hsa\\_ad=588898074923&hsa\\_src=g&hsa\\_tgt=kwd-393474096160&hsa\\_kw=finn+partners+new+york&hsa\\_mt=b&hsa\\_net=adwords&hsa\\_ver=3&gclid=CjwKCAjwxr2iBhBJEiwAdXECw9xq9T560-4tXO7eXr3\\_dnxWVDiLo7vIYB40uSwH4D1DR-w7pnad7BoCr9YQAvD\\_BwE](https://www.finnpartners.com/?device=c&utm_term=finn+partners+new+york&utm_campaign=_FP_SEARCH_2020-evergreen&utm_source=google&utm_medium=cpc&hsa_acc=5070693103&hsa_cam=11229966668&hsa_grp=109755363043&hsa_ad=588898074923&hsa_src=g&hsa_tgt=kwd-393474096160&hsa_kw=finn+partners+new+york&hsa_mt=b&hsa_net=adwords&hsa_ver=3&gclid=CjwKCAjwxr2iBhBJEiwAdXECw9xq9T560-4tXO7eXr3_dnxWVDiLo7vIYB40uSwH4D1DR-w7pnad7BoCr9YQAvD_BwE)

Welcome to Edelman. (n.d.). Retrieved May 1, 2023, from <https://www.edelman.com/>

*Vogue logo*. 1000 Logos The Famous Brands and Company Logos in the World Vogue Logo Comments. (n.d.). Retrieved May 1, 2023, from <https://1000logos.net/vogue-logo/>

*Harper's Bazaar logo*. 1000 Logos The Famous Brands and Company Logos in the World Harpers Bazaar Logo Comments. (n.d.). Retrieved May 1, 2023, from <https://1000logos.net/harpers-bazaar-logo/>

*Afar-logo*. Away from the Ordinary. (n.d.). Retrieved May 1, 2023, from <https://awayfromtheordinary.com/home/afar-logo/>

Nast, C. (n.d.). *Travel Reviews, news, Guides & Tips*. Condé Nast Traveler. Retrieved May 1, 2023, from <https://www.cntraveler.com/>

Logowik. (2023, January 15). *LinkedIn new logo PNG Vector in SVG, PDF, AI, Cdr Format*. PNG vector in SVG, PDF, AI, CDR format. Retrieved May 1, 2023, from <https://logowik.com/linkedin-new-vector-logo-1-6625.html>

Logowik. (2023, January 15). *LinkedIn new logo PNG Vector in SVG, PDF, AI, Cdr Format*. PNG vector in SVG, PDF, AI, CDR format. Retrieved May 1, 2023, from <https://logowik.com/linkedin-new-vector-logo-1-6625.html>

*Cold and distant color palette*. Color Hex Codes. (n.d.). Retrieved May 1, 2023, from <https://www.color-hex.com/color-palette/63528>

Unsplash. (n.d.). *Icy Mountain Pictures: Download Free Images on unsplash*. Icy Mountain Pictures | Download Free Images on Unsplash. Retrieved May 1, 2023, from <https://unsplash.com/s/photos/icy-mountain>

*12 top-rated ski resorts in Switzerland, 2023*. PlanetWare.com. (n.d.). Retrieved May 1, 2023, from <https://www.planetware.com/switzerland/top-rated-ski-resorts-in-switzerland-ch-1-2.htm>

Dolomiti.it. (2023, May 2). *Santa Cristina in Val Gardena: Vacances de Luxe Dans des Hôtels 4 et 5 étoiles*. Dolomiti.it. Retrieved May 1, 2023, from <https://www.dolomiticlass.fr/santa-cristina>

Koutsky, J. (2023, March 13). *The best resorts in Fiji for every type of trip*. AFAR Media. Retrieved May 1, 2023, from <https://www.afar.com/magazine/the-best-resorts-in-fiji>