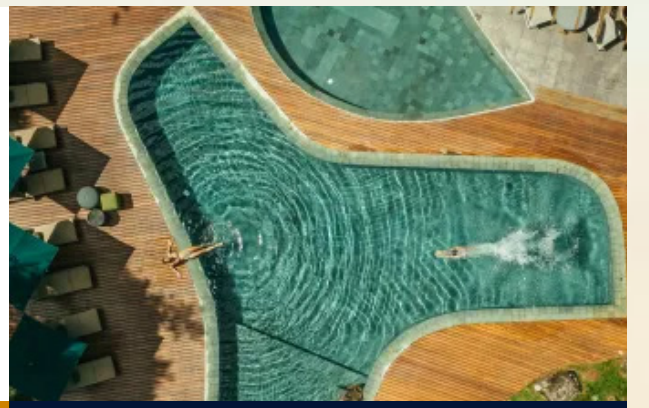


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BOTANIQUE HOTEL:

Unconventional Luxury in the Brazilian Mountains



Nestled amidst the picturesque mountains of Campos do Jordão, Brazil, 3 hours north of Sao Paulo, Botanique Hotel defies traditional notions of luxury. It offers a unique blend of intimacy, unparalleled guest experiences, and a refreshingly unconventional approach to hotel management. This boutique haven goes beyond the typical five-star experience, prioritizing guest privacy, personalized service and a deep connection to the surrounding nature. Founded by visionary entrepreneur Ricardo Semler (CEO and owner of Semco Partners) and his wife Fernanda, the couple wanted to create a transformative experience that embodies the true spirit of Brazilian hospitality.

But what sets Botanique apart from the rest?

Botanique is one of the most luxurious hotels in Brazil, the property features six suites and 11 villas which are scattered across the hill. Luxury often equates to imported goods, but Botanique embraces a different philosophy. Built by local craftsmen using materials native to the region, the hotel is a celebration of Brazilian artistry. Every piece of décor and artwork, meticulously crafted by Brazilian talents, tells a unique story, weaving a sense of place into the very fabric of the hotel.



Here, guests can expect nothing less from Botanique. The rustic interior with high ceilings easily fills the room with light creating a sense of spaciousness and tranquility. the best quality of linens promises a blissful night's sleep, while cosy leather armchairs invite guests to kick back and relax while sipping locally sourced coffee or artisanal wine, even a tasting menu of regional waters put together by a geologist. To top it all off, rare vintage Brazillian music seeps in the background. Botanique studies their guests and makes decisions which are best for them so that they can simply enjoy their vacation.

Sustainability is woven into the very core of Botanique's operations. The hotel's design minimizes environmental impact, and its practices promote eco-friendly tourism. Locally sourced ingredients and energy-efficient technologies not only reduce the carbon footprint but also support the local economy. Botanique further complements these efforts with initiatives to preserve the surrounding natural landscape, ensuring the beauty of the region endures for generations to come

YOUR VACATION, OUR WAY

Botanique Hotel's Approach to
Unforgettable Experiences

According to Ricardo Semler, the "wow moment" and the "moment of truth" for guests starts well before they even check-in. Botanique meticulously crafts every detail, from the thread count of the pillowcases to the locally sourced ingredients in their dishes, with the guest experience at the forefront. Their philosophy isn't just about meeting expectations but exceeding expectations them at every turn. This commitment to guest-centricity ensures Botanique provides a truly unforgettable experience.



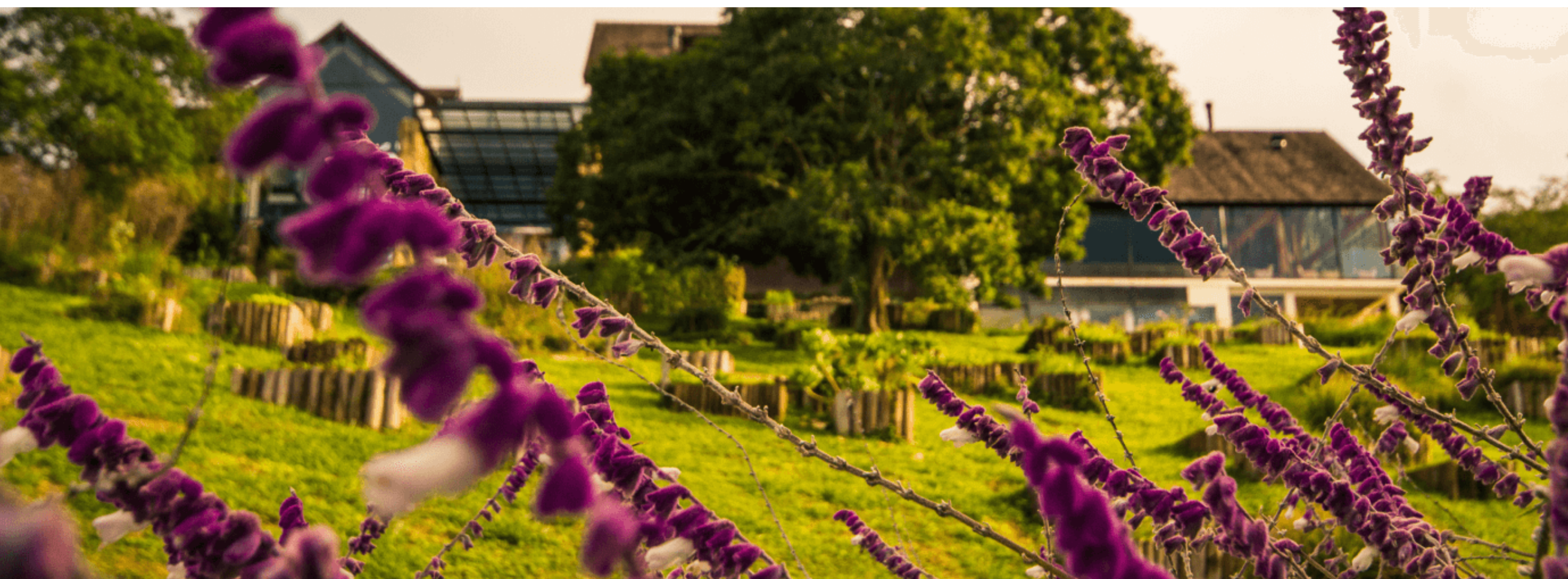


Understanding that guests have already chosen a premium experience, Botanique provides a truly authentic stay. They offer curated packages, like the Gastronomical Mantiqueira or the Botanical Immersion, to cater to specific interests. All minibar items, laundry, and other in-house core services are included in the room price. A bespoke selection of activities caters to diverse interests, and guests can immerse in sound healing, horseback riding, or exploring 'The Lab', where they can cherry-pick and make self-care products from the on-site organic garden.

Guests can be assured that they will not run out of things to do and can select their favourites from a list of activities.

Beyond the impeccable rooms, Botanique offers a truly unique culinary experience. Nestled at the cliff's edge, their high-end gastronomy kitchen boasts a breathtaking treehouse setting complete with a suspended fireplace. Here, guests can indulge in gourmet farm-to-table cuisine amidst stunning natural beauty.

Botanique features a world-class Afro-Brazilian-inspired spa equipped with top-notch facilities to ensure complete relaxation and pampering for those seeking rejuvenation.



INNOVATION IN SERVICE

Where Personalization
Meets Anticipation

Botanique throws out the traditional hotel rulebook, opting for a revolutionary approach to guest service. Forgoing a rigid hierarchy, dedicated guest teams of 6–7 staff members become your points of contact throughout your stay. These teams go beyond fulfilling requests. They take the time to learn your preferences, from your favourite beverage to your pet's name, fostering genuine connections and ensuring your needs are anticipated, not just met.

But Botanique's commitment goes beyond a single stay. These same teams are paired with guests over time, building relationships and anticipating future needs. This unique approach fosters guest loyalty, encouraging repeat visits and setting Botanique apart from the traditional hotel experience. In essence, Botanique's staff isn't simply providing service; they're forging genuine connections, ensuring a truly unforgettable stay.



EMPOWERING EMPLOYEES: The Heart of Botanique's Success

Botanique's dedication to exceptional service extends to its employees. Unlike traditional models with a top-down approach, Botanique operates with self-managed "clusters" of staff members. These clusters handle everything from guest service to purchasing, with the freedom to set their work schedules and even make hiring and firing decisions.



Forget the stereotype of hospitality jobs being limited to those with specific experience. Boutique Hotels breaks the mould by welcoming individuals from diverse backgrounds. Take the receptionist who wows guests with his piano skills during dinner service – his passion for music finds a stage at work! This approach creates a dynamic environment where employees have the freedom to pursue their hobbies, leading to a sense of fulfilment alongside their professional contributions. It's a win-win: employees feel valued and less restricted, while guests enjoy a unique and personalized experience.



While the base salary may be lower compared to some traditional hotels, employees are pretty rewarded based on the hotel's overall performance. One key aspect of this structure is profit sharing. Employees receive a significant portion, 50%, of the profits generated when the hotel occupancy reaches 30%. This incentivises employees to be invested in guest satisfaction and overall hotel operations. Additionally, Botanique boasts a shallow breakeven point of 18.5%, meaning profitability kicks in much sooner than most hotels. But the rewards don't stop there. Once profitability is achieved, employees receive a profit sharing after breakeven.

Botanique goes beyond traditional top-down management. Employees have full access to the company's and hotel's financial performance (P&L). This transparency allows them to see not only the hotel's overall health but also how their efforts contribute to the success of the entire team. This fosters a sense of ownership and empowers them to identify areas for improvement within their roles. Additionally, employees have the opportunity to anonymously rate Botanique as a workplace

and can work for a day in the company to see if there is a match between the company and the potential employee, just like a date. This valuable feedback helps the company maintain high ethical standards and ensures a positive work environment for everyone. It also, empowers employees to take ownership of their work and contribute to the hotel's success, ultimately creating a more rewarding work experience.



On-site employees have a unique advantage: they see firsthand what supplies are genuinely needed. This empowers them to make informed purchasing decisions, ordering only what's necessary and eliminating wasteful overstocking. Botanique's approach goes further: linking employee pay to hotel revenue. This motivates the staff to provide exceptional service that directly impacts their earnings. They become more mindful decision-makers, determined to deliver the best possible guest experience. The innovative pay structure attracts a broader talent pool and allows individuals from diverse backgrounds to join the hospitality industry.

Despite initial doubts from consultants, Ricardo's innovative approach has proven successful. On average, Botanique achieved break-even earlier than other hotels, demonstrating the power of engaged employees.



A POSSIBLE SUCCESS STORY FOR INDIA

This structure offers significant advantages that could be particularly beneficial in India, where the hospitality industry struggles with high employee turnover. Hotel owners and brands entering the niche hospitality sector can adopt this model to increase transparency between themselves and their staff. When employees have decision-making power they are highly motivated to make decisions which align with the interests of the company and employees

In the hospitality industry, the Indian brand, Postcard Hotels and Resorts is shaking things up. Similar to Botanique, they are prioritizing guest satisfaction by eliminating some common pain points. Postcard offers flexible check-in and check-out times, ensuring guests can access their beautiful rooms whenever they arrive. For them, traditional breakfast buffets are also a thing of the past and are replaced by delicious local specialities that guests can enjoy past breakfast hours. Postcard believes strongly in empowering employees and fostering a sense of ownership that translates into exceptional service for guests. They also put emphasis on regional experiences and promoting the local economy.



The wanderlust spirit remains strong, but the way we travel is constantly transforming. Today's guests crave more than just a comfortable bed. They seek personalized experiences, seamless interaction, and a deep understanding of their needs. In this ever-evolving landscape, hospitality brands are facing the challenge of exceeding ever-growing expectations.

Here at Noesis, we've identified some of the key pain points for modern travellers. This article dives into these challenges and explores how the hospitality industry can adapt, innovate, and ultimately, create a journey that exceeds expectations and leaves a lasting impression.

Flexible Check-in and Check-out

The rigidity of traditional check-in and check-out times needs to be eliminated. Guests should enjoy the flexibility to arrive and depart at their leisure, whether it be a late-night arrival at 3 am or an extended stay concluding at 7 pm. Regardless of the chosen time, the hotel should guarantee a room ready for immediate occupancy, ensuring a stress-free start and finish to their stay.

One Stop Number

Traditionally, guests have relied on multi-layered phone menus or departmental directories to address their needs. This approach can be cumbersome, to solve this problem hotels can introduce a universal guest assistance number, a single point of contact that streamlines all communication and provides guests with a seamless experience.

Luggage pick-up

The often-dreaded tasks of packing and unpacking luggage seem to be one of the key pain points. To address this, Hotels can offer a unique service: a staff member visits the guest's residence days before arrival to professionally pack and pick up their luggage. Upon arrival at the hotel, guests are greeted by their neatly and ironed unpacked belongings, thoughtfully arranged in their room, just like their home.

Embracing culture

Today's travellers crave authenticity. Hotels can move beyond generic experiences by embracing the local culture. This can be achieved by incorporating locally sourced products, from artisanal furnishings to breakfast buffets featuring regional delicacies. By doing so, hotels not only offer richer guest experiences but also support local businesses, promote sustainable practices, and contribute to overall regional tourism. This shift positions hotels as cultural ambassadors, promoting a deeper connection with the surrounding community and the travellers they serve.

Sustainability at its core

In today's environmentally conscious landscape, sustainable practices are no longer a niche, but a core consideration for hospitality establishments. Hotels can weave nature into their design by incorporating biophilic principles, water conservation strategies, and energy-efficient solutions. Furthermore, guest experiences can be enriched through locally sourced produce, on-site organic gardens, and nature-based activities.

CONCLUSION

To conclude, brands like Postcard and Botanique have proven to be an ethical, people-centric business that is a recipe for long-term success. Their success hinges on a revolutionary approach to employee empowerment, fostering a dynamic environment where staff can leverage their talents and passions to create truly unforgettable experiences for guests. Botanique Hotel is a testament to innovative hospitality practices transformative power and can set an excellent example for future hotels.

– Written by Shaina Desai and strategic inputs of Noesis Consulting and Valuations Team