



# *The city* **LOVERS**

Every city has its people. Those who know it best. This is us, The city lovers. We feel the city, we own the city nights, we are the city.



# CITY LOVERS

It's a combination of guest relations & concierge, but „closer“ to the guest  
it integrates local know-how of  
local-city lovers

It can be also a combination of member  
of the NYX team and city lovers of the  
city → partner of the hotel, influencer of  
the city etc. etc.





# APP

As we don't have the app already, and because we will concentrate at the moment on a new homepage, we have to think about some „in between“ solutions to spread the „City lovers“ idea

On the further pages you will find the ideas of our last meeting



# CITY LOVERS

## FILE

### *Standard*

File with updated suggestions in several categories:

- Restaurant
  - Bar
  - Clubs
  - Gym
- Sport activities
- Parking
- Shopping
- touristic highlights
  - Art

Responsible : Hotelmanager



# COOLCOUSIN

*Standard*

Link to the page of „coolcousine“

→ City of the hotel

per hotel at least 10

„City Lovers“ as „Cool cousines“

→ Members of the hotel team

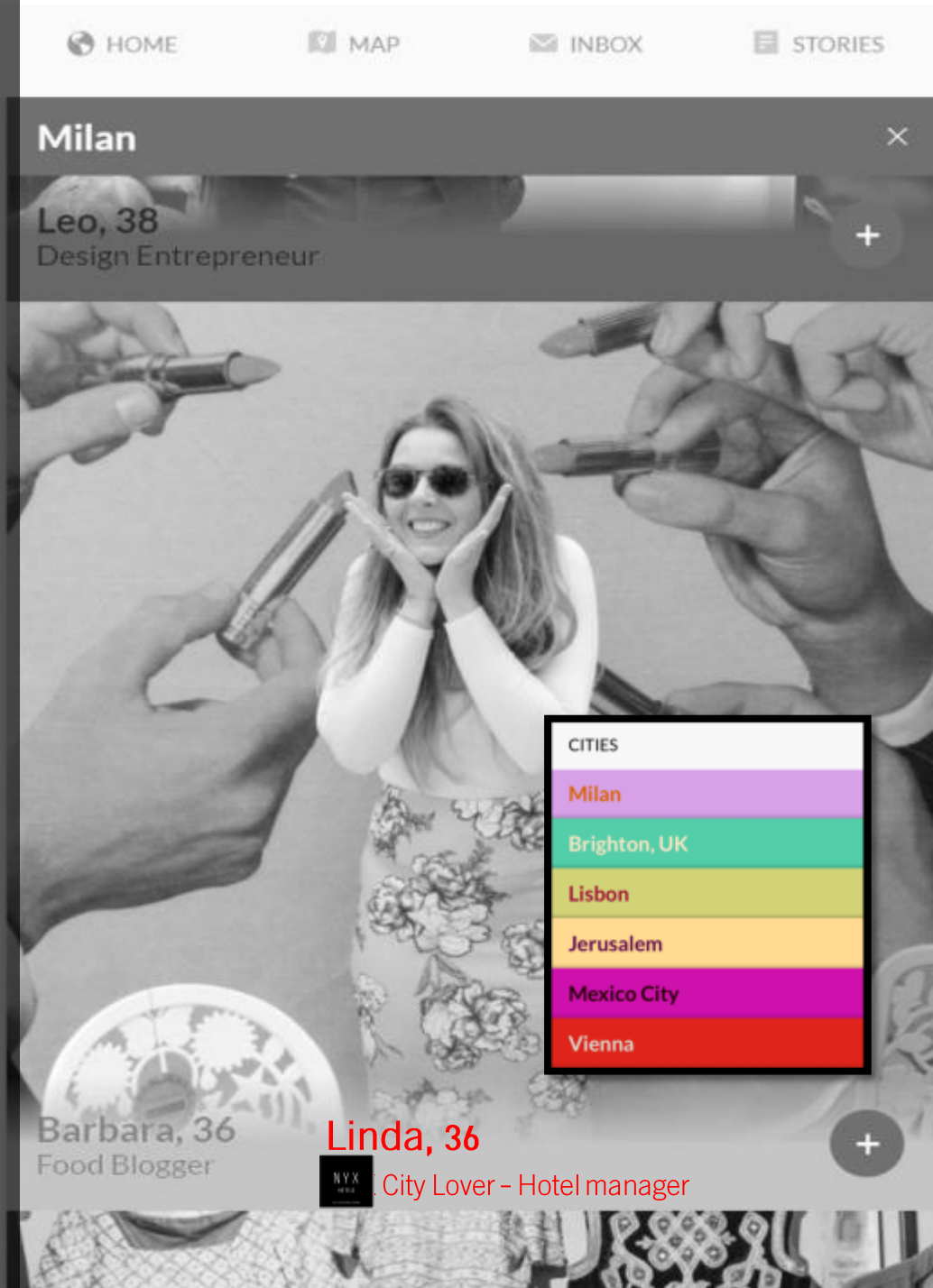
→ Partner of the hotel

→ Contract / bonus system for this service with the employee

→ As „Profession“ – NYX City Lover

Frontpage in NYX – City Lover Design

Responsible : Hotelmanager



# COOLCOUSIN

how to get a „city Lover | cool cousin“

Go to the homepage : [www.coolcousine.com](http://www.coolcousine.com) → become a cousine → and start

You have to fill in some first pages – very easy – then you will be contacted for the further input

The next step is a little more work, but you just do it step by step, dont have to do this all in once:

## Creating your profile

create a list of a minimum of 25 fav spots in town (names + address + 3-4 lines of the object – in English)

Different categories; restaurant, bar, museum, sport, outdoor, sightseeing, shop

Answering a personal interview + a short Q&A about your personal taste.

A photo-shoot of about 1 hour will be set in some of the spots to create the photos for your profile.

for tips .... take a look at the CC page: <https://www.coolcousin.com/>



# COOLCOUSIN

how to get a „city Lover | cool cousin“



## Questions and answers:

**Does the “cool cousin” has to insert his mobile phone number:**

Yes, every cousin needs to include their own mobile phone number. It's private and isn't listed anywhere on the site, but we use it to send you messages that are sent by users!

## Answering messages from users

The users have an option to message the cousins. the cousins are dedicated to replying as quickly as possible and not later than 24 hours (yes, there are occasions in which a cousin is away and notifying cool cousin would be fantastic) → you can also do all the cousins of your hotel on 1 mobile number of the hotel

**How can the update be done:**

Cousins can update their map whenever they want by going back to their map link

## Maintaining your profile and updating it

Each cousin has to make sure his map is regularly updated with new places they visited / remove places who shut down, etc

# The cityLOVERS

## NYX Milan Hotel | Das neue Concept Hotel in Mailand

NYX Milan ist das neue, stylische Lifestyle Hotel im coolen Stadtzentrum von Mailand. Achtung! Dies wird kein durchschnittlicher Urlaub! Erwarte das Unerwartete und trete ein...

Erlebe die pulsierende Stadt Mailand aus einer ganz anderen Sicht! Langweilige Sightseeing-Tours waren gestern.

NYX MILAN

Linda, 36  
City Lover, NYX

ASK LINDA ABOUT  
JAPANESE FOOD • COCKTAIL BARS • FOOD MARKETS  
• VINTAGE • PASTRY SHOP • SANDWICHES • ...

ADDED SHARE MAP MESSAGE



**Davide, 26**

Wie würdest Du Dich beschreiben? Ich bin eine kontaktfreudige Person, die meine Arbeit liebt.

idavide\_de



**Solange, 38**

Dich in einem Satz zu beschreiben? Ich bin Revenue Manager. Ich liebe meine Arbeit und meine Musik – "Music washes away the



**Filippo, 35**

Wie würdest du dich beschreiben? Ich bin ein sehr entspannter und cooler Typ. Was ist deine Leidenschaft? Meine größten Leidenschaften sind gutes Essen & Cocktails, Musik (Ich spiele

NYX MILAN

Davide, 27  
City Lover, NYX

ASK DAVIDE ABOUT  
BISTRO • DANCE BARS • PARKS

GET HIS MAP

NYX MILAN

Francesca, 39  
City Lover, NYX

ASK FRANCESCA ABOUT  
NIGHTCLUBS • ART GALLERIES • FINE DINING • STREET FOOD • STREET ART • DESIGNER CLOTHES

GET HER MAP



# GETYOURGUIDE

*Standard*

Milan 130 activities found

Enter your dates to find available activities:

from

to



## Milan Duomo and Terraces Ticket

★★★★★ 984 Reviews **BESTSELLER**

Enjoy access to all areas of the cathedral, museum and archaeological area. Marvel at beautiful...

⌚ Duration: 2 hours

From €17.78

Link to the page of „getyourguide“

Check Availability

**Booking information**

Guest Name: Mr. Lisa Test  
 Arrival Date: 22/01/2018  
 Departure: 23/01/2018

**Rooms**


Guests: 1 Adult  
 Room type: Comfort Room  
 Meal plan: Excluding breakfast  
 Rate description: Best Available Rate. Cancellable until 6 p.m. on the day of arrival. Beyond that time, the first night will be charged.

**Total reservation price:** € 64.00

**Special requests**

Your reservation details are available [here](#)


**Plan your visit and book tours and attractions in Berlin**



Great Wall of China Experience Ticket

★★★★★ €40.42


[Book now](#)



Hornsea Palace 3-Hour London Landmarks Tour with Pastries & Tea

★★★★★ €42.87

[Book now](#)



River Thames Hop-On-Hop-Off Sightseeing Cruise

★★★★★ €33.13

[Book now](#)

[Show more tours and attractions in Berlin](#)

Logos: KAYAK, Lastminute.com, Expedia, Booking.com, NYX, etc.

Link in the room confirmation to this page – direct booking

## Milan Hop-on Hop-off Bus Tour: 48-Hour or 1 Day Ticket

★★★★☆ 394 Reviews

Explore Milan at your own pace with a ticket for the open-top hop-on hop-off bus. With 3 routes at your disposal, discover all of the city's top...

⌚ Duration: 1 day – 48 hours

From €22

Page should be personified for NYX with „CityLovers“ logo etc.

## From Milan: Lake Como Day Trip

★★★★★ 140 Reviews **BESTSELLER**

Enjoy a full day at spectacular Lake Como, Italy's famous lakeside resort. Explore the beautiful streets of Como city with your...

⌚ Duration: 10 hours

From €89

Responsible: HO Berlin

## Lake Como with Bellagio and Lugano Day Trip from Milan

★★★★★ 61 Reviews **BESTSELLER**

See the very best of Lugano, Lake Como, and Bellagio while in the company of a local, English-speaking guide who will provide illuminating commentary...

⌚ Duration: 10 hours

From €101 €90.90

# SCREENS

*Standard*

Usage of the instagram screen  
multi functional

For example:

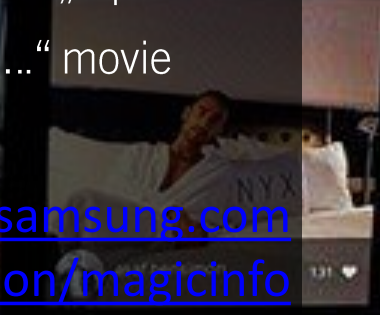
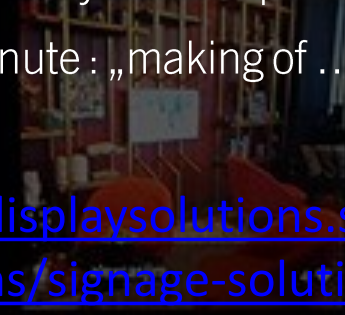
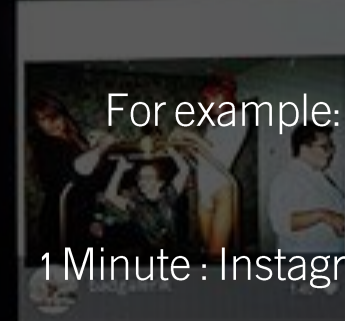
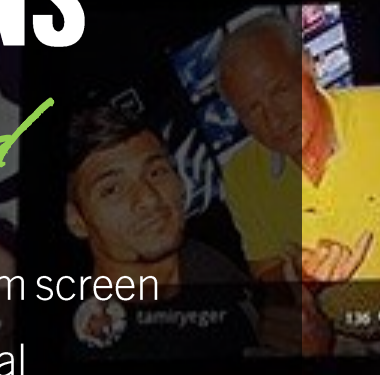
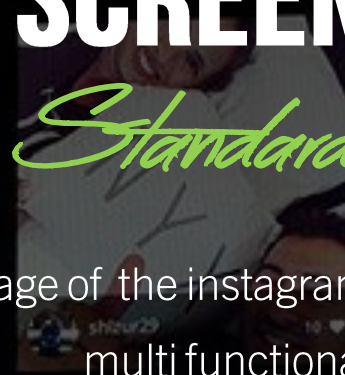
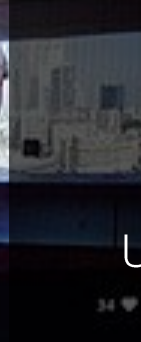
1 Minute : Instagram

1 Minute : City Lovers tip of the „X period“

1 Minute : „making of .....“ movie

<https://displaysolutions.samsung.com/solutions/signage-solution/magicinfo>

Responsible : IT Berlin





# BLACKBOARD

*Standard*

# BARCELONA

Stories becoming places

Discovering BCN

+ Gaudí's Pedrera  
• THE ORIGINS •

+ X<sup>o</sup> CENTRIC  
{ exclusive films in }  
{ an unique cycle }  
- A MUST -

Contact us

- WhatsApp +34 647 57 71 34
- Facebook /polygraphdel
- Instagram pol\_grace
- Email pol@polygraphdel.com
- Twitter @polygraphdel

## P&G Today

### CONSTELLATION

The Tree of the Invented Things

for the hotel:

to give suggestions and city lovers tips

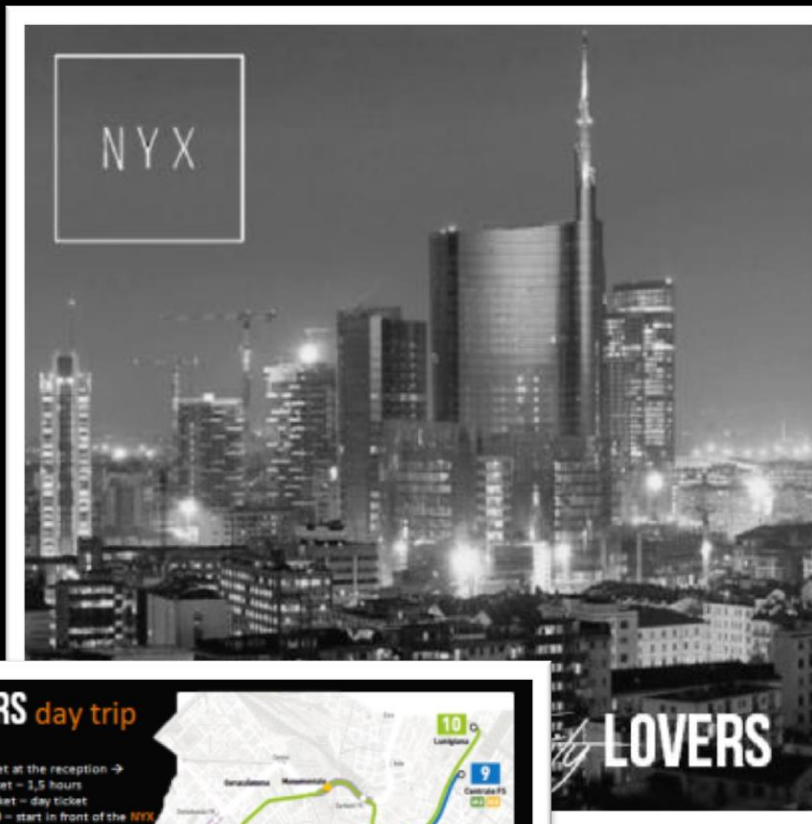
for guests:

to give suggestions and tips

Responsible : Design Andreas Neudahmr







# CITY LOVERS TIP

*Standard*

→ printed hint for „City lovers tip“ to hand out during Check in - Maxi postcard - **Design HO**

→ city lovers tip for X period (week, month) only as posts in Facebook, instagram:

- same layout of the tip for all the hotels
- different color of the layout for different categories: Restaurants, bar, sport, etc
- post of the tip by your agency (Prag by Franziska Hübler)
- No printed tips/lists at the FO

**city LOVERS day trip**

Just buy your ticket at the reception →  
 € 1,50 per ticket - 1,5 hours  
 € per ticket - day ticket  
 take the TRAM 10 - start in front of the NYX

- stop - Monumentale**
  - Cimitero Monumentale
    - the most beautiful cemetery you ever have seen - it's a "open air museum"
    - open thu-Sunday 08:00 - 18:00
  - Ceresio 7
    - enjoy a day at the roof top pool, with cool vibes and cold drinks
    - or go for a good dinner or a aperitivo
- stop - Corso Sempione**
  - Castello Sforzesco + Arc + parc
    - a high and beautiful parc, enjoy during summer season only the parc, or also the castle with a stunning history and great museums
  - HOT SPOT during summer in the evening, a lot of live music-outdoor-beautiful terrace
    - sit, relax and enjoy
    - good food - [www.deseomilano.com](http://www.deseomilano.com)
    - good ice - [www.duomodol1952.com](http://www.duomodol1952.com)
- stop - Viale Garibaldi - "Naviglio"**
  - enjoy this beautiful area - the small channels, the good food, or make a boottour - everything over here
    - last Sunday every month - antique market during the day - don't miss this
    - very good pizza - [www.360columbus.com](http://www.360columbus.com)

how to go back: you can take the tram number 9, or the 10 visa versa, or walk from the "porta Cicinèse" straight on → corso via porta Cicinèse → Via Torino → to the duomo - a great walk, you will love it

**#FORCITYLOVERS ONLY**

**Responsible: Hotelmanager**

#cityloversmilan etc.

Lottery every month/hotel



#NYXhotelmilan

#

*Standard*

How to spread the awareness for the # ?

#NYXhotelmilan #cityloversmilan

#NYXhotelprague #cityloversprague

#NYXhotelmadrid #cityloversmadrid

#NYXhotelmunich #cityloversmunich

&

**#lifeatnyx**

Sticker with „#.....“ in all elevators

Sticker with „#.....“ on all mirrors in the  
bathrooms of the rooms

Lottery for most beautiful picture of the  
month ?? WE voucher

Responsible for stickers: HO Berlin

# MAKE YOUR CUSTOMERS COUNT **FLAP IT**

Make your customers count

1 „flap it“ at the entrance | reception

To show the numbers of „followers“ or just short messages

Responsible : HO Berlin





# TRAINING

## *Standard*

Training in the hotel for:  
„how to act as a city lover“

- clear questions
- be pro-active not re-active
- Suggestions

Intercultural trainings

Language trainings – english

How to spread the „feeling“

Responsible : Hotelmanager/HR

# TEAM

*City* Tovers

Team has to match to the concept

passionated host

1 head of „City lovers“

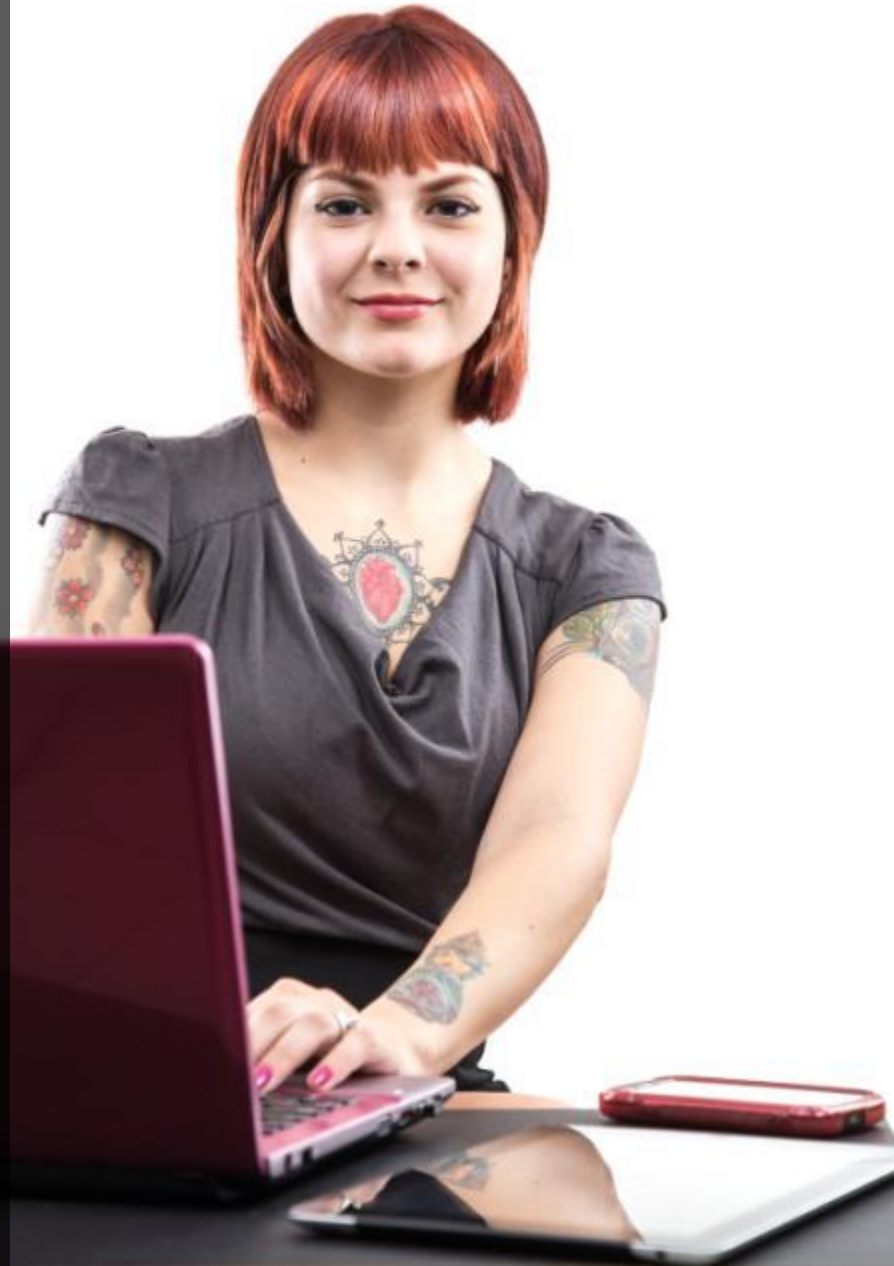
Responsible : Hotelmanager

Visible sign / button for the city lovers

Responsible : HO Berlin

Uniform

Responsible : Brand standard



# SOCIAL MEDIA

*Standard*

Agency for part of social media

Create movies

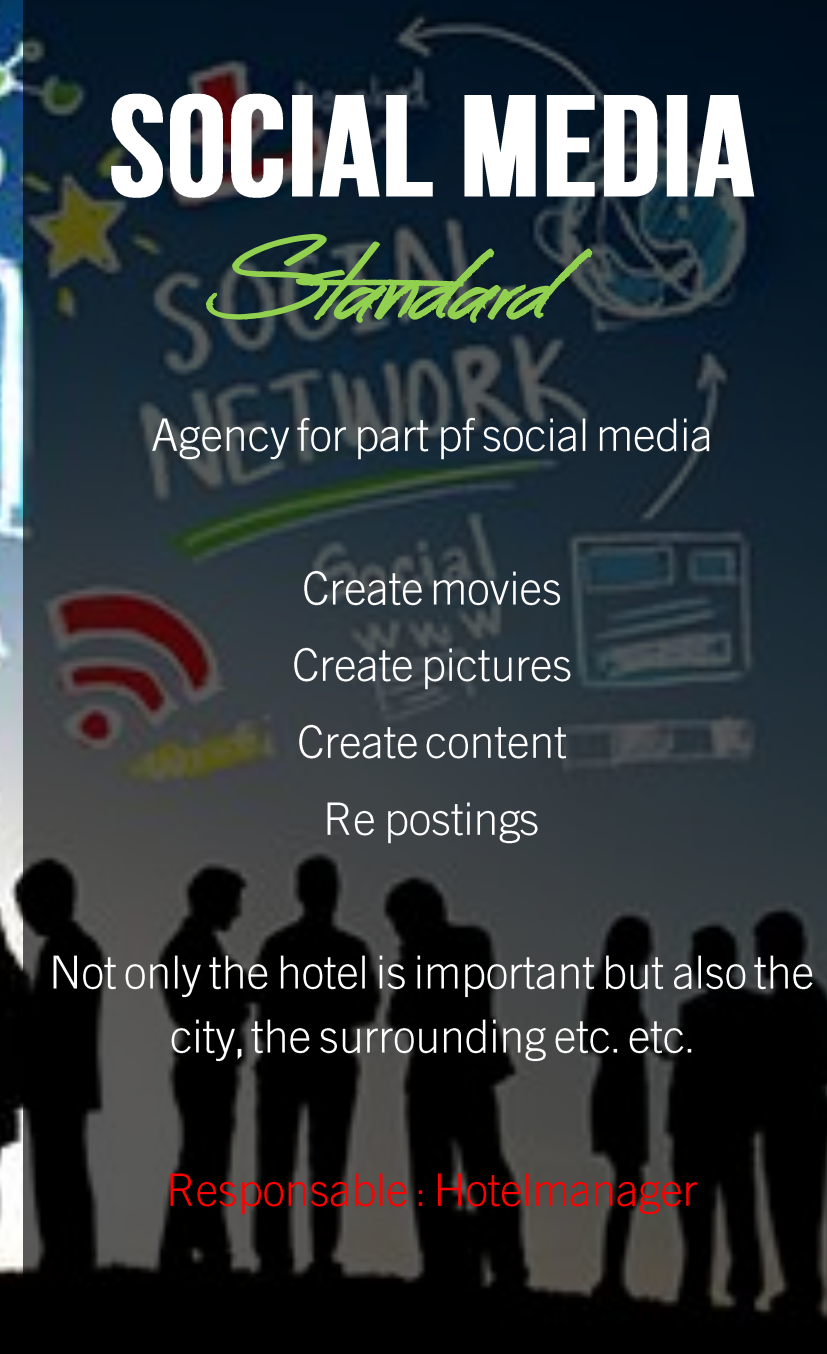
Create pictures

Create content

Re postings

Not only the hotel is important but also the city, the surrounding etc. etc.

Responsible : Hotelmanager





# ART

## streetart

cooperation with street artists of the city  
„art walk“ at the hotel -staircase - entrance -  
outdoor

## video art

screens should be implemented  
- video art on those screens

## art

exhibition with „real art“ as part  
of the hotel-concept  
paintings, photos, sculptures, vernissage





# MUSIC



The bar | lounge is the heart of the hotel - open lobby concept. This has to be a „unique“ location

## DAY

It serves as the „living room“ - to relax, to meet, to drink, to eat

## NIGHT

Continuously increasing club atmosphere →

*stay* WITH US



# MUSIC

## DJ

on „high demand“ days of the hotel

Min. 2 days per week

DJ stand integrated in the bar

## Live music

local, international



# NYX FRAGRANCE

own NYX compilation

Odor signature using electronic dispenser  
- at all entrances, not in the outlets

fixed installation

VIP treatments

give aways

merchandise

gifts



# EXPERIENCES

Be different, create activities in the hotel – cooperations with partner

- yoga classes
- blogger events
- wine tastings
- cocktail course
- bbq course
- personal trainings
- tattooist in the hotel
- barber in the hotel
- wellness offer
- cooperations|cooperation marketing

Responsible : Hotelmanager



*Thank*  
**YOU**