



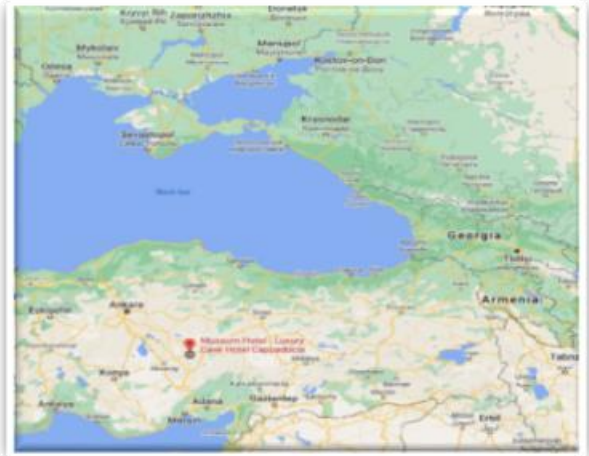
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MUSEUM HOTEL KAPADOKIA

Location: Kapadokia, Turkey

Key words: historical monuments, heritage, culture, living museum concept, boutique hotel, culture



The RELAIS & CHATEUX Organisation was established in 1954 in France. Today it is turned into prestigious network of more than 500 exceptional luxury hotels and gourmet restaurants spread across 60 countries on 5 continents.

The Museum Hotel is the only hotel in Turkey invited to join the Relais and Chateux family. Besides artistic nature and exquisite cuisine, the hotel`s unique museum concept and thousand-year-old caves turns it into important addition to the Relais and Chateux.

Museum Hotel is the world`s first `living museum` concept hotel. It is built through a project of restoring caves and stone houses thousands of years old, as well as buildings that are the most magnificent examples of craftsmanship in the region.

The hotel operates since 2003 and every area of it- the room, the public areas the hotel restaurant, and even the cave tunnels - display examples of priceless historical monuments from the rich Cappadocian culture (built through Hittite, Roman, Seljuk, and Ottoman periods).

The hotel features 30 rooms and suites. These cave rooms and specially restored traditional rooms give guests the opportunity to live within the splendour and surroundings of history. All the rooms, suites, the Lil`a restaurant, the reception, and all the outer spaces are decorated with valuable—and in some cases, priceless—antiques, registered in Nevşehir Museum.

Marketing approach

The marketing approach is oriented to provide high quality services (55 specially trained staff ensure the unique experience of guests in only 30 rooms) for wealthy true lovers of history that will appreciate the unique design and the deluxe experience that the hotel provides. The hotel is designed, presented and promoted as a piece of

history in the focal point of Cappadocian culture.

Financial situation

Relatively, the prices correspond to the high quality of the services and are one of the highest in the area. However, to ensure sustainability the Museum Hotel offers tourist packets and products from other forms of niche tourism - i.e. weddings, wellness, gourmet, etc.

Key success factors and challenges

The success of the business model is ensured by its uniqueness and novelty - it is the world`s first hotel that utilize the `living museum` concept. The place also benefits from its membership in the Relais and Chateux family and the multitude internationally recognized awards.

Common borders. Common solutions.





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Key challenges for the management become manifestation of competitors that are replicating the success. However, although there are

many facilities from the cave hotel type, yet historical artefacts exposure remains unique for this particular place.

Plans for future development

The hotel plans to develop further the opportunities for nice-type tourism.

GALLERY:



Sources of the images: <https://www.museumhotel.com.tr/en>
<https://www.facebook.com/MuseumHotelCappadocia/>

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