



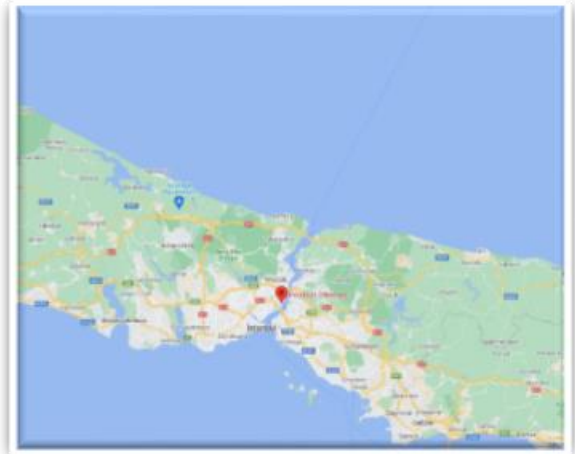
Excellence is our Heritage



HOTEL LES OTTOMANS

Location: Istanbul, Turkey

Key words: history, heritage, culture, boutique hotel, culture



Hotel Les Ottomans is located in the premises of a former 18th century seaside mansion set on the shores of the Bosphorous. The exterior of the mansion was renovated according to its original structure whereas the interiors were uniquely decorated to provide unique experience. Eye-catching at every turn, each suite at Hôtel Les Ottomans is individually decorated in a mix of Ottoman Empire meets Feng Shui. The ten suites are named after wives of Ottoman Sultans and are packed with intricate detailing that feature gold paintwork, parquet flooring, Venetian-like velvet walls, mosaics, a red-panelled ceiling with black chandeliers and Turkish works of art.

This boutique hotel is served by 2 restaurants and provides SPA facilities and Hammam treatments.

Marketing approach

The marketing approach is oriented to provide high quality luxury services but to ensure unique experience for the lovers of history and culture. The unique hotel is designed, presented and promoted as Ottoman style luxury pearl.

Financial situation

The Les Ottomans Hotel Services are quite expensive for the ordinary mass tourism, however they are acceptable for celebrities and business visits. While the costs for sustaining the

luxury of the place remain high and the target visits are not so common the owner is challenged to sustain the viability of the organization following currency crisis in the summer of 2018 and the outbreak of COVID-19 pandemic.

Key success factors and challenges

The success of the business model is ensured by its uniqueness. The place also benefits from its membership in the Small Luxury Hotels of the world community as well as and

the multitude internationally recognized awards.

Key challenges for the management is to sustain the luxury standard of the hotel but to decrease the costs.

Plans for future development

Managerial plans refer to enriching and complementing accommodation services and to target new markets.



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GALLERY:



Sources of the images:

<http://www.lesottomans.com/>

<https://www.facebook.com/Lesottomanshotel>

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