

*AB Vita*

HOTELS REPRESENTING COMPANY

# Ars Vitae: Who We Are

The leading Russian company, representing the world's best independent and privately owned luxury hotels since 1995

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## Our Portfolio

40+ luxury resorts and city hotels around the world

## Our Market Geography

- Russia and Russian-speaking countries (CIS and the former USSR)
- Global Russians worldwide (London, Monaco, Dubai, Miami, etc.)

## Our Team

20 extensively travelled, multilingual travel experts

## Our Services

- A whole range of **tailored PR, sales, and media activities**
- Active cooperation with **influencers and celebrities**
- Market **overview, analysis** and marketing **strategy** for Russian and Russian-speaking markets
- **Strong relationship** and ongoing contact with travel agencies, tour operators, journalists and corporate clients





## Natalia Bobrova Owner & Managing Director

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Natalia Bobrova started Ars Vitae in **March 1995**.

She launched her collection with two hotels in France, soon followed by others across the globe.

The company has since grown into the leading Russian agency representing **40+ top foreign hotels**, at the highest level, supported by a brilliant team of 20 extensively travelled, multilingual travel experts.

Natalia prides herself on having a **rigorous selection process** to ensure that each and every hotel represented by Ars Vitae is a true gem.



# Our Team

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## 20 TALENTED EMPLOYEES

### DIVERSE

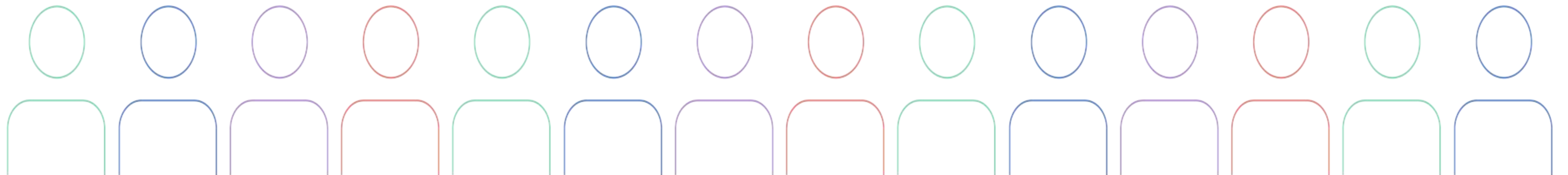
- We believe it is the **diversity** that makes a team really strong
- We welcome team members with **non-travel environment**
- We have people with a background in **selling boutique wines, antiques, banking** and writing for **Tatler**

### MULTILINGUAL

- Together we speak **10+** modern languages and a few dead ones
- We are skilled in **creative writing**
- We perform **oral & written translations**

### COMMITTED

- Low attrition rate
- Our Head of Italian Sales Department has been with us for **15+** years
- Our Head of PR has been with us for **10+** years

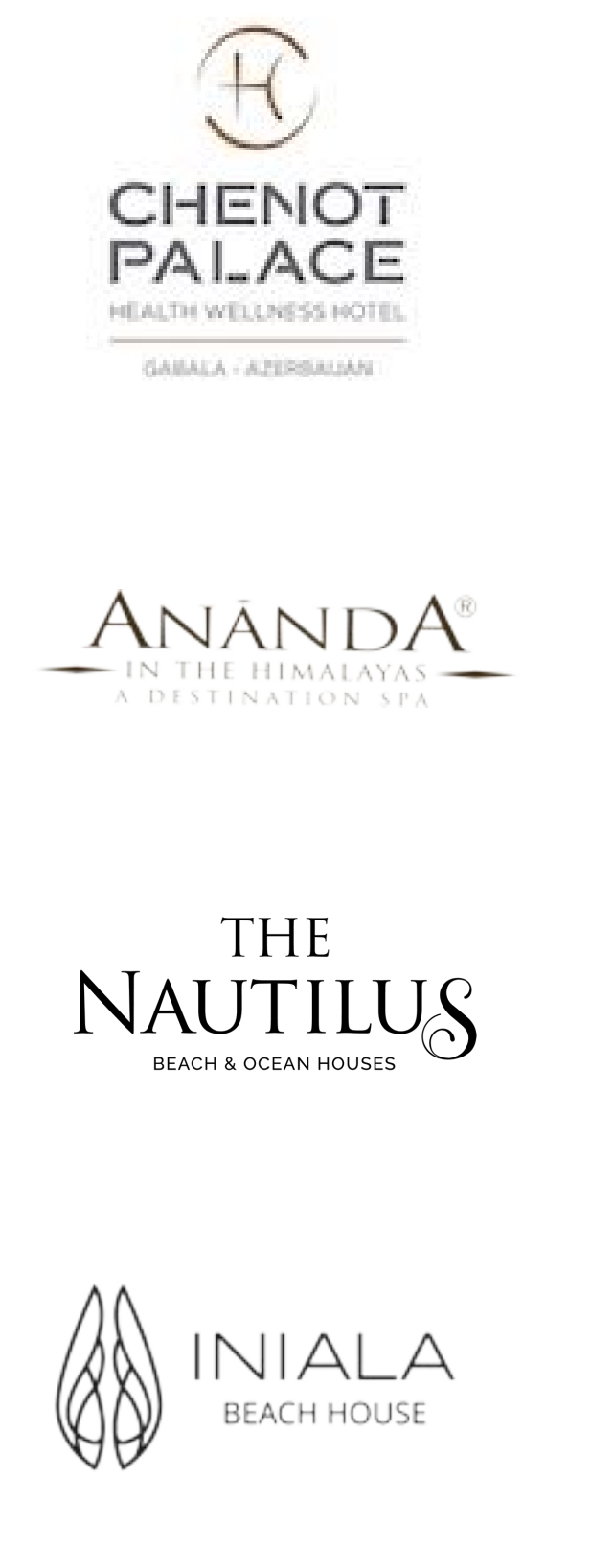


# Our Portfolio

Click to view the portfolio online

## ASIA & PACIFIC

AZERBAIJAN  
INDIA  
THE MALDIVES  
THAILAND



## EUROPE

AUSTRIA GERMANY ITALY SPAIN  
CYPRUS GREECE, Crete MALTA SWITZERLAND  
FRANCE GREECE, Mykonos MONTENEGRO UNITED KINGDOM



## SOUTH AMERICA

BRAZIL  
THE CARIBBEAN





# Our Goals

- 
- Helping the hotels reach their **maximum potential** on Russian-speaking markets
  - **Exponential growth** of the number of Russian-speaking clients in **ALL the hotels that we represent**
  - Reaching out to **Global Russians** (London, Monaco, Dubai, Miami, etc.). Maximizing our effort there
  - Constant search for **new sales instruments**
  - Deeper **market penetration** in Russia and CIS
-

# Our Approach

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## Rigorous Selection Process

- Only independent and privately owned properties
  - No two hotels in the same town or in the close proximity
  - We always estimate the real potential on our markets before including the hotel in our collection
- 

## Tailored Services

- We always tailor our services to cater to the Hotel's needs
  - We monitor the ever-changing market and adjust our Sales, PR & Marketing instruments accordingly
- 

## Stability

We are proud that our approach results in a highly stable collection. Our most loyal clients have been with us **for over 20 years!**



# Our Services: Sales & PR

Our services are **inseparable** and designed to provide the **perfect balance** to the Hotel's needs.

|   |   |  |   |  |
|---|---|--|---|--|
|  <p>Daily Local and Regular Regional Sales Calls</p>   |  <p>Daily communication with media and managing press publications</p> |  <p>Unlimited Famtrips &amp; Press Tours<br/>Influencer Trips</p>     |  <p>Roadshows</p>                              |  <p>Hosting Hoteliers in Russia &amp; CIS<br/>Agenda, events, logistics</p> |
|  <p>Market Overview<br/>Market Analysis</p>            |  <p>Celebrities Management</p>   |  <p>Positioning &amp; Strategic Recommendations</p>                   |  <p>Developing Tailored Loyalty Programmes</p> |  <p>Developing specific packages for Russian public holidays</p>            |
|  <p>Reporting in accordance with hotels' needs</p>   |  <p>Whole Range of Event Management</p>                              |  <p>Professional Industry Exhibitions &amp; Workshops</p>           |  <p>Assistance with bookings</p>             |  <p>E-mail Distribution (special offers)</p>                              |
|  <p>Creating Opportunities for MICE and Weddings</p> |  <p>Creating Unique and Tailored Promotion Tools</p>                 |  <p>Negotiating with journalists, influencers &amp; celebrities</p> |  <p>Verbal and written translation</p>       |  <p>Website update &amp; Active Use of Social Media</p>                   |



# We Love Challenge!

## 4 sample cases of adding value



- Brand new Chenot Group flagman property
- Opened on 11 June 2020 – **despite the global pandemic**
- Due to Ars Vitae promotion effort, **50%+ of the guests were Russian – despite the travel restrictions**



- Property on the Maldives – tough market to conquer for a new hotel (opened in Feb 2019)
- We started active strategic promotion **6 months before the opening**
- Throughout the year we developed and implemented 10+ tailored promotion programmes
- By Dec 2019 Russia & CIS reached **35% of the total market share and became #1 market**



- Brand new property near St. Tropez
- Opened in Jun 2019 – tough year for St. Tropez
- Our strategy was focused on influencers and media before opening and throughout the year
- The Hotel demonstrated **unparalleled sales in 2019 and into 2020**



- Before 2011 the Hotel was struggling to get through to Russian-speaking audience
- Natalia Bobrova's first visit in 2011 was followed by **a large-scale campaign to attract A-level influencers (cinema directors, TV-presenters, Forbes-level business people)**
- The Hotel has enjoyed **a stable stream of high-profile Russian-speaking guests** ever since

# Covid-19 Pandemic Time

## Summer 2020 Achievements

500+  
guests

Sent to Greece, Cyprus and Montenegro over July and August 2020 despite travel restrictions

- Based on special entry permissions arranged by the hotels
- Due to Ars Vitae's strong promotion effort (sales activities, Instagram, mailings)
- Result: broken stereotype across the market that travel is impossible

Sirius Aero

Exclusive partnership with Sirius Aero - the largest business aviation operator in Eastern Europe

- Brand New Concept: **scheduled** private flights to our **target** destinations (Moscow – Paphos - Moscow) **on sharing mode!**
- Ars Vitae agreed on a special seat price for the hotel's guests: **EUR 3,700** as opposed to regular EUR 4,000
- **Result: 80%** of each jet capacity – clients of Ars Vitae hotels
- Weekly at first, then twice a week

25 jet  
flights

Arranged entirely by Ars Vitae Team via partnership with Vnukovo-3 (Europe's largest business aviation centre)

- Another partnership formed when Sirius Aero was fully covering Cyprus, and Ars Vitae was meeting the demand for Greece
- Jets of 8, 10 and 16 passengers capacity. **Result: 2 hotels on Crete fully booked despite travel restrictions**
- Currently exploring more destinations (e.g., Male, the Maldives)

Global  
Russians

Our special strategic focus: Russian community residing abroad

- **What:** Reaching out directly to the relevant HNWI community
- **Who:** Russian guests living in the UK and the EU and able to travel stayed at Ars Vitae hotels
- **How:** Directly and via newly established connection with Russian-speaking media and influencers in Europe

# Our Key Partners



**Tour Operators**



**Journalists**



**Corporate clients**



**Travel Agencies**



**Influencers & Celebrities**



**Personal Assistants**

## **We DO NOT sell to direct clients**

as this disrupts the workflow of our partners  
– TO & TA

Indirect ways to attract the direct clients:



Social media  
(Instagram)



Ars Vitae  
Novitates  
Newspaper



Events for  
direct clients



Cross-marketing  
projects with  
luxury brands

# Our Reach: Sales Calls

An **outstanding database of 4,500+** contacts within travel companies across **Russia, CIS and former USSR** countries:

- Travel agencies and tour operators specializing in high-level tourist services
- Top-level concierge services
- MICE agencies
- Wedding agencies
- Corporate clients



# Our Reach: Global Russians

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## Emerging Trend:

- A globally dispersed **wealthy Russian community**: families and individuals
- People who continue to **speak Russian** and who prefer to communicate in Russian
- People who follow **luxury trends in Russian**
- People who **trust Russian influencers** and opinion leaders

## Our response:

- We target 3 major zones with **high concentration of Global Russians**:

Dubai    London    Miami    Monaco

- We actively **engage** with Russian influencers in these locations
- We establish **relationships** with local Russian diaspora
- We host **events** to raise awareness among Global Russians



# Our Social Media

Daily posts & multiple stories



[@ars\\_vitae\\_hotels](#)



- Ars Vitae Official Instagram
- **25,5 k** followers
- Target: Direct Clients

Exceptional storytelling by a Tatler editor

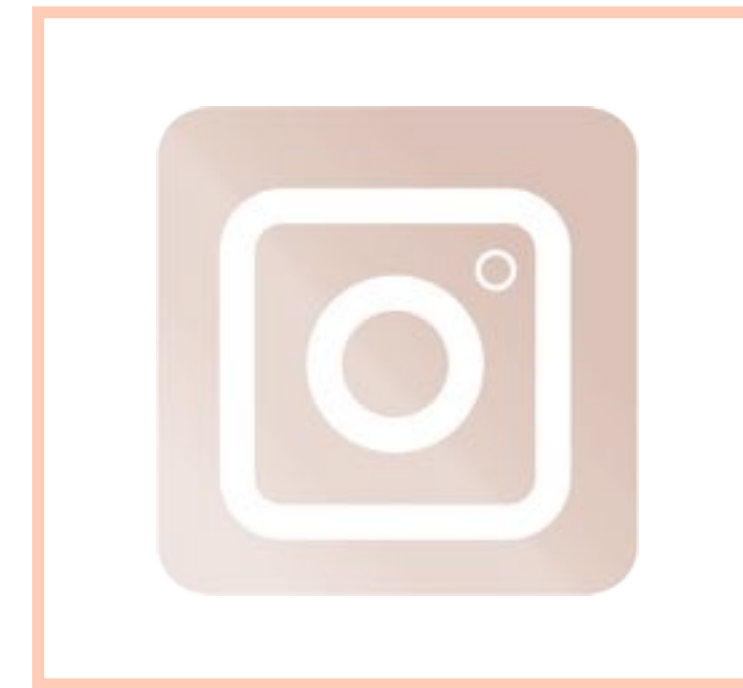


[@ArsVitaeHRC](#)



- Ars Vitae Official Facebook
- **2,5 k** followers
- Target: Travel Market

Flexible content plan

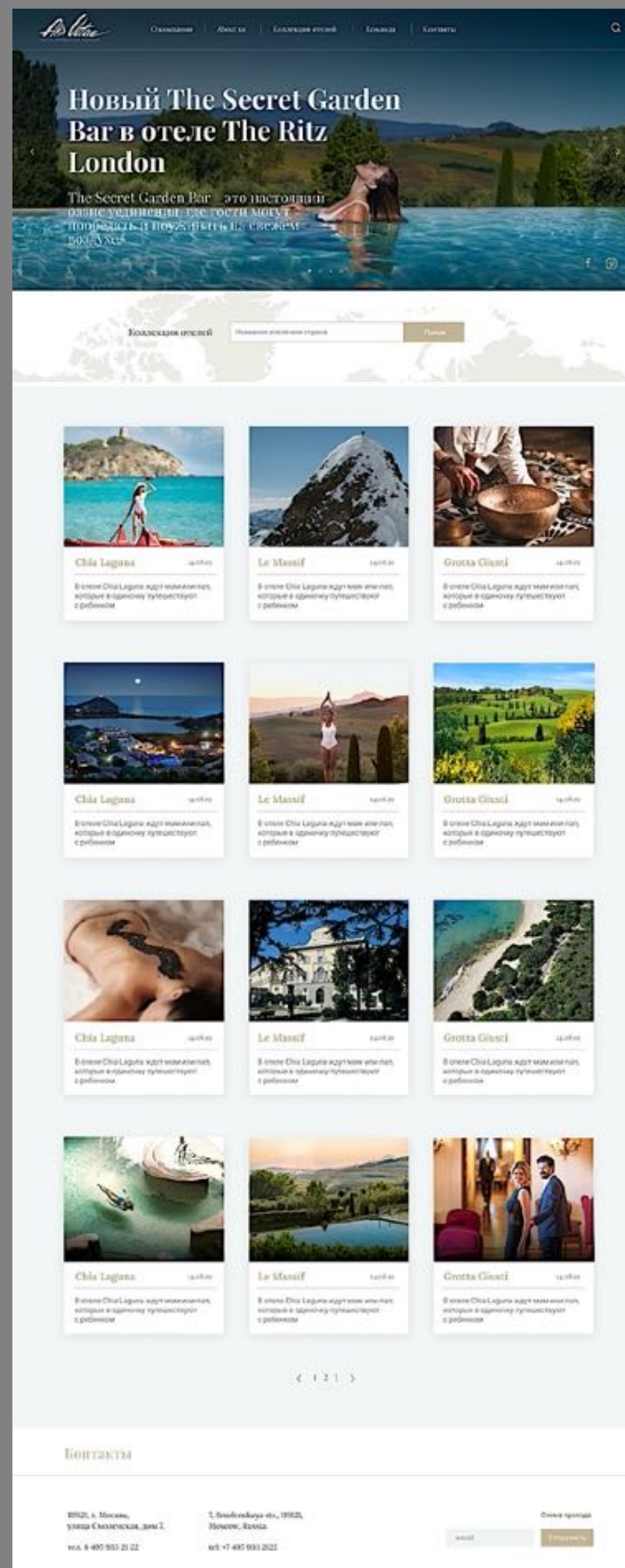


[@nataliabobrova\\_arsvitae](#)



- Natalia Bobrova's Instagram
- **16,1 k** followers
- Target: Direct Clients

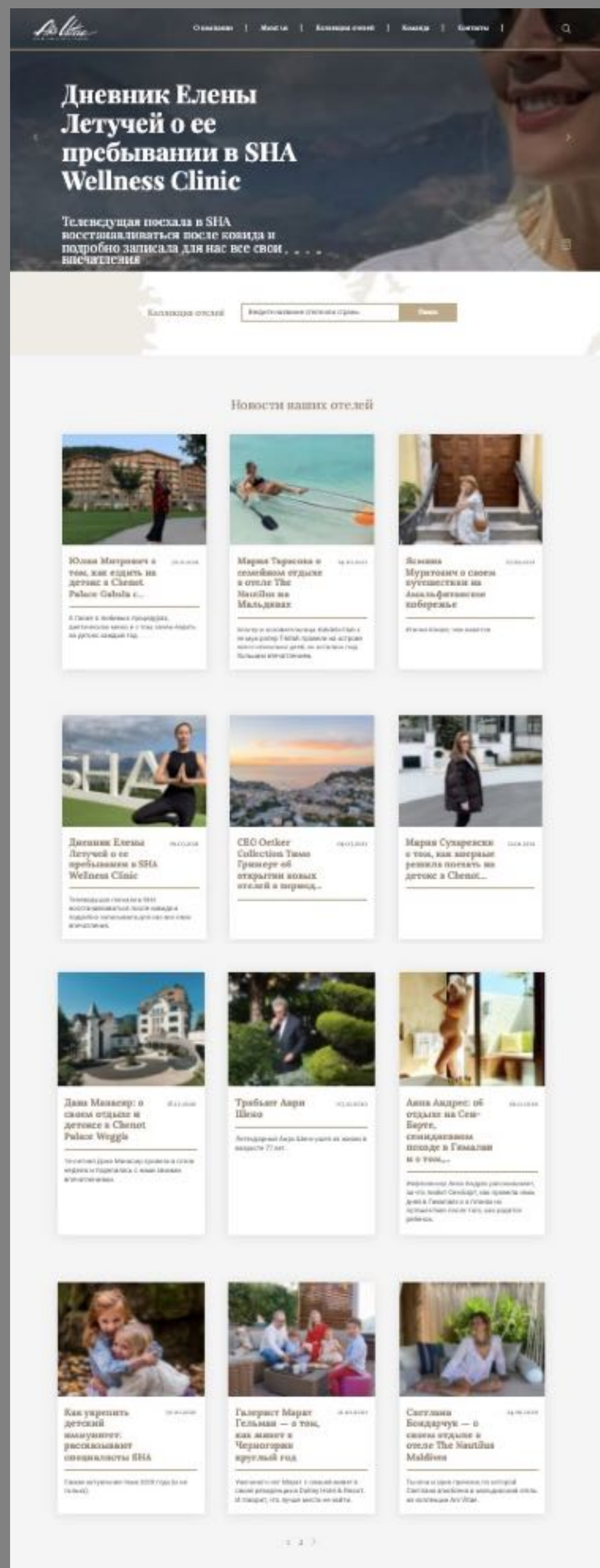
# Our Website



- A highly popular **sales and research** instrument among our partners
- Thoroughly **structured** Russian-language information about **each** hotel
- **Unparalleled content: 5,000** words per hotel in average
- **Lifestyle publications** and interviews with **celebrities**
- **Daily** updates

**NEW DESIGN DESKTOP & MOBILE  
VERSION  
RELEASED IN 2020**

- **Lifestyle** design meets the **well-known structure** and the content
- News and storytelling by our **inhouse copywriter (ex. Tatler editor)**
- **Purpose:** reach out and cater to the wider audience (incl. direct clients)



# Our Website



A COMPREHENSIVE COLLECTION OF LIFESTYLE PUBLICATIONS AND EXCLUSIVE INTERVIEWS WITH CELEBRITIES

Celebrities sharing on their personal experience and impressions of traveling to Ars Vitae Hotels Collection



# Our Unique Promotion Tools

We pride ourselves on having developed a range of tools which help us **stand out**:



## Ars Vitae Calendar

- Functional **desktop** calendar since 2005
- **Creative and fun** (from sports & food to celebrities & animals)
- Desired and awaited New Year gift to partners



## Ars Vitae Novitates & Ars Vitae Digest

- Regular newspaper & digest with the latest updates
- **Informative, colourful** and **easy** to follow
- Perfect **added value** for goody bags at client events
- **Printed** and **digital** versions



[Click to view]



[Click to view]



## Ars Vitae Epistola

- **Smart e-mailing** across our database
- **Well-recognised** & timely distribution of **special offers**
- **Flexible** e-mailing options



# Exclusive Promotion Projects

## Travel for Charity

- **Exclusive cooperation** with Moscow's leading charity platform Meet for Charity
- Raising awareness of the Hotel while strengthening its **CSR image**
- **High visibility** among Russian business, sports and art leaders (wealthy VIPs, committed to travel)

 [\[Click to view\]](#)



## 33 Hotels or Hello, Dolce Vita!

- One-of-a-kind collection of short stories about Hotels **in one book**
- **Outstanding** Russian writers, journalists and celebrities
- **25,000** copies
- A great **gift**



## Gastronomic Trips

- **Russia's largest** gastronomic educational project – Novikov School
- Gastronomy classes dedicated to Travel
- Done **exclusively** with Ars Vitae
- **Luxury segment** clients, travelling a lot
- **Engaging** way to present a Hotel



# Our Events

## WHAT

- Culinary classes and chef's tables
- Cocktails and discussions
- Guest speaker presentations
- Business Breakfasts
- Intellectual games
- Seminars and Webinars

## HOW

- In line with the **Hotel's style**
- **Tailored** to our partners' needs
- **Never** repeated
- Big Names (**Forbes, Dior, Cartier, Porsche, etc.**)
- Striking **venues**



# Culinary Classes

Every class is dedicated to a certain Hotel from the Ars Vitae collection

**Audience:** luxury segment clients, travelling a lot

**Host:** Tatiana Rogatchenko (Moscow business lady & influencer with high-profile audience)

## Design:

- Colour scheme and decorations reflect **the essence of the Hotel**
- **Specially designed branded menu** is printed

## Agenda:

- Networking
- The Host explains the menu concept and **shares her Hotel experience**
- Everybody cook together: 3 courses **based on the Hotel's menu**
- During a break: **Ars Vitae Team deliver a presentation** on the Hotel
- **Seated dinner** where the cooked dishes are served

## Outcome:

- **Big conversion in room reservations & solid social media coverage**



# Events At Our Premises



*APs Vitae*  
HOTELS REPRESENTING COMPANY





# Our Office

## Beautifully located in the centre of Moscow

- 7 Smolenskaya Street
- 3 levels, total area of 350 sq m
- In front of Ministry of Foreign Affairs



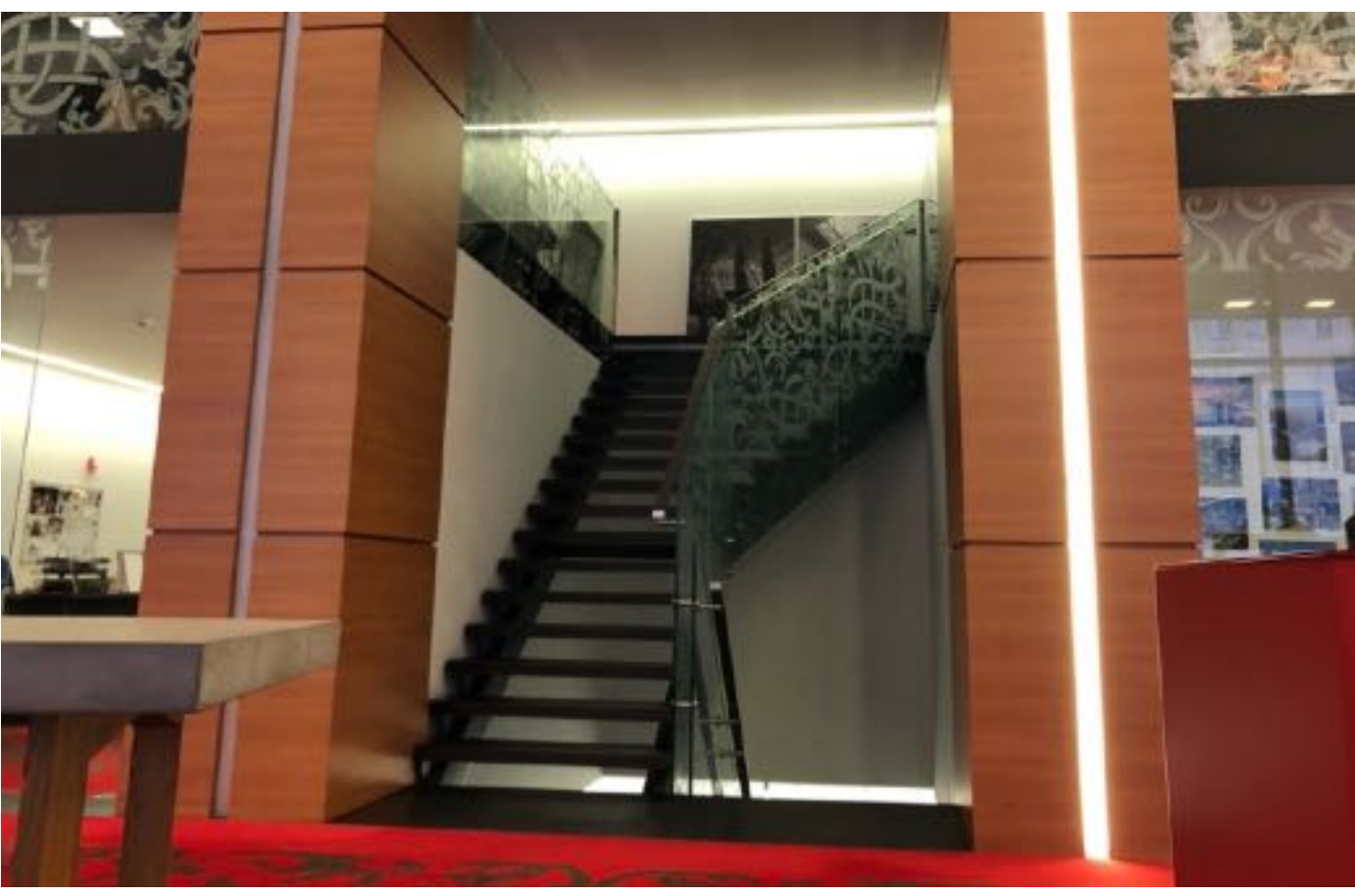
## Perfect space for various events

- No rental charge for our partners
- Presentations
- Breakfasts
- Standing cocktails
- Cooking classes
- Interviews
- Intellectual games dedicated to different destinations, hotels, etc.



## Modern equipment to add maximum value

- MacBooks for all employees
- iPads for making presentations during sales calls and sales trips,
- Huge plasma screen in the open space for the events,
- Printers, scanners, fax, Internet, multi-channel telephone lines, mobile phones, conference call equipment.



# Events We Hold At Our Office

## Events for Travel Trade & Journalists

- Presentations
- Business Breakfasts
- Intellectual Games

## Events for Direct Clients

- Readings & discussions with celebrities
- First-hand presentations
- Cocktails



**Frank Marrenbach**  
Former CEO  
Oetker Collection



**Philipp Kirkorov**  
Russian Pop-King and Producer  
Top celebrity



# Diverse Target Audience At Our Office



1. **Philipp Kirkorov**,  
Singer and Producer  
and  
**Valery Panyushkin**,  
Writer and journalist



3. **Dr. med. Harry F. König**  
Brenners Park-Hotel & Spa  
and  
**Yasmína Muratívích**  
Top-model & influencer



2. **Jean-Luc Lefrançois**  
Chef  
Château Saint-Martin  
and  
Business Breakfast  
**Guest**



4. **Elias Kokotos**  
Owner  
Elounda Hotels & Resorts  
and  
**Philipp Kirkorov**  
Singer and Producer



Cocktail Reception Set-up @ Ars Vitae office



Culinary class @ Ars Vitae office



Business Breakfast Set-up @ Ars Vitae office



Cocktails & Presentation @ Ars Vitae office



Panel Discussion Set-up @ Ars Vitae office



Conference @ Ars Vitae office

# Ars Vitae Events abroad

- 
- Hosting events to reach out the **potential** Global Russian **clients**
  - Prime location venues
  - Bespoke menus created for the events
  - Selected invitees
  - Collaboration with international Private Membership Clubs, Concierge associations and Societies
  - Collaboration with chefs
-





Eclectique Club & SHA Wellness Clinic breakfast  
@ The Lanesborough Hotel, London



Ars Vitae & SHA Wellness Clinic lunch  
@ Holy Carrot restaurant, London



SHA Wellness Clinic Afternoon tea @ B Boutique Bar, Kiev



## Other Events

- 
- **50+** various events every year
  - **Multiple-scale:** from 5 to 200 people
  - **Tailored** only – we never repeat ourselves
  - Magnificent **locations:**
    - Private venues
    - Pre-opening at best restaurants
  - Partnering with **luxury brands** and big names:
    - **Cartier**
    - **Dior**
    - **Porsche**
    - **Forbes**
  - **Celebrity hosts** (TV presenters, pop-stars)
-





Lake View  
43-72sqm



THE  
PALACE

















**Thank you!**

*Ars Vitae*  
HOTELS REPRESENTING COMPANY

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