



BRAND
BOOK





WHO WE ARE

THE ART INN brand was born in Lisbon in 2013 with the aim of providing its guests the full experience of the place while visiting the city and while enjoying their stay.

CONCEPT

The ARTINN aims to involve the guests in the culture, history and traditions of each location through the expression of art in all the decorative details. Every room is unique, with artistic details inspired by the city where the ART INN is located.





SERVICE

We are a reference in guest service.



All our units keep the highest standards in making the guest feel at home, and provide a professionally close service.

LOCATION

Our locations are carefully selected in order to be close to the major attraction points, as well as being easily accessible through the main public transportation services.



LISBON

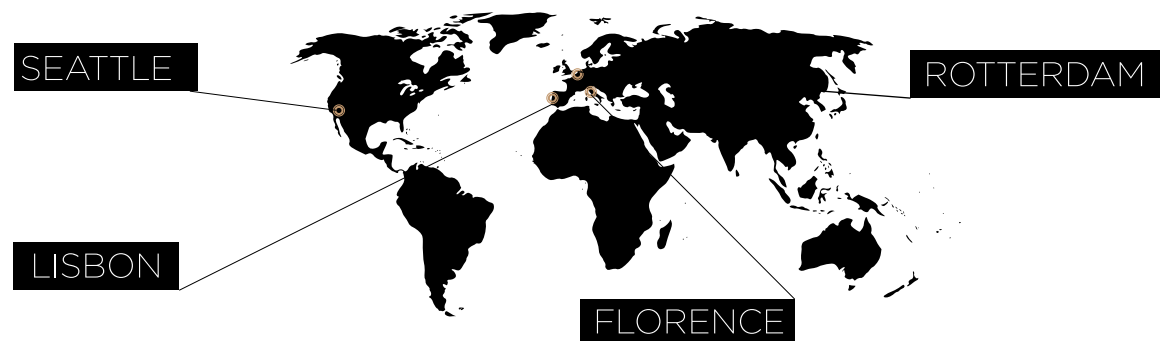
WHERE WE ARE

All our properties are representative of the local architecture, with links to the past and to contemporary design. Each location offers its own original touch.

Each art inn is designed to have no more than 30 rooms for a more personalised experience. Rooms are spacious and comfortable.

Some rooms are specifically designed to accommodate families and group of friends.

Each room will be customized with illustrated works by local artists that explain the city.





WE
ARE
OUR
VALUES

EASY HOSPITALITY OUR PASSION:

THE WORLD'S CITIES OUR HOME:

ARTISTIC AND HISTORICAL CITY EXPRESSION OUR STYLE:

COMFORT AND CITY STORYTELLING OUR OBJECTIVE:



CULTURE



CREATIVE THINKING

WELCOMING VALUE

TEAMWORK



INDEPENDENT SPIRIT

STORYTELLING

TECHNOLOGY



PHILOSOPHY

HOW OUR PEOPLE GET IT ALL DONE

HOSPITALITY CULTURE

RESPECTFUL

Guests are treated with esteem for their worth and excellence as people.

RESPONSIVE

complaints are quickly resolved in favor of the guest.

PERSONAL

Guests are addressed by name; their likes and dislikes are known and respected.

NON-JUDGMENTAL

Guests are never made to feel wrong; they always receive the benefit of the doubt.

NON-INTRUSIVE

Just as good service is invisible, hospitality does not call attention to itself.

RELAXED

There is no feeling of being rushed or processed; the staff never shows signs of stress.

PERSONABLE

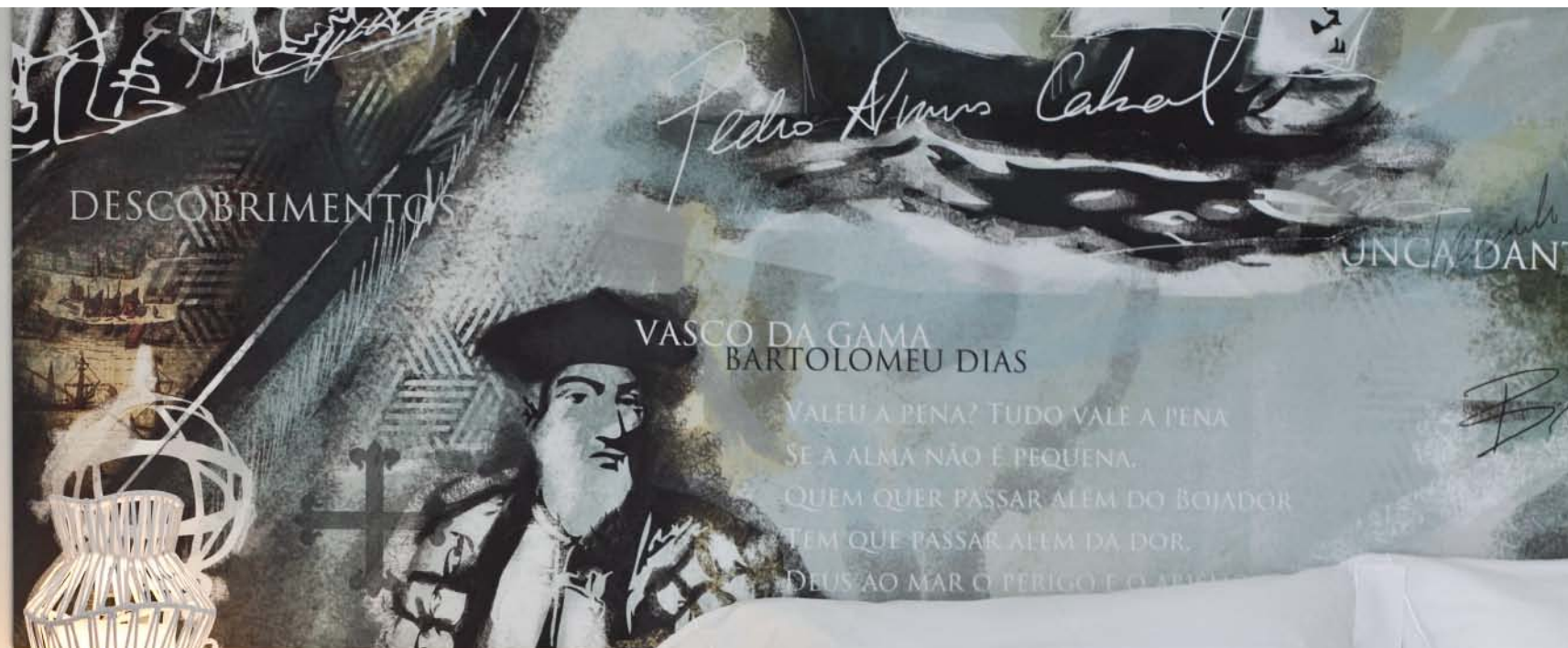
The staff is always smiling and friendly, even with unfriendly or irritable patrons.

PERCEPTIVE

Guest needs are met before patrons even realize they had the need.

CONSISTENT

Guests leave feeling connected although the specific execution may differ each time.



APPROPRIATE

The service always perfectly fits the occasion.

SURPRISING

The staff goes beyond simple job requirements to do something memorable for guests.

CAPABILITY

HOW OUR CUSTOMERS WANT TO FEEL

THE ART INN BRAND IS THE WAY PEOPLE
INTERACT WITH, AND EXPERIENCE OUR BUSINESS

COUPLE EXPERIENCE

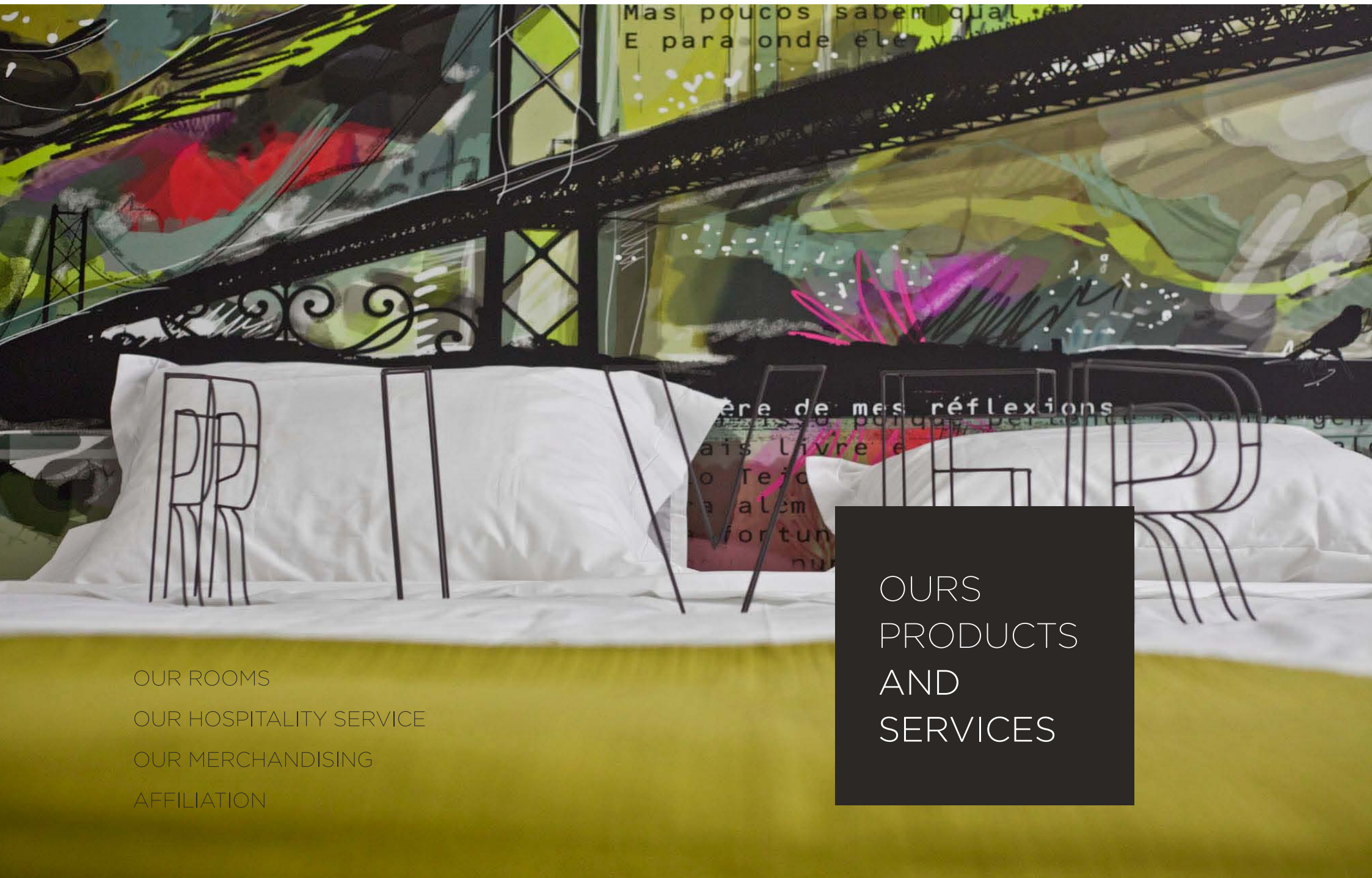
The couples who appreciate comfort and privacy and Art typically look for small places with a typical architecture that have a particular furnishing and marked by a staff with a high courtesy and professionalism. Among the various customized services, gift in room upon arrival, room service, (Couple rituals)

FAMILY EXPERIENCE

The "family experience" asks for a series of requirements. Facilities: can accommodate families with children and adolescents, with comfortable and connecting rooms, offering discounts for children sharing a room with parents; The art inn can propose dedicated activities for families and distribute materials about



TAI EXPERIENCE



OUR ROOMS
OUR HOSPITALITY SERVICE
OUR MERCHANDISING
AFFILIATION

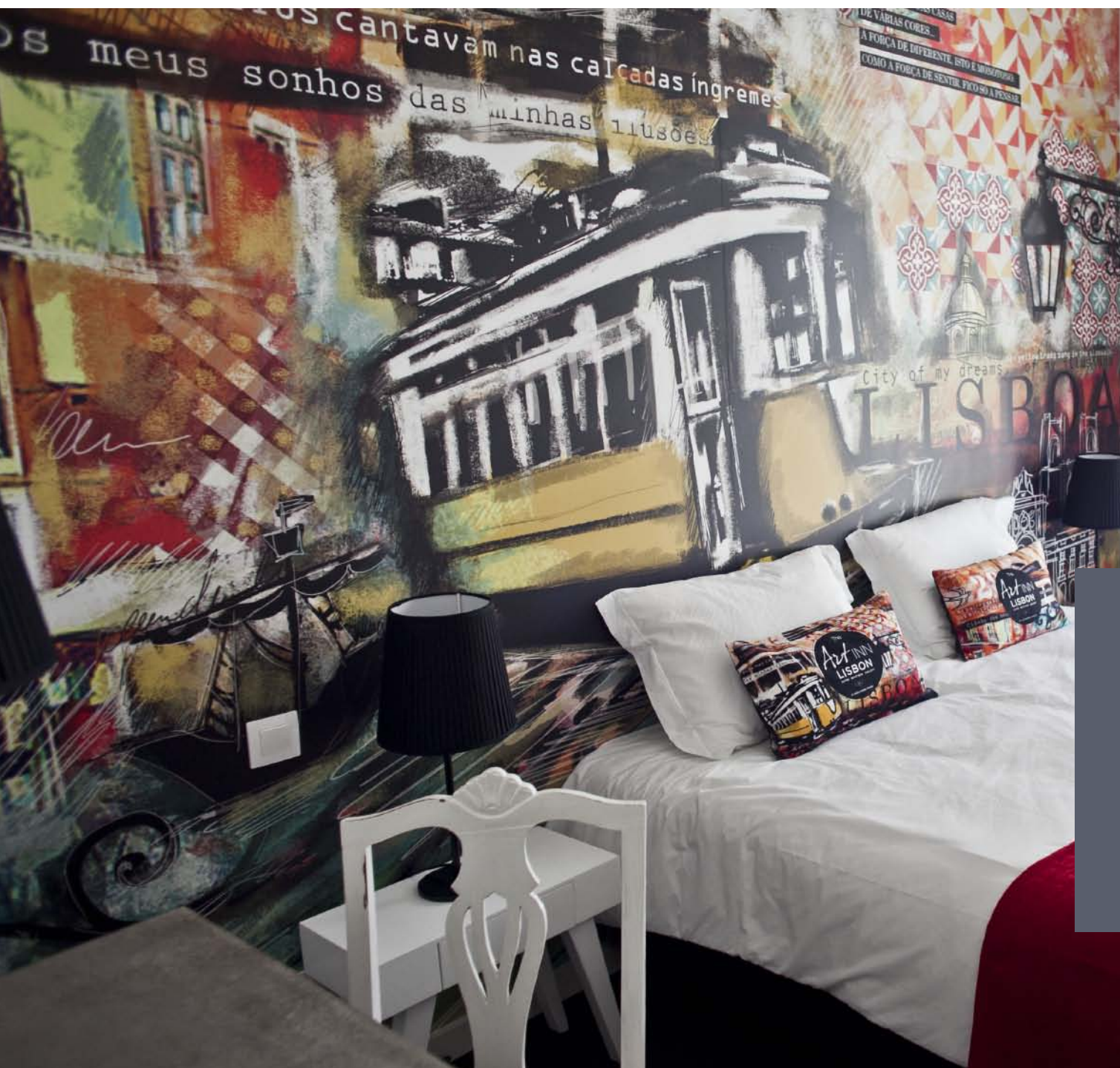
OURS
PRODUCTS
AND
SERVICES

OUR ROOMS

Key words



ILLUSTRATION COMFORT SIMPLICITY STORYTELLING ART FUN CHARMING GRAPHIC



OUR
ROOMS
FORMAT





THE DOUBLE ROOM

2 persons

THE FAMILY ROOM

2-4 persons



THE STUDIOS

2-6 persons



THE ART INN SUITE

2-4 persons

ONLY 1 ROOM IN EACH LOCATION
TO CREATE THE PERCEPTION
OF EXCLUSIVENESS

Biggest room dimensions in every location
Original painting inside
Private concierge
A welcome bottle of wine
Dinner coupon
Free night in our location in off peak season



MAKING IT
EASIER



Multimedia services are available throughout our properties to enhance our guests' experience.

MULTIMEDIA SERVICES

OUR HOSPITALITY SERVICE

Key words



UNIQUE

AUTHENTIC

PERSONALIZED

TECHNOLOGICAL



RECEPTION

THE ART INN RECEPTION FORMAT

LISBON RECEPTION
PERFUMERY SHOP

ROTTERDAM RECEPTION
JUST CAFÉ

SEATTLE RECEPTION
BAKERY AND JUST CAFÉ

FLORENCE RECEPTION
ANCIENT METEOROLOGICAL OBSERVATORY ENTRANCE

ALL THE ART INN RECEPTIONS
ARE AT THE SAME TIME
OUR FRONT DESK
AND COMMERCIAL AREA



CHECK IN

OUR CHECK IN FORMAT



1
The hotel guest downloads the app, registers his/her smartphone through the app and allows push notifications.



2
The guest makes a reservation and approximately 24 hours before arrival, he/she is invited through a push notification to use mobile keys and start the check-in process.



3
The guest receives a push notification noting that he/she is checked in and the app will update with the room number and the mobile key when the room is ready.



4
On arrival the guest can bypass the front desk and go directly to his/her room.



5
After ensuring that the Bluetooth is enabled, the guest simply holds the smartphone to the door lock, waits for the solid green light and enters the room.



OUR MERCHANDISING

MULTICOLORED

ARTISTIC

USEFUL

ORIGINAL

AUTHENTIC

MERCHANDISING FORMAT

MAGNETICS

CUPBASE

PLATEMATES

PILLOW CASES

T-SHIRTS

ART WORKS



ONE BRAND, DIFFERENT AND PERSONALIZED LOCATION

Affiliation to the TAI Group enables us to value an affirmed brand by pursuing common goals and strategies while maintaining its identity and legal autonomy.

The consistency of a franchise system is guaranteed by the image uniformity and operating modalities to which all affiliates are kept.

The franchisor TAI provides a package of useful services for optimizing management, engaging in institutional brand advertising campaigns, ensuring promotion to market segments served through all sales channels.

All affiliated hotels share the same distinctive signs: from the outside to the uniforms, from the forms to the courtesy products. They also use the same method and the same exclusive working tools.

AFFILIATION



*As tears of Portugal
To cross you, how many mothers
wept, how many sons in vain pray
How many brides-to-be brides
remained,
So you were ours, oh sea!*

*Was it worth? Everything is worth
If the soul is not small.
Whoever wants to go
beyond (cape) Bojador,
Has to go beyond pain.
To the sea gave God peryl
and the abyss,
But in it He also mirrored heaven.*

Fernando Pessoa



www.theartinn.com

Where travel meets art
Let the story begin...

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