





Best Offshore Hotel Brands

House of Louis

House of Louis is a 100-year entrepreneurial house of brands with operations in Europe, Africa & Asia

Company: House of Louis
Name: Craig Seaman
Email: craig@hsvhospitality.com
Web Address: www.houseoflouis.net
Address: PO Box 68, Stellenbosch,
South Africa, 7600
Telephone: +27 21-865 2012

Thank you for this award. It is always a privilege for our Company to be acknowledged by others.

We are essentially a wholly owned family business and one of its operations is both the ownership of Hotels and management of third party owned Hotels. One of our brands, HS&V Hospitality Management, provides owners of independent hotels and resorts with turnkey management and marketing solutions that will grow their brand equity and profitability.

Our dedication and commitment is based on delivering service excellence to private hotel owners to optimise their hotel investment while being released from daily management responsibilities. Hotels are supported by a sophisticated infrastructure and a highly experienced management team who understands how to tackle and resolve the core issues of optimizing revenue across the spectrum of the hospitality business.

What would you say are the strongest parts of your business? What do you do particularly well?

'Handmade hospitality' is the essence of our hotels in the House of Louis – as a family business inter-personal relationships are key to our success. As such HS&V's focus is on providing a handmade, personalised and authentic experience which epitomises the uniqueness of the individual hotel.

In addition to this, HS&V offers state of the art revenue management systems and distribution solutions to our hotels, helping them to effectively yield revenues and ensure market penetration by having a prominent presence in all major distribution channels.

What is it like to be a business working in your industry and environment at the present time?

In a recessionary environment it is always difficult to own or manage hotels, but as the global economic recovery is moving forward, the Hotel sector is also benefitting.

Can you tell us about the current state of the hotel industry? How has it changed over recent years, what have been the biggest and most significant developments and what challenges do businesses such as yours face?

The industry remains closely tied to the political, social and economic fluctuations in the marketplace. Worldwide the industry is recovering from the economic downturn and in general has reached levels that surpass 2007.

The most significant developments in the industry have been on the technological front, specifically in the e-commerce sphere with the number of online travel agents increasing (and yet consolidating at the same time). The enduring challenge that independent hotels face is competing with major brands for market share.

AI
2015 awards





How does your business distinguish itself in your industry? What can you offer to potential clients that your competitors can't or don't?

Our focus is on independent hotels and building the individual brands of these hotels. We offer the same management and marketing support offered by branded hotel management companies without the undue costs that are associated with royalties and additional brand requirements which increase the capital and operating costs.

Our decades of experience in Africa gives us a unique advantage that is invaluable to hotel developers and owners who are wishing to optimise the opportunities offered by the continent.

What are the challenges of working in offshore jurisdictions?

The biggest challenge will always be coming to terms with cultural differences.

Is there a particular project that you have worked on recently that you believe best displays what is special about your firm?

Over the years we have worked on many exciting projects that have drawn on our multifaceted expertise. Currently the most exciting project, which is due to open mid-2015, is the Fiesta Residences in Accra, Ghana. This is unique mixed use development and the first of its kind in Ghana with the combination of a boutique hotel, serviced apartments, restaurant and spa.

What do you think awards like the Offshore Excellence Awards mean, both to individual businesses and the wider industry?

Awards recognise achievements but also encourage the recipient to consider ways to do things better - they are a means of raising the bar.

Why, specifically, do you think you have been given this award? What about your business do you think led to your peers and clients voting for you? If it's a particular project, please could you give us some details?

We have many fine competitors in our industry, we don't see ourselves as better but just as hard working. Our focus has always been on the true essence of hospitality i.e. caring for people, whether that is our guests, team or partners. Our hotels have always played a key role in their communities and thus spread the vision and values of hospitality beyond 'the four walls' of the hotel.

What plans do your firm have for the coming months and years? Have changes in the industry meant you will need to adapt or do you see an opportunity that you can turn to your advantage?

We are continuously looking for ways to improve our hotels and our service to our partners. We have a couple of exciting refurbishment and rebranding projects on the cards for the next year. We are also developing an asset management service for existing and potential developers/owners.

We have a passion for the hotel industry as it is a multi-faceted industry which allows individuals with a variety of talents to work together for a common good. Each hotel, with its variety of disciplines, is a cross section of society and an example of how communities can work together when there is a common goal.