HOSPITALITY TRADE PROCESS

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ABSTRACT

The invented process provides a whole hospitality experience original to the needs of our time. The integrated process begins with unique solicitation procedures by a group of special agencies, and includes, but is not limited to, client delivery, management, and maintenance within distinctive architectural building types designed for single-party occupancies by single-party guests who have customized their private holidays for this experience. Claim is made for this integrated hospitality process.
1. Proportions are off, but 3 upstairs beds. Each gets private terrace, that can't look at each other. Private bath, exposures, private entry.
HOSPITALITY TRADE PROCESS

SPECIFICATION


[0002] Private Resorts/Spas is a distinctive hospitality business process originated to fill new and unique demands in the travel industry. This markedly different process encompasses the unique architectural types wherein the newly demanded uses are enjoyed by single-party guests who have been solicited in a particular, integrated system of agent-contracted services for tailored individual holidays, made for each single-party group.

BACKGROUND OF THE INVENTION

[0003] The Founder and Managing Director of the Company worked as the Executive Director of Cerulean, Ltd, creating the villa—home rental Company [www.cerulean-villa.com]. This experience in the travel industry led to the formation of the original concepts for the business process, including the architectural types, unique uses, booking/supply/airlift/service/client maintenance and management structures, and, importantly, the special new needs of the traveling public after 2001.

[0004] Bed & Breakfast, estate rentals, and boutique hotels lie in the background of the invented process. Various patents in “travel processes” [U.S. Pat. Nos. 6,477,520/6, 278,938/6,266,614/5,948,040] do not apply. No other patents exist, or are comparable, in “hospitality process”, “resorts”, “spas”, etc.

SUMMARY—ABSTRACT

[0005] The invented process provides a whole hospitality experience original to the needs of our time. The integrated process begins with unique solicitation procedures by a group of special agencies, and includes, but is not limited to, client delivery, management, and maintenance within distinctive architectural building types designed for single-party occupancies by single-party guests who have designed their private holiday with the Company, Private Resorts IIClaim is made for the integrated hospitality process of client solicitation, delivery, maintenance and management at the distinctive architectural facility types of private resorts/spas (see Drawings).

DRAWINGS

[0006] The process begins and ends with client contact, but it coalesces in a place, in its integral element, its architectural type, which is similar to, but distinct in kind from comparable hospitality structures, such as hotels, motels, bed & breakfasts, and home-villas.

[0007] The drawings submitted are the conceptual frameworks indicating to the architects just how the rooms are to be arranged in this original building type, so that the distinctive connective issue of the experience can be constructed. The format is not the same as a hotel, motel, boutique hotel, or estate-home. The bedrooms are laid out to be available to the common use areas, but not in rows, as in hotel practice, not in wings, as in home practice with master suite/children rooms, and not in car-port rows as in motel practice. The bedrooms are drawn to be individually accessible around the core with private terraces, baths, and views, so the party can experience privacy, yet be connected easily to the common space. This is specifically distinct from villa—home room designs where intimate connections are sought between the various rooms and bedrooms are placed along a corridor. The common areas are designed unlike estate homes or hotels. The use pattern is that of the single private party. The guests interact like at a company event where all know one another in advance, rather than at a hotel where they do not know one another. Indeed, this is why the holiday process has been chosen. The dining/living/terrace/garden/walk areas follow the same use requirements, such that the party can enjoy close contact and easy access, but not the familiarity of family contact, nor the separateness needed in hotel spaces, large and boutique, or motels.

[0008] The drawings attached have been developed at two facilities into full architectural plans that can be sent to the PTO Office, if required. Importantly, the drawings function to fulfill the original uses desired; they prove the process. The use notes and directions have been actualized into built and drawn out facilities where the building type can be seen at 1/8" and 1/4" scale”.

Business Process Claim

[0009] The company, duly incorporated under UK law in the Overseas Territory of Anguilla, November 2000, has devised an original process in the hospitality trade. Claim for patent protection is filed by its Founder and Managing Director, US Citizen, George R. v.B. Ennenga, with offices at 361 Canal St., New York, N.Y., 10013-2216. [Phone 866 966-9699] There are, to our knowledge, no other USA or international claims pre-existing or in planning. The process is original to the organization.

[0010] The business process provides unique, tailored holidays to guests one complete party at a time. The resort/spa facilities are crafted especially to this particular use process and are different in kind, rather than degree, from other hospitality facilities, such as hotels, boutique hotels, motels, and estate homes for rent in the villa trade. The architecture and design is built out in a particular way, indeed, as a distinct category, because the use of the structure is also categorically distinct. And, further, the Private Resort/Spas are developed as an international chain, each one linked and branded to the central company, rather than individual boutiques, bed & breakfasts, or rental villas, mainly in sole ownership.

[0011] The resort/spas are used by one party at a time, often by a group of executives, other times by an extended family, and occasionally by an individual with friends. The whole facility must be booked by the party itself. There are no single room occupancies. Consequently, the group uses the facilities in a manner unlike guests at a hotel, motel, boutique hotel or rented home. For example, the dining is not “each table” service, but collective; the living rooms/ party rooms/pools/courts/golf greens are not shared with separate guests, but within the party, collectively at the discretion of the single occupant party. This is comparable to “embassy events” or “executive company functions”, as opposed to hotel rentals, even when the “events” take place therein. Moreover, this use is different from a family home or estate rented under the villa process, because the party has been originated, and so solicited, to expect the categorically distinct layout of rooms and common spaces, unlike those
of home estates—villas for rent. The single occupant party at a Private Resort/Spa receives hospitality in a manner distinct from hotels or rental homes, because they expect to occupy and use those facilities in a different way, and that is why the resort/spas are built in such a fashion for them. In short, emerging demands in the travel industry for privacy, security, and completeness require an original process involving different physical structures and unique service delivery systems for these special new uses.

[0012] Each stay is specifically designed for, and with, the particular party and administered by attendant staff according to the given instructions. This is functionally distinct from and, in fact, almost the reverse of, existing hospitality practice, where the services are pre-ordained and listed in brochures, whether included by price or added. At Private Resort/Spas, the guest group orders their particular holiday in advance according to their particular wishes, and it is so delivered. Each day is planned. Each meal, each event and most every activity is pre-ordered, as opposed to activities provided as available to single room guests in other hospitality processes.

[0013] The management structure of Private Resorts/Spas is therefore also different in kind from other hospitality processes. The middle management is done by a group of independent agencies dedicated to the solicitation and delivery of these unique, tailored and highly maintained services. These agents advertise the lay-out of architectural use patterns unique to Private Resort/Spas, as well as the particular holiday activities and private services that can be experienced at the facilities, the very ones distinct from home rentals, villas, hotels or bed & breakfasts. These agencies include, but are not limited to, Sanctuary of CN, Luxury Retreats of Canada, and Private World of England. Their processes are categorically oriented to hospitality consultation, holiday design, and all inclusive ticketing/booking/ordering, and daily maintenance. These agencies solicit single party guests to Private Resorts/Spas with the particular and explicit promise of these unique holiday experiences that are the distinct business processes for which patent protection is sought.

[0014] Although this process also does differ in degree from other hospitality processes, by price, appeal, availability, etc, it is the combination of integrated utility practices that distinguish the process in kind. The process is as original as the growing demand for it.

Business Process Claim

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[0017] The resort/spas are used by one party at a time, often by a group of executives, other times by an extended family, and occasionally by an individual with friends. The whole facility must be booked by the party itself. There are no single room occupancies. Consequently, the group uses the facilities in a manner unlike guests at a hotel, motel, boutique hotel or rented home. For example, the dining is not “each table” service, but collective; the living rooms/ party rooms/pools/courts/golf greens are not shared with separate guests, but within the party, collectively at the discretion of the single occupant party. This is comparable to “embassy events” or “executive company functions”, as opposed to hotel rentals, even when the “events” take place therein. Moreover, this use is different from a family home or estate rented under the villa process, because the party has been originated, and so solicited, to expect the categorically distinct lay-out of rooms and common spaces, unlike those of home estates-villas for rent. The single occupant party at a Private Resort/Spa receives hospitality in a manner distinct from hotels or rental homes, because they expect to occupy and use those facilities in a different way, and that is why the resort/spas are built in such a fashion for them. In short, emerging demands in the travel industry for privacy, security, and completeness require an original process involving different physical structures and unique service delivery systems for these special new uses.

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[0020] Although this process also does differ in degree from other hospitality processes, by price, appeal, availability, etc, it is the combination of integrated utility practices that distinguish the process in kind. The process is as original as the growing demand for it.

1. I claim Patent Protection for Private Resorts llc for the inclusive, integrated hospitality process, described as solicitation and bookings by a group of selected agents for single-party clients, including, but not limited to, the guest delivery, management and maintenance at the unique architectural facility types of these single-party resort/spas.

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