

HIP Hotels | A Collection of Hotels We All Want to Find: Highly Individual Places

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Three visionaries and a dream: to convert a travel experience into a profound travel and experiential platform. This the premise for the relaunch of HIP Hotels (<http://www.hiphotels.com>), one of the most recognised travel brands boasting a portfolio of the world's most desirable hotels, known as Highly Individual Places; hotels we all want to find. A remote ancient monastery in Umbria, a hotel on a par with a 007 film location in Marmaris, or a private villa on a wild Greek island.

This dream makes up the hard currency of this latest acquisition by Magic Ventures, private investment arm set up by Raffaele Costa with the aim to disrupt businesses by applying an "out-of-the-box" approach. HIP Hotels, run by Gianpaolo Alfano, brings the 90's brand in line with this innovation, discovering new categories of customers, and aiming to develop the "new HIP" as an inspirational and distinguished travel adventure.

The relaunch of HIP is based on the potential for the business worldwide. Hotels that are selected, share the HIP signature and their marketing portals. Hotels worldwide, once they are accepted into the HIP portfolio, gain a "stamp" of approval, giving the properties a USP for being unique, highly individual and interesting places with a story to tell.

"We realised how good the business could become, and how we could turn it into a digital success. We all know the HIP brand can give many hotel businesses huge marketing exposure, and give customers new experiences" says Gianpaolo Alfano.

Gaia Simioni, in charge of the HIP Hotels acquisition process, wants to gather the most inspirational hotels from around the world, making HIP the travel companion of choice for what it suggests, recommends and also promotes via the HIP books and the inspirational travel guide, HIP Travel.

In line with the new HIP philosophy, the brand has also launched an innovative web app called Sheradill (<http://www.sheradill.com>), which markets only HIP hotels. The hotel stays on Sheradill can be easily gained by sharing them with friends and performing a series of actions on social media. For every action or share, a user earns Sheradill credits, bringing down the price of their getaway. Find the date that suits, book it straight or take action. It's that easy.

Subscribe to Sheradill: <http://www.sheradill.com>

To find out how Sheradill works, view the video: <https://youtu.be/562OWsGhScI>

Dream. Share. Gain.

www.hiphotels.com | www.sheradill.com

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