

**CRÈME** *de la Crème*  
*The Hotels*

## CRÈME *de la Crème*



*“Since 1994, Crème de la Crème has welcomed and informed well-to-do travellers staying in Australia’s elite hotels”.*

Crème de la Crème provides you and your guests with a value-adding alternative to the common run of in-room publications. No advertisements for cut-price opals, take-away food or questionable night-clubs.

Only articles and products likely to appeal to wealthy travellers, be they travelling on business or pleasure.

The articles provide a wide-ranging and eclectic mix of subjects and viewpoints by Australian and International authors with a sophisticated approach that will complement the superior hotel and a superior room.

Crème de la Crème is customised for each hotel that takes it. Your logo; Your colour scheme on the cover; Your Corporate image. It complements Your interior design and the first four pages are Yours to do with as you will.

Designed and printed to the highest standards, the annual hard-backed A4-format book exudes quality and class, and becomes an integral part of your welcome to your guests.

[www.oneworldpublications.com](http://www.oneworldpublications.com)

## CRÈME *de la Crème*



You will be in good company.

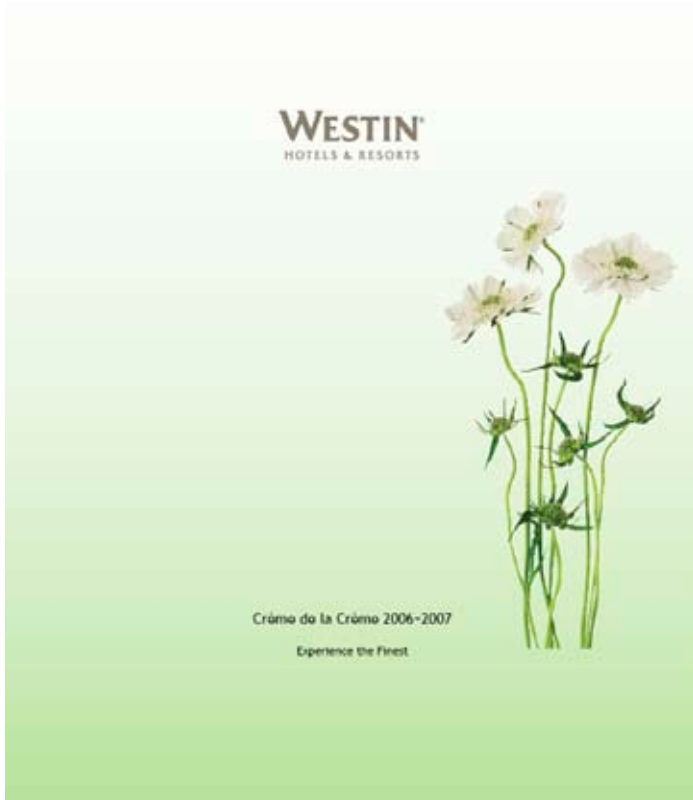
Crème de la Crème is only distributed through the best hotels in Australia. Some large, some small, but all adding that extra quality that discriminates between the truly great and the merely pedestrian.

That these hotels are usually 5 star or better goes without saying; that they can maintain high occupancy and rack rates says more about the guest experience and how it translates into customer loyalty, additional room-nights and cross-sales at in-house facilities.

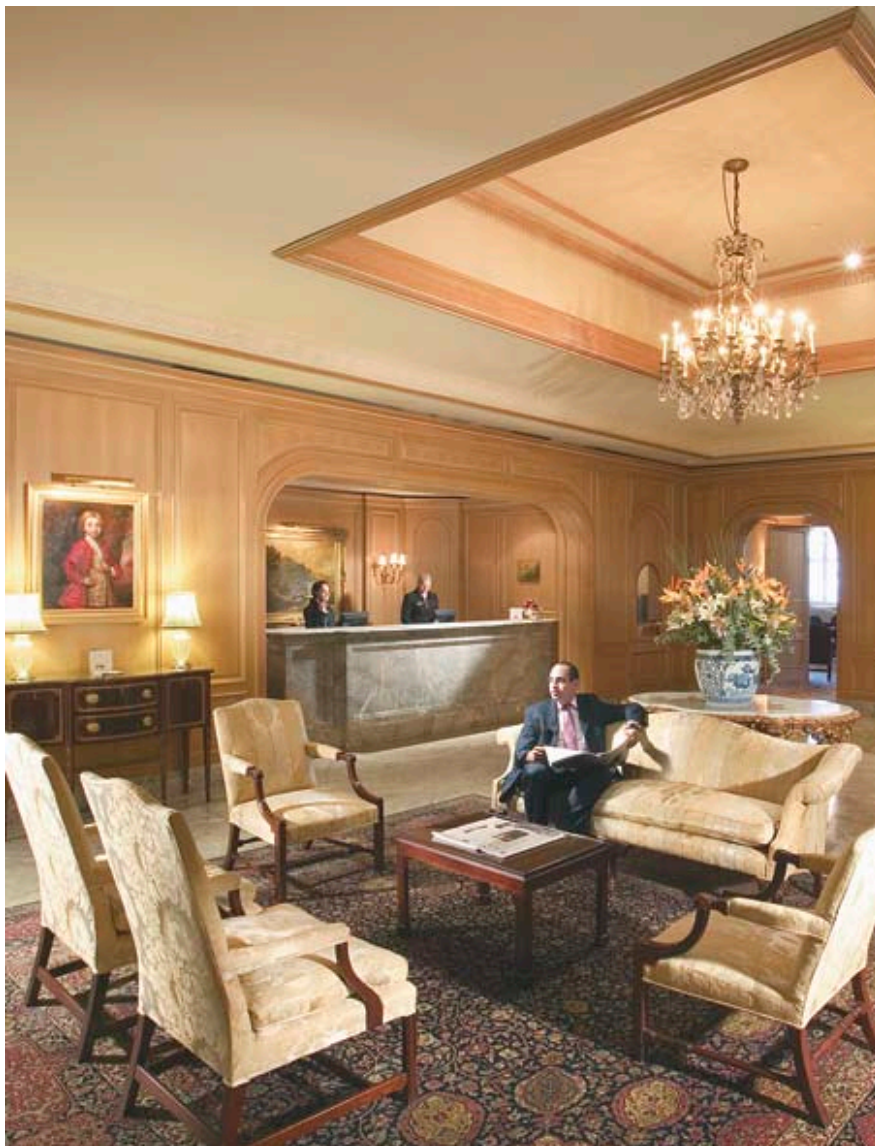
Crème de la Crème has been in publication for 12 years, and has been developed together with our hotel clients to provide as attractive an impression as possible.

While not afraid of being forthright, the editorial coverage avoids contention and controversy for their own sake: as befits an annual publication, our approach is more measured and detached than in a daily or weekly that needs to provoke to get sales.

No advertisements for other hotels, or their outlets, are carried. You have the floor to yourself.



## CRÈME *de la Crème*



You have the cover, and the first four pages to do with as you will. Limited only by the physical realities of four-colour sheet-fed offset printing, you can set the tone.

The cover can be any Pantone colour you wish. Our standard single colour scheme has proved popular in the past, but clients are increasingly deciding to use the space to say more about their firm and their property.

Corporate Image is increasingly being used to strengthen Brand loyalty - we can design the cover and your pages to comply with the requirements of your Branding Guidelines.

The overall impression of the guestroom's interior design can be important - a fussy cover in a strong colour might destroy the interior designer's vision; design Crème de la Crème to fit. Minimalist black? A standard. Chocolate and Gold? Perfect with the antique look.

Our standard offering is one of 4 colours that have proved popular over the years: Jet Black, Navy Blue, Sky Blue and Warm Brown, with your logo stamped in Silver or Gold Foil.

In practice we can do anything that can be printed.



Chuan Spa at Langham Hotel, Melbourne has been created as the perfect escape to enjoy during your weekend interlude.

Designed with an ambience of tranquility for both contemplation and inspiration, our exclusive treatments combined with our delightful service, offer you your own sanctuary away from everyday life.

Chuan Spa offers a wide selection of treatments, combining the finest traditions

of east and west. Incorporating both single and dual treatment rooms allows guests to choose from private experiences or perhaps to share with someone special.

Combine your Chuan experience by indulging in all of the facilities on offer - a stunning conservatory covered pool and jacuzzi, saunas, steam rooms infused with light and aromatherapy, anal showers and an extensive gymnasium.



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The first four pages are your opportunity to say more about your facilities than you can in the normal brochure or desk guide.

Here is where Crème de la Crème can really add value. Cross-selling your restaurants and banqueting can make a big difference to your income stream, but the impact of in-room directories and brochures is low. Presentation of your facilities in the sympathetic and high-quality context of Crème de la Crème can make all the difference.

We insist on the highest production standards - Crème de la Crème is printed on sheet-fed offset presses, 4 process colours (CMYK) on 157 gsm matt artpaper. Screen: colour 175. Images must be 350dpi, and of course we can use your house font for your pages if required.

The result is the highest quality in-room publication in Australia; a complement to your exclusive facilities and quality service, and something you can be proud to display in your rooms.

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