

# THE TEN COMMANDMENTS OF LUXURY TRAVEL \*

ITB  
LUXURY  
RESEARCH

## WHICH THREE MATTER MOST TO YOU PERSONALLY?

PLEASE RANK YOUR TOP THREE AND SEND US YOUR FEEDBACK:

itb@messe-berlin.de, reference: "Luxury Travel", or <https://www.facebook.com/ITBBerlin>

- ONE** Thou shalt exceed your guest's expectations – at all times and in all places.
- TWO** Thou shalt provide personalized services for your guest – not just a perfunctory smile at check-in.
- THREE** Thou shalt do all you can to ensure privacy for your guests so that they experience their stay as calm, peaceful and serene.
- FOUR** Thou shalt grant your guest as much space as possible – and no efficiency-driven, square meter-reduced rooms! This space should be on, off and around the property.
- FIVE** Thou shalt proactively respect the environment and act eco-sustainably and responsibly in all you do for your guest. Intact natural sanctuaries are the ultimate luxury retreats. Protecting them means protecting us.
- SIX** Thou shalt treat your guest as a unique individual. Empathically understood, proactively assisted!
- SEVEN** Thou shalt give your guest the feeling of having unlimited time at one's disposal – time to live life to its fullest.
- EIGHT** Thou shalt do everything in your power to alleviate any worries, troubles or burdens your guest is experiencing. Holding doors open and carrying luggage should be a matter of course.
- NINE** Thou shalt make your guest's stay as safe and healthy as possible. Such an environment includes safe food, water, air and anything else to promote good health – along with paparazzi-free zones.
- TEN** Thou shalt keep your guests adequately entertained from the first to the last minute of their stay. Keep the fire burning!

\* This compilation is based on 550 responses to a survey conducted at ITB Luxury Lab, March 2015.  
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