



“By setting the standard we [Harlequin] cement the values of the brand and go about further protecting and driving the returning revenues for our investors.”

From Harlequin Hotels & Resorts newsletter article about our brand work

Harlequin Hotels & Resorts – Brand Standards

FIVE LOCATIONS IN THE CARIBBEAN

CLIENT

Harlequin Property

TEAM

Colliers International UK

STATISTICS

5 five-star resorts
Thousands of properties
ESPA spas in each resort

SERVICES PROVIDED

Brand identification
Brand standards manual
Operation standards manual
Technical standards manual

www.colliers.com

INTRODUCTION & CHALLENGE

Harlequin Property is a leading developer in the Caribbean with resort projects being developed in the Dominican Republic, St. Lucia, Barbados and St. Vincent. Developments are also planned in Brazil.

Harlequin wanted to establish their own brand for their developments. This new brand needed to be defined and then plans for its delivery carefully detailed.

OUR WORK

To identify what the Harlequin brand should promise we held a number of workshops with both the thought leaders at Harlequin and some of the guests/investors who would stay at the resorts. This helped us to specify what the Harlequin guest experience should be and then to write the overall brand manual for Harlequin Hotels & Resorts.

To ensure the brand promise would be delivered and the resorts operate smoothly we then wrote the operational and technical standards manuals for use across all Harlequin resorts.

RESULTS

Our work provided a clear set of manuals and brand guidance for Harlequin to ensure consistency in the delivery of the brand offer across the resorts. These have since also been used to guide development of the finer detail of operations for each resort.

