



**LITTLE GUEST**

EXTRAORDINARY FAMILY HOLIDAYS



**PRESS KIT**

[littleguest.com](http://littleguest.com)





## LITTLE GUEST, THE FIRST COLLECTION OF LUXURY HOTELS DESIGNED FOR FAMILIES.

Founded in 2018, Little Guest has quickly become the best solution for a successful family holiday.

The collection now boasts 350 hotels worldwide and offers a personalised service as well as exclusive benefits for both children and adults.

In just 4 years, Little Guest has succeeded in making «kid-friendly» a real know-how and quality label, showing a record growth curve despite 2 years of pandemic, and already has 25% loyal customers. Proof that personalised service and excellence are paying off.

SO, WHAT ARE THE POSSIBILITIES WHEN YOU WANT TO GO ON HOLIDAYS AS A FAMILY? FOR JÉRÔME AND SOPHIE, HIS WIFE, THE SOLUTION HAD A NAME: «LITTLE GUEST».

### THE BABY BOTTLE EFFECT

A seasoned entrepreneur, Jérôme Stefanski had already founded two successful companies when his son Achille was born. Bottle effect or not, cool dad, thoughtful husband (or the other way round!), the idea of a qualified kid-friendly label was obvious when the three of them went on their first holiday. He wanted to play the role of «best head of the family ever» by relieving his wife of all organisation: *«you don't take care of anything; I'll take care of everything»*. He, however, forgot the bottle, underestimated the consumption of nappies and totally missed his effect! A «normal» young father, in short, but the 5\* hotel that welcomed them at the time could not save them in any way. On the spot, nothing, no, nothing at all to ensure the back of the overworked parents...

### RED CARPET

The luxury hotel industry has long shunned children, and even totally censored the kid-friendly concept. This clientele in nappies was considered unfit for the standards of excellence and left to the more popular hotel clubs. Today, far from neglecting them, the most luxurious hotels are rolling out the red carpet to their little residents. A trend that is expected to grow in the next 10 years and which Little Guest has made its trademark.







gifts, the latest generation of strollers, baby bottles and bottle warmers, welcome products specially designed for children, baby phones, early-learning and personal development activities in the kids' club, baby-sitting services, etc... an attention to detail that enhances the family holiday experience.

Among the welcome gifts designed to delight children, Little Guest collaborates with Samsonite, a privileged partner since its creation.

Finally, little appetites are also preserved: adapted menus, gourmet, sometimes vegan or gluten-free, always allergen-free... Nothing escapes Little Guest's vigilance, young and old must be able to experience a unique interlude of complicity and relaxation, a precious moment, free from the imperatives of our daily lives.



## QUALITY LABEL

The startup has succeeded in turning «kid-friendly» into a real know-how and quality label. In this meticulous selection, the hotels are exceptional and the services provided for children are particularly well thought out. The collection now counts 350 hotels around the world. Boutique hotels, resorts, palaces... all meet very strict standards of hospitality, enabling children of all ages, from teenagers to toddlers, to enjoy their stay. Before being awarded the label and becoming part of the Little Guest collection, the start-up advises and guides hoteliers on how to create a welcoming environment for families. Everything is carefully thought out to combine a high-end approach (*spa, golf, gourmet dining, etc.*) with a specific programme dedicated to children (*baby, kids and teens clubs, creative workshops, sports activities, etc.*).

Little Guest's signature concept is to ensure the happiness and well-being of children in each of its establishments: car seats for airport transfers, welcome



From the birth of a desire to travel as a family to its fulfilment, the Little Concierge service complementarily accompanies the clients in the organisation of their stay, in order to offer everyone a perfectly unforgettable experience. A personalised and tailor-made service creating a bond of trust between the family and the Little Concierge who knows the slightest needs or desires of each member.

Before leaving on holiday, the future little holidaymakers receive a gift box containing a Dreamrider® Samsonite suitcase filled with surprises: organic sun cream, travel games, postcards to colour etc.



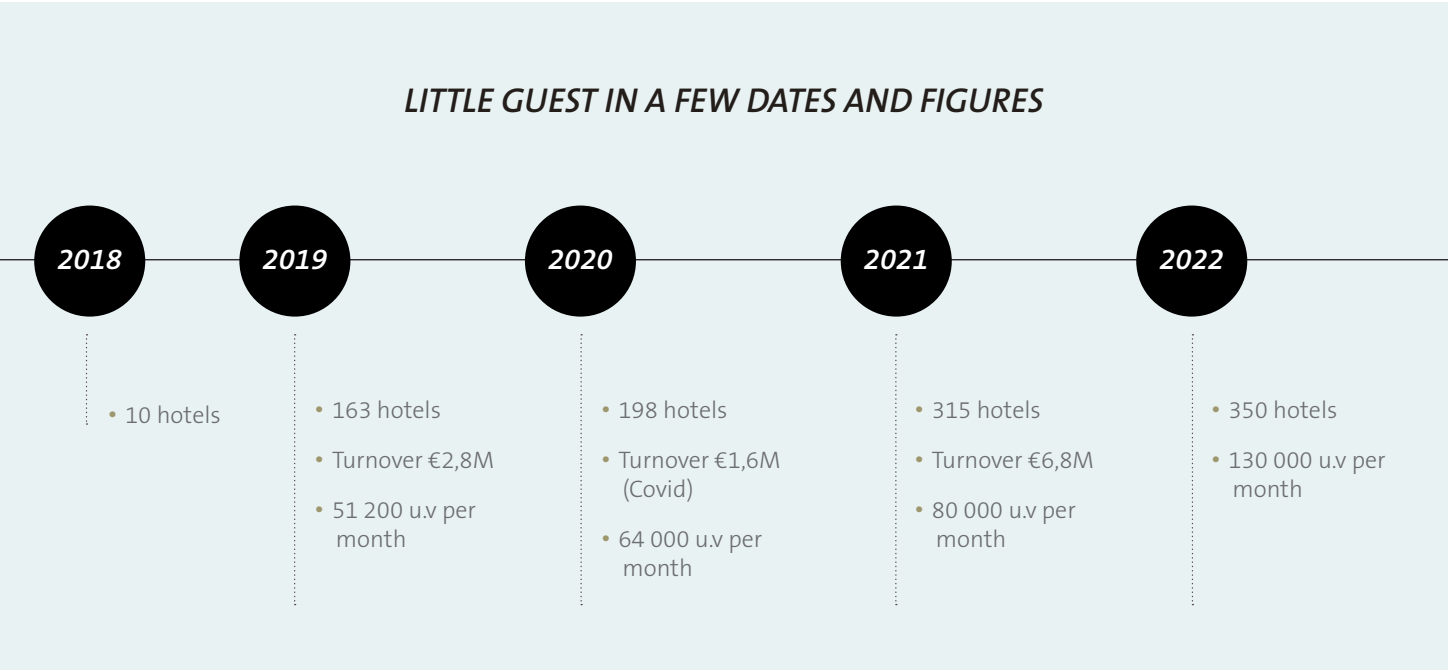
- The «typical» Little Guest family  
2 adults, 2 or 3 children (average age 5 years)
- French (63%), Swiss (13%), Belgian (10%), English (9%)
- Little Guest also counts single-parent families and grandparents among its customers.

The average basket for a 7-day stay for 4 people is €6000 excluding flights.

SOME INSPIRING KID-FRIENDLY ACTIVITIES AND SERVICES:

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| Kids-Yoga classes<br><i>Hotel Camiral, Girona, Spain</i>                               | Creation of Venetian masks<br><i>JW Marriot Venice - Italy</i>               |
| Snowman Workshop<br><i>L'Ecrin Blanc, Courchevel</i>                                   | Chelsea Football Academy<br><i>Sani Resort, Greece</i>                       |
| Marine Coral Conservation Programme<br><i>Sheraton Full Moon, Maldives</i>             | Bear Grylls Academy<br><i>Sani Resort, Greece</i>                            |
| Introduction to horse riding in the Royal Stables<br><i>Selman, Marrakech, Morocco</i> | Perfume Creation<br><i>Marbella Club, Spain</i>                              |
| Rafa Nadal Tennis Academy<br><i>Sani Resort, Greece</i>                                | Cooking classes for children and parents<br><i>Cretan Malia Park, Greece</i> |

HAPPINESS FOR TWO IS GOOD,  
BUT IT'S EVEN BETTER AS A FAMILY,  
THAT'S THE PROMISE OF A LABEL THAT ISN'T DONE SURPRISING US!





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