

**Sebel Dining Circles
Roll out information**

February 2020

THE
SEBEL



Dining Circles Concept

Featuring a curated collection of the best local dining experiences in the local area surrounding The Sebel Hotels and collated by the hotel available for guest, highlighted by in house animation and Welcome Host, showcasing local/neighbourhood concept as a key brand differentiator for Sebel.

Benefits for guests:

- Variety of cuisines available at the hotel's doorsteps
- Recommended by locals as best of the best dining experiences
- Discount for Sebel guests & Sebel staff
- Convenience charge back facilities
- Convenient booking on Sebel.com
- Different options available especially for long stay guests

Benefits for hotels:

- Increases guests satisfaction (RPS)
- Increase employee engagement (benefits can be extended to Sebel staff or team experiences built by new partners)
- Ideal for hotels without any dining outlets
- For hotels with outlets, this will provide long stay guests a variety of options throughout, or could fill gaps of existing dining options
- Revenue driving by setting commission with local business as supported by strong Sebel on/offline animation



Key dining criteria

Mandatory:

- Available within 10 minutes walk, drive or delivery radius
- Must be listed on Tripadvisor with min rating of 4/5
- Must be listed on The Fork with min rating of 8/10
- Must agree to offer either a 10% discount or additional value to Sebel guests & Sebel staff
- Must offer charge back facilities to guests' account
- Must provide quality imagery and provide Marketing support
- Choose from small local businesses/local produce only (no big chains allowed)
- This can also include other Accor restaurants that meet the criteria
- Keep it short – Less is more – maximum of 10 external businesses (quality over quantity)
- Must sign partnership agreement

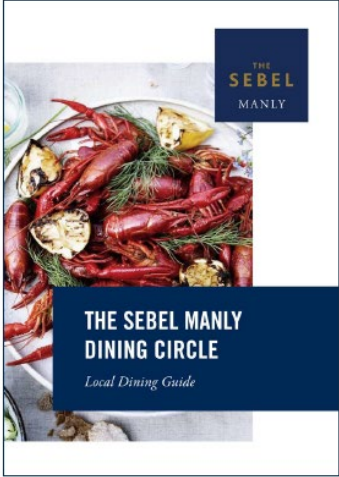
Optional:

- Offer discounted experiences for team building
- Agree to commission to Sebel Hotel
- Offer free special experiences for collaborative Social competitions
- Offer strong social community to cross promote content/offering




Activations - mandatory

Factsheet



THE SEBEL MANLY DINING CIRCLE
Local Dining Guide



DINING CIRCLE DIRECTORY

DINE OUT
Lemon courtyards at night, contemporary, sophisticated, relaxing, with a view of the ocean.

DINE IN
Lemon courtyards at night, contemporary, sophisticated, relaxing, with a view of the ocean.

DINE OUT

COFFEE

- 01 Belgrave Cartel
- 02 Belmont Coffee
- 03 Seaboard Coffee

BREAKFAST & BRUNCH

- 04 Market Lane Manly
- 05 The Farm Manly
- 06 Fika Swedish Kitchen

BAR

- 07 Four Pines Bar
- 08 Camellia
- 09 Barn House
- 10 Dinning Bar
- 11 Manly Ocean House

DINE IN

SEAFOOD

- 12 The Herring Room
- 13 Manly Fish Market

RESTAURANTS

- 14 The Farm Manly
- 15 The Farm Manly
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DELIVERY

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Website integration

HOME OUR STORY DESTINATIONS MEETINGS & EVENTS BOOK NOW

All Cafe Breakfast & Brunch Bar Restaurants

RESTAURANTS

DINE OUT DINE IN




Modern Australian

HUGOS

Manly Wharf, 1 E Esplanade, Manly


HUGOS is quite possibly the perfect spot to bank down a warm evening.



THE PANTRY

Cherry Farmhouse, 11 Seagull, Manly


Upstairs, breezy restaurant with beach views and rustic style decor, serving Modern Australian dishes.



BELGRAVE CARTEL

Manly Wharf, 1 E Esplanade, Manly

Eclectic dishes, breakfast and coffee in a rustic style bar with art shows, plus weekend DJ.




Seafood

THE HERRING ROOM

54 Pittwater Rd, Manly

Manly's nearest seafood restaurant, is located just off the beach in a landmark site that retains long history.



GARFISH

133 E Esplanade, Manly

Located at the iconic Manly Wharf and only a short stroll from the ferry terminal, Garfish offers a seasonal menu in elegant surrounds.



Activations - mandatory

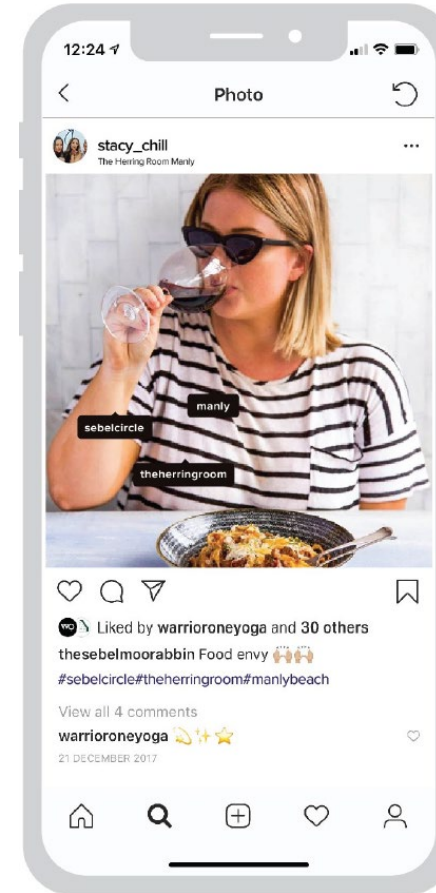
In Room



Three in house elements:

- Platter
- 2 glasses of house wine on arrival
- Dining Circles tent card with a welcome note and link to website to access Dining Circles

Instagram

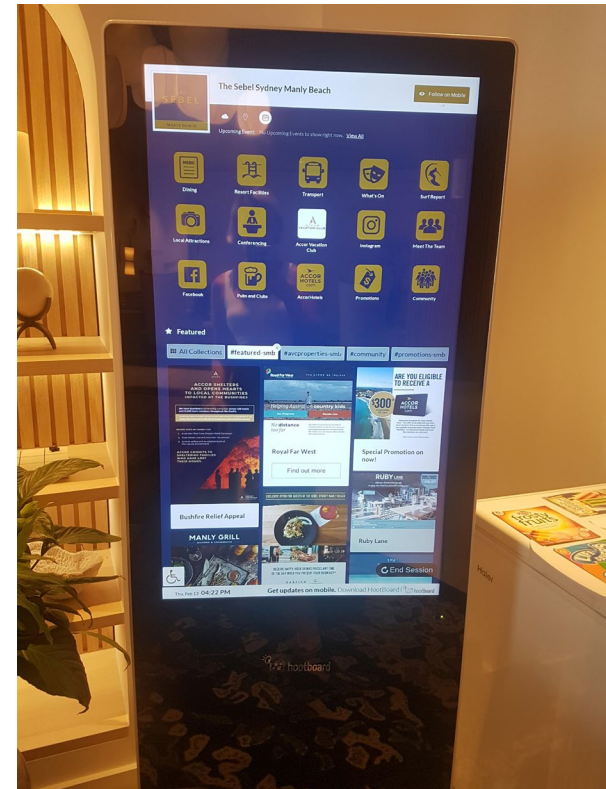


- Guests are encouraged by Sebel Host to share their experiences on Instagram with friends
- By hash tagging posts with **#sebelcircle** **#restaurantname** & **#locationname**
- Content to be shared with Brand team to share across Pacific Instagram account
- Hotels can monitor content on Local Measure or via #sebelcircle to share across Hotel accounts
- Optional: negotiate special experiences for regular Social competitions



Activations - optional

Digital concierge & App



Booking Process



- Integrated booking process to book restaurants via Table Plus BOOK NOW Link
- Using the restaurant's booking ID
- Reporting Table Plus to operators for monthly commission



Loyalty



- Accrue points and burn at any Accor hotel
- Phase 2 TBC (coming in Q4)



Documents to activate

Document	Available	Update
Dining Circles Factsheet	TBC	NK to discuss with Belinda
Website design integrated	No	NK to review Meena's templates
Website integration template	No	Sally to adjust current content update template
In room design	Yes	Can be launched
Insta Hashtag	Yes	Can be launched
In room platter	No	Sally to source costing
Fb digital banners	No	Sally to design
A4 design for screens	No	Sally to design
Email signatures	No	Sally to design
Banners for reservations emails	No	Sally to design





ACCOR