

LUXURY HOSPITALITY  
hotels resorts



CONSULTING  
& spas

Navigating the way for hotel owners and operators to  
define, deliver and celebrate their unique value.





WE'RE IN THE HOTEL BUSINESS,  
THE PEOPLE BUSINESS,  
THE KINDNESS BUSINESS

We understand the range of challenges facing hotel owners and operators from initial concepts to final check-out, and can skillfully navigate projects of any size and scale through the complex landscapes of both strategy and execution.

Luxury Hospitality Consulting will hold your hotel up to the light like a beautiful gem and know which unique details will make it dazzle from every different angle. Through this, we can transform your bold dreams into a successful reality that will uniquely and consistently deliver at optimum power.

**We're Luxury Hospitality Consulting,  
and we believe in the universal power of a  
place to call home.**





# WHAT WE OFFER

STRATEGY • BRAND IDENTITY • BRAND DELIVERY  
OPERATIONAL ALIGNMENT • SERVICE EXCELLENCE • GUEST EXPERIENCES  
ORGANISATIONAL CULTURE • TRAINING & DEVELOPMENT • PEOPLE EXPERIENCE  
PROJECT CONCEPTUALISATION • OPERATOR SEARCH • OWNER REPRESENTATION

“People don’t buy goods and services.  
They buy relations, stories and magic.”

*Seth Godin*



## HOW CAN WE HELP?

### **Strengthening Brand**

Crafting a unique identity and building the structure, messaging, and strategies needed to create a powerful and cohesive, guest-centred brand experience.

### **Aligning Operations**

From optimising structures and processes to ensuring service delivery matches brand standards, we help align every detail for operational excellence.

### **Cultivating Leadership & Culture**

Collaborating to develop leaders and nurture a culture that consistently empowers teams to deliver your brand at its best.

### **Developing new Hotels, Resorts & Spas**

Guiding you from the initial concept through to strategic positioning and operational success, ensuring your property stands amongst the world's finest.





## LIV GUSSING BURGESS

Liv Gussing Burgess, founder of Luxury Hospitality Consulting, is a visionary force in luxury hospitality, transforming brand aspirations into vibrant realities across continents. With clients like Airelles in France, Six Senses Shoharut in Israel, and Beaverbrook in the U.K., Liv's dynamic expertise and bold approach to innovation, strategy, and operational brilliance have set new standards in the industry.

With over 20 years in the ultra-luxury space, Liv's career has encompassed a wide range of experiences. From concept creation to meticulous operational oversight as General Manager, she has shaped iconic properties, including her pivotal role with Aman, where she expanded the brand's legendary culture around the world. Standout achievements include launching Aman's first spa at Amanpuri in Phuket, and leading the Amandari in Bali.

Liv's experience gives her a unique, guest-centred perspective. She not only understands but anticipates the needs of the world's most discerning travellers, ensuring both exquisite guest experiences and the seamless operation of high-level services. Fluent in four languages and shaped by life in a dozen countries, her global insight keeps her ahead of the curve - navigating the ever-evolving luxury landscape with flair and precision.

A Cornell School of Hotel Administration alumna, Liv is Chair of the Cornell Club of the United Kingdom. She was honoured as an inaugural inductee into the Cornell Hotelie Hall of Fame in 2022 and previously served as Global President of the Cornell Hotel Society.



## WHY LHC?

### Multi-Disciplinary Expertise

We draw on a trusted network of experts in development, operations, brand, and leadership - bringing the best in the field together to create tailored, impactful solutions.

### Insight-Driven Strategy

We translate research into actionable insights that drive loyalty and elevate the guest experience.

### Boutique by Design

We remain intentionally small, working selectively with clients to create outcomes greater than either could achieve alone.

### Global Reach, Local Insight

With experience in more than a dozen countries, we bring cultural intelligence and nuanced understanding of both discerning guests and diverse operating environments.

### Brand & Service Integration

We connect brand vision with flawless service delivery, always placing the guest at the heart while balancing operational realities.

### Leaders Who Build Leaders

We cultivate emotionally intelligent leaders who inspire teams and set new standards of excellence.





## RECENT PROJECTS

### **Six Senses Shoharut, Negev Desert, Israel**

We were brought on board to craft a brand and positioning strategy for a 60-suite eco desert resort.

This included advising on operational design, management and pre-opening, and engaging with all consultants.

As part of the brand strategy, we also directed the operator search process and negotiated the management agreement with Six Senses.



### **Airelles, France**

Luxury Hospitality Consulting conducted in-depth research to identify the key pillars of the Airelles brand.

These were then crafted into a clear and powerful brand identity from which all future communication was to be articulated, to support and boost the development and growth strategy of the company.







## RECENT PROJECTS

### **Masseria Calderisi, Puglia, Italy**

Luxury Hospitality Consulting led the senior team to deliver operational excellence at this newly launched 24-room farmhouse dating from the 17th century.

This included driving business strategy, implementing operational systems, training the team and curating bespoke experience to fulfill the brand promise.



### **The Coach House Health Club & Spa, Beaverbrook, Surrey, UK**

We led this multi-faceted Health Club & Spa project from inception to opening over six years.

Working with world-renowned architectural artist Brian Clarke, we also created and shaped the 2200 square metre space, managing all details of the project and pre-opening.







## SIX SENSES SHAHARUT CASE STUDY

During the hotel's development, LHC played a crucial and multifaceted role, collaborating closely with the owner, architect, and interior designer.

LHC subsequently identified Six Senses as the ideal partner and negotiated the agreement, eventually integrating Six Senses into the project.

Throughout, LHC ensured a cohesive vision aligned with the hotel's goals of exceptional guest experiences, operational efficiency, and profitability. LHC accurately translated the owner's vision into architectural plans and interior design, seamlessly integrating aesthetic appeal with functionality.

Every detail, from room layouts to material selection, was meticulously crafted to create spaces that are both visually stunning and practical for guests and staff.

### **Hotel Concept and Strategy**

- Creating a valuable asset that aligns with owner's vision
- Identifying the unique selling proposition (USP) and building the brand

### **Hotel Management Company**

- Identifying the most suitable partner
- Negotiating and securing a contract
- Integrating the hotel brand into the project

### **Project Development**

- Coordinating with architects, designers, consultants, and other stakeholders
- Identifying and mitigating potential risks and delays
- Ensuring alignment with the overall vision

### **Design and Operations**

- Collaborating with designers to create a luxury offering
- Ensuring that design and operations are in sync to support the desired experience
- Considering operational implications on staffing and organisational structure to support high-end service



## AIRELLES CASE STUDY

In 2024 and 2025, LHC partnered with Airelles to define strategic objectives, strengthen brand positioning, and support the first international opening at a pivotal stage in the company's growth.

LHC worked with leadership to establish a clear three-year vision, aligning the maisons under a unified strategy and guiding the transition toward operating as a global brand.

At the same time, LHC delivered brand and marketing tools that sharpened Airelles' identity and supported the planning of the launch of Airelles Venezia.

Beyond brand and marketing, LHC advised on pre-opening operations and guest experience design, while creating company-wide training and cultural programmes to build a strong and consistent service ethos.

### **Company Objectives and Strategic Alignment**

- Setting long-term company objectives
- Facilitating leadership workshops
- Supporting the shift to a global brand

### **Brand Development and Positioning**

- Developing an overarching marketing strategy
- Creating brand materials and tools
- Providing interim team support

### **Pre-Opening and Brand Launch**

- Guiding pre-opening planning and timelines
- Advising on resourcing and team structures

### **Training Frameworks and Organisational Culture**

- Designing orientation and service excellence frameworks
- Producing cultural and brand materials
- Developing opening training programmes





*"I have always come to the same conclusion... all the great ideas in the world – design, location, style – are nothing without the right people. I have known and worked with Liv for over two decades. She is inquisitive, focused and delivers. But above all, she connects and brings people together."*

**Adrian Zecha, Founder, Amanresorts**

*"Liv helped bring our desert dream resort to fruition. Over four years, she was an integral part of the team, providing valuable expertise during the project. A strategic thinker, Liv saw both the big picture as well as smaller details. She has great integrity, is creative and brings people to work together at their best. I look forward to working with her on many other projects."*

**Ronny Douek, Founder, Six Senses Shagarut**

*"Liv is truly one of the best in the business. Her knowledge of the industry and her commitment to her clients is unparalleled. She brings a rational yet creative approach to luxury resort development and has a unique ability to bring hospitality concepts to life, exceeding clients' expectations."*

**Baron Ah Moo**

**Managing Director-US at PKF hotelexperts**

*"Liv is an extraordinary leader in hospitality with great experience in luxury hotel operations in addition to new developments. I would recommend Liv highly in all fields - especially in brand and concept development as well as executive search."*

**Deniz Omurgonulsen Altuğ**

**Vice President, Membership at The Leading Hotels of the World**

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