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**USE OF PERSUASIVE LANGUAGE MEANS ON
HOTEL WEBPAGES**

**PĀRLIECINOŠU VALODAS LĪDZEKĻU LIETOJUMS
VIESNĪCU TĪMEKĻA LAPĀS**

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ANOTĀCIJA

Šī pētījuma mērķis bija noskaidrot, ar kādu nolūku pārliecinošas valodas līdzekļi tiek izmantoti viesnīcu tīmekļa lapu produktu aprakstos, kas funkcionē kā reklāmas teksti. Parasti viesnīcu tīmekļa lapās tiek likts uzsvars uz piedāvātajiem produktiem, paspilgtinot zīmolu un viesnīcas tēlu. Visbiežāk izmantotie sintaktiskie valodas līdzekļi bija vienkārši paplašināti teikumi, bet otrajā vietā ierindojās salikti pakārtoti teikumi, taču visbiežāk pielietotās leksiskās vienības bija emocijas raisoši īpašības vārdi. Fonētiskie valodas līdzekļi netika izmantoti tik daudz, cik leksiskie un sintaktiskie valodas līdzekļi. Var secināt, ka valodas lietojums reklāmas tekstos dažādu Kempinski viesnīcu tīmekļa lapās ir līdzīgs un tādējādi arī pārliecinošs. Taču, lai iegūtu pamatotākus rezultātus, vajadzētu pētīt dažādus viesnīcu zīmolus, izmantojot salīdzinošo diskursa analīzi.

Atslēgas vārdi: valoda internetā, valoda reklāmās, viesnīcas, pārliecinošas valodas līdzekļi

ABSTRACT

The present research aims at showing the purposeful use of persuasive language means in hotel product descriptions as promotional texts on their webpages. On hotel webpages it is typical to emphasize the products on offer, whilst highlighting the brand and image of the hotel and its location. The most frequently used syntactical language means were simple sentences, followed by complex sentences, while the most frequently used lexical units were emotive adjectives. Phonetic language means were used less than lexical or syntactical units. It can be concluded that the language used in advertising texts on Kempinski hotel websites is rather similar and, thus persuasive to its clientele. However, in order to obtain more valid results, a comparative discourse analysis of different hotel brands could be applied for further research.

Key words: language on the internet, advertising language, hotels, persuasive language means

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INTRODUCTION

This research looks at the language means used on luxury hotel webpages. As hotel websites are one of the main platforms that represent the facilities and advertise the product to the potential guests, it is of importance to use the correct language to attract the desired clientele.

Nowadays, due to globalization, more and more people desire to travel around the world. Travellers are highly interested in spending their time as efficiently as possible, and they look for the most convenient and reliable places to stay and visit in different regions of the world. Hotels offer their services in various price categories. Luxury may be a perfect selection for a special trip for an important event in life, such as engagement or other. Luxury hotels are pricy, yet they are not limited only to the wealthy part of the society. Therefore, the advertising language must appeal to different audiences based on various factors.

The power of language means used is crucial to the success of any business, especially hospitality business, as the supply of hotels does not exceed the demand all year round. Thus, in order to understand how language persuades one to purchase the particular product, adjectives, verb phrases and other persuasive language tools will be analysed.

The goal of this paper is to research the persuasive language means used on luxury hotel webpages. Employment in one of many Kempinski five-star luxury hotels across the globe has developed an interest for the author to analyse the persuasiveness in its communication with the clients.

Enabling objectives:

To attain the above-mentioned goal, the following tasks were set:

1. to read and analyse theories on persuasive language means, internet language and advertising language on websites;
2. to find and select structural parts of Kempinski hotel webpages for the analysis;
3. to analyse the use of persuasive language means in the selected parts of hotel webpages;
4. to draw conclusions.

Research questions:

1. What persuasive language means are used on Kempinski hotel websites?
2. How do the persuasive language means differ depending on the location of the hotel?

Methods of research:

The research methods employed in the paper are a review of published sources on the research topic and discourse analysis of the selected corpus from the qualitative perspective.

This paper consists of two chapters. Chapter 1 looks at the key concepts of the research and consists of two subchapters, which deal with the language on the internet and persuasive language means. The works on computer mediated discourse by Crystal (2001); Simons, Morreale, and Gronbeck, (2001); Boardman (2005); Squires (2012), on the language used in advertising by Cook (1992); Simons et al. (2001); Hudson (2008); Kalmane (2012); Rodney (2014); Krieg-Holz (2018); Popova (2018), on the language and structure of hotel webpages by Boardman (2005); Pejic Bach, Jakovic and Simicevic (2005); Goddard (2008); Hudson (2008); Hudson (2009); Kalmane (2012); Bilgihan, Okumus, and Nusair (2013); van der Pligt and Vliek (2017); Popova (2018) and on the language used in product descriptions by Hudson (2008); Chrum (2017); Popova (2018) are discussed, whilst subchapter 2 concentrates on the theories on persuasion and persuasive language means in advertising texts by Cook (1992); Aitchison (1996); Simons et al. (2001); Hosman (2002); Goddard (2008); Kalmane (2012); van der Pligt and Vliek (2017); Krieg-Holz (2018); Popova (2018). Syntactical language means are discussed by Matthews (1981); Trask (1993); Wales (2001); Tallerman (2005); Kalmane (2012), lexical by Trask (1993); Fergusson, and Manser (1998); Wales (2001); McNally, and Kennedy (2008); Kalmane (2012); McCready (2012), and phonetical means by Wales (2001); Kalmane (2012), which are used as tools for persuasion. Both subchapters touch upon discourse by Cook (1992); Squires (2012) and its types that are linked with the main points of the discussion. Chapter 2 comprises the research methodology and materials used, as well as the analysis of the persuasive language means used in Kempinski hotel webpage descriptions of the following selected products: general description of the hotel and its facilities, higher room categories – luxurious suites, and SPA facilities.

1 DEFINING THE KEY CONCEPTS

Chapter 1 gives an insight into the main concepts and theories for understanding the use of persuasive language means on hotel webpages. The main emphasis is put on theories on the language on the internet, which is then narrowed down to advertising language, the structure and language of hotel websites and the language used in product descriptions. Additionally, different types of discourse are looked at. Theories on persuasive language means and their use are also a crucial part for understanding the language used on hotel webpages; therefore, the chapter ends with their description.

1.1 Advertising Language on Hotel Webpages

Language on the internet is looked at by several authors (Crystal, 2001; Simons et al., 2001; Boardman, 2005). Crystal (2001: 24) has stated that the language that can be found on the internet is shaped by it being ‘an electronic, global and interactive medium’. Similarly, ‘the World Wide Web is a global medium’, as stated by Boardman (2005: 10). Due to these characteristics it has become a powerful tool for selling and promoting products. Thus, the following subchapter discusses the language used in the computer mediated discourse.

1.1.1 Computer Mediated Discourse

As stated by Crystal (2001), the language on the internet is distinctive of the language used elsewhere – it varies from one medium to another. Squires (2012) researches language on the internet, or the so-called internet discourse or computer-mediated communication, which she describes as influential toward the language used. She discusses different registers on the internet, as the language differs (ibid.: 459). For instance, the language used in e-mails will differ from chat groups, virtual worlds, and general language in other sites on the web (ibid.). Boardman (2005: 15) looks at texts on the World Wide Web from the point of view of grammar and lexis, and states that, similar to printed texts, ‘the use of dynamic verbs’ and omission, as well as different verb tenses, and verb phrases are common. Mostly written language is used on the internet and ‘spelling, punctuation, and use of capital letters’, as well as distinctive grammar and vocabulary are paid attention to in this type of communication (Crystal, 2001: 195). Boardman (2005: 13) speaks about the importance of the layout of texts on webpages at the very beginning of digitalizing any content. Today, with the assistance of different layout tools, it is rather easy to achieve the desired visual look for texts on webpages

(ibid.). However, it is still important to consider the placement factors, such as pictures, hyperlinks and other information, as it is to have a convenient placement on the webpage. Crystal (2001: 196) discusses the visual division of texts on the Internet, as the text lines may not be aligned perfectly on the screen. This shows that it may be more difficult to read or view the perceived information if compared to texts provided in books, magazines or elsewhere in real life. Similarly, the text may have a limited space or, on the contrary, there are no limits for how much text a web page may contain (ibid.: 198). This may cause confusion and loss of attention-span for the viewer, which then may result in a poor attitude toward the webpage viewed.

Crystal (2001: 197) has stated that pages on the web are usually well-thought through and ‘attract the attention and disturb any process of predictable reading through the screen in a conventional way’. He believes that most pages have quite many aspects that try to grab the viewer’s attention (ibid.). This shows that a website designer and a text creator must consider every little detail as regards putting emphasis on the crucial information of a website. Simons et al. (2001: 283) discuss the importance of the internet in today’s advertising and put an emphasis on how advertisers can appeal to particular audiences on the internet through different computerized market research tools. The internet enables persons to voluntarily subscribe to a certain type of information, including persuasive messages (ibid.: 111). A more recent study by Popova (2018: 62) suggests that the number of internet users is increasing and that the distribution of advertisements is immediate to the ‘end customer’, which makes reaching a particular target audience much faster and easier.

The language on the internet is influenced by many factors, mainly by the audience, as regards appealing to the potential customers through advertisements. Hudson (2008: 223) points out the importance of the internet as a marketing intermediary for tourism and hospitality as such, as it is the most widespread and global distribution channel. Thus, before looking at the language used on hotel webpages, advertising language will be examined in order to acquire an understanding of general language used for making the goods more appealing to its target audience. Advertising is an essential tool for companies to make sales; thus, the language used in advertisements will be looked at in the next subchapter.

1.1.2 Advertising Language

Several scholars discuss the peculiarities of advertising language (Cook, 1992; Simons et al., 2001; Hudson, 2008; Kalmane, 2012; Rodney, 2014; Krieg-Holz, 2018; Popova, 2018). The

language of advertising is often ‘vague but suggestive’ with ‘implication rather than direct, easily verifiable claims’ (Simons et al.; 2001: 288). Kalmane (2012) sees words as tools for selling and speaks about manipulation and persuasion.

Hudson (2008: 262) defines advertising as ‘paid non-personal presentation and promotion of ideas, goods, or services by an identified sponsor, using mass media to persuade or influence an audience’. Here persuasion of an audience is discussed, which is considered to be the typical function of an advertisement. However, Cook (1992: 5) states that the persuasive function may not be the only aspect that distinguishes advertisements from other types of texts in different discourses, as at times the product advertised may ‘amuse, inform, misinform, worry or warn’ the viewers, rather than persuade to make a purchase. Krieg-Holz (2018: 299) also says that advertising language puts an emphasis on the function and goal of the advertisement, whether it be persuasion to purchase, convince about a belief or other.

When advertising language is discussed, it is of importance to also consider the advertising discourse, which is concerned with the language used in particular environments. Cook (1992: 4) speaks about different types of discourses and emphasises multiple times that each type may coincide with one another either in accordance with the ‘situation’, ‘function’, ‘participants’, ‘text’, or ‘substance’. Therefore, some similarities may be present in computer mediated discourse and advertising discourse. As the main emphasis is put on the discourse of advertising, as mentioned prior, a typical feature of an advertisement is its function (ibid.: 5). Simons et al. (2001: 276) believe that advertisements are so common in every-day life that people downgrade the power of the advertisement to influence a buyer’s decision. The power of advertising should not be underestimated whatsoever, says Hudson (2008: 262). Popova (2018: 64) indicates that it is common to view advertisements with a negative attitude, yet a person that is exposed to an advertisement continuously may change their attitude toward it. Thus, the language used in advertising texts should be seen as powerful tools that can influence any viewer. As Bilgihan, Okumus and Nusair (2013) have stated, some enterprises tend to ‘stage experiences deliberately’ in order to advertise their products on the internet and make them more appealing to the target audience. According to Cook (1992: 97), advertising language is exploited, and it changes ‘the linguistic message, making it more personal and more immediate, more dependent upon particular people and situations, more emotive, and less determinate’. This shows that advertising also influences emotions, which then may impact on one’s purchase decision. Popova (2018: 63) has stated that the language used in advertising ‘has to be laconic, brief, clear and accurate’ to be able to persuade a potential customer. Therefore, the content of publicly available texts should be carefully thought-out.

Rodney (2014: 522) has stated that advertising in the English language is marked by ‘features such as the frequent use of adjectives, short sentences, and imperative and interrogative clauses’. Kalmane (2012) views stylistic devices as persuasive tools in advertisements, which is one of the distinctive features of advertising. Puns, metaphors, and rhetorical devices are used in advertisements (Rodney, 2014: 522), which are also viewed and discussed by Kalmane (2012) as tools of persuasion in advertising. According to Rodney (2014: 523), advertisements are on the most part used as a means of persuasion, and the language used in the advertising texts is one of many tools to achieve the desired result. The use of persuasive language will be discussed in greater detail later in this chapter.

Hudson (2008: 262) believes that advertising is ‘a key marketing tool in the tourism and hospitality industries’ and that the essential aspect is building a mental image of the product on offer. These advertisements influence ‘attitudes and behaviour’ of its target audience in three ways: ‘confirming and reinforcing, creating new patterns of behaviours, or changing attitudes or behaviour’ (ibid.). Again, advertisements shape the way persons look at the product or service, or even the whole brand. According to Krieg-Holz (2018: 296), advertisements and other marketing activities spread the word about the company to the society and shape their opinions. Consequently, influencing the society can make a word for a company, and fame may result in an increase of sales over time due to excellent advertising techniques.

Advertising can be seen everywhere: leaflets, newspapers, commercials, billboards, and online advertising (Popova, 2018: 60). As nowadays advertisements and promotional texts are mainly displayed on the internet, it is important to look at what type of language is used on hotel webpages, particularly at their product descriptions, because of the author’s research interest, as well as the structure of those websites, as they employ the strategies of advertisements on the internet into their promotional texts. The next subchapter looks into the language and structure of hotel webpages and tourism advertising strategies, as well as how to appeal to the desired clientele in an efficient way.

1.1.3 Language and Structure of Hotel Webpages

The structure of hotel webpages and the language used on them is looked at by several scholars (Boardman, 2005; Pejic Bach, Jakovic and Simicevic, 2005; Goddard, 2008; Hudson, 2008; Hudson 2009; Kalmane, 2012; Bilgihan, Okumus, and Nusair, 2013; van der Pligt and Vliek, 2017; Popova, 2018). Pejic Bach, Jakovic and Simicevic (2005) have stated that hotel

websites are considered a crucial marketing tool that allows hoteliers to directly impact the sales and the image of their hotel. As the target audience for hotels are mainly foreigners, the English language is used for displaying information on most of them. Thus, looking at the use of the English language of hotel pages is essential for this research.

Prior to looking at what most hotel websites have to offer, understanding the purpose behind luxury hotels and the message they convey is important. Hudson (2009) has stated that luxury, five-star hotel chains and their brand concentrate on the symbols of wealth and privilege, absolute luxury, elegance and exclusivity. Hudson (2008: 67) believes that travelers today seek for an experience, rather than simple service or just a trip. Bilgihan, Okumus, and Nusair (2013: 50) support the statement that ‘contemporary consumers tend to appreciate the experience more’. This then results in the offerings of luxury hotels: conference rooms, bars, restaurants, spa facilities, venues for weddings and at times far beyond that. In tourism, a relationship can be formed ‘between people, commodities and images’ through websites and advertising materials of the hotel (Hudson, 2009: 248, 249). Luxury hotels shall concentrate on their exclusivity, and the notion of intimacy – concentration on each client, forming a relationship between them and the hotel and/ or its brand (ibid.: 250). According to Boardman (2005: 18), it is crucial to show a company’s brand on its website, and the website has to coincide with the brand’s image.

However, Boardman (2005: 41) argues whether the language of websites really exists. He believes that it is possible to find some ‘meaningful, predictable linguistic patterns’ in language used on the Internet, yet it is a challenge due to the fact that people may use ‘the same language on websites that they might use in diaries, newspaper articles, letters, short stories, shopping lists, casual conversations,’ and other (ibid.).

Large luxury hotels in chains ‘deploy similar signifiers that create meaning with similar imagery’ (Hudson, 2009: 265). This indicates that a single hotel brand shall have a similar strategy when it comes to advertising its product. Pejic Bach, Jakovic, Simicevic (2005: 135) put emphasis on the hotel website’s design, as well as the ‘marketing and commercial activities’ that facilitate a business’s success. The three authors have stated that ‘we live in the age of e-business’, which is considered to be the ‘business of the future’ (ibid.:132). This shows that the use of electronics is essential for showcasing hotels, their facilities and final destinations (ibid.). Popova (2018: 63) has stated that texts used in advertising ‘stimulate imagination’, which is what a hotel’s website should be thriving to achieve. Goddard (2008) and Boardman (2005) discuss font styles and letter sizes as a tool for making the webpages more reader-friendly and comprehensible.

When it comes to forming a relationship with the customer, the brand and its values step in. As stated by van der Pligt and Vliek (2017: 8), a persuaded person is likely to return for the same product and become a loyal customer. Consequently, loyalty is a strong relationship with a returning buyer or guest in the case of hotels. Kalmane (2012: 39) argues that women are more influenced by advertisements than men are, as women are ‘more prone to the irrational impulse’. An article on *travelweekly.com* by Del Rosso (2013) states that ‘a number of studies have shown that women most often are the planners when it comes to family travel and vacations’. Mostly women book vacations, whilst usually female secretaries book business trips for men. Thus, the clientele – the women – are a crucial target audience for selling travel-related products and services. As observed at the author’s workplace, mostly women manage the booking and the whole process of the trip, and rather frequently the financial aspects are left in the hands of females. Therefore, appealing to the right target audience and forming a strong business relationship, as well as maintaining contact with them is essential.

Pejic Bach, Jakovic, Simicevic (2005: 136) have distinguished four primary activities of hotel websites – communication with clients, pre-sales marketing activities, on-line reservations and post-service support. These four activities are crucial for the successful operation of a hotelier business. The first, communication with clients, concentrates on the ‘contact information’, location of the hotel, external links and other (ibid.: 137). The second activity is the ‘description of hotel and destination’, visuals of the hotel and destination and other (ibid.). The third – price list, ‘opportunities and method of reservation’, as well as the methods of payment (ibid.). The last activity is the feedback, frequently asked question section, complaints and other (ibid.).

Pejic Bach, Jakovic, Simicevic (2005: 152) recommend hotels to contain information about the hotel, destination, and events; assistance with locating the hotel; visual materials, such as pictures, videos, and others; opportunity to subscribe to a newsletter; promoting special offers; opportunity to make a reservation on the website. Boardman (2005: 18) has stated that websites are expected to have a sidebar that showcases all the ‘possible navigation’ through the website. Then, having hyperlinks to other parts of the same webpage or other helpful information on the Internet is of importance for a website (ibid.: 19).

In Pejic Bach, Jakovic, Simicevic’s (2005: 146) research almost all hotels under analysis had a description of the hotel as a pre-sales marketing activity, but only a little less than a half included a ‘description of the destination’. Quite many hotels in their research did not consider the product description of any importance. However, the author of this paper

believes that descriptions of hotel facilities and the location are one of the most important aspects when promoting a hotel due to the large offer of hotels and travel destinations nowadays. To look at the language used on hotel webpages more in depth in the analysis, the next subchapter introduces the main aspects of product descriptions and the language used in them.

1.1.4 Language Used in Product Descriptions

The language used in product descriptions is looked at by several authors (Hudson, 2008; Chrum, 2017; Popova, 2018). In today's society, advertising is essential for a product or service to be sold. Thus, an effective marketing strategy, with excellent advertisements and effective product descriptions are a must to be at the top of the competition. Chrum (2017) discusses the strategy of building effective product descriptions, which will be discussed in greater detail in this subchapter. 'To make advertising texts more powerful and successful, advertisers use linguistic and speech strategies' and use various stylistic devices (Popova, 2018: 62).

'Your brand voice is an expression of the people behind your product, and your copy should embody that personality', says Chrum (2017). Expressing the values and the name of the brand in product descriptions is one of the main touchpoints due to how important it is to embody the values so that the customer feels closeness to the brand and continues to return. As discussed in previous subchapters, building strong relationships with the clientele is essential for the success of a business.

Product descriptions should concentrate on the customer's needs and 'use vivid language, sensory adjectives and active verbs to bring products to life' and persuade one to buy the product (ibid.). It is also crucial to use emotive, strong language that carries positive meaning to provoke emotion in the potential customer (ibid.). The language used has to catch one's attention and persuade one to make a purchase based on that description, also concentrating on not leaving out any crucial information to the client (ibid.). Similar Crystal (2001) already mentioned in the first subchapter, Chrum (2017) emphasises that the length of text on the internet webpage is most likely to be limited. Thus, the writers must concentrate on the essence of a product and its appealing sides and develop promotional texts as efficiently as possible. The purposes of advertising, as stated by Hudson (2008: 263), are 'informing, persuading, reminding, and selling'. Thus, promotional texts should be purposeful.

To sum up what has been discussed so far, advertising language on hotel webpages was looked at. Two discourses were discussed: computer mediated discourse, as well as advertising discourse in order to understand the background of advertising language on hotel webpages for the discourse analysis in the second chapter of this paper. The language and structure of hotel webpages was discussed to understand what the essentials of hotel webpages are. Then, the language used in product descriptions was viewed, as advertising texts on the Internet are available to a large part of the society. In order to realize the scope of this research, the next subchapter deals with the persuasive language means used in advertising texts and the use of adjectives, verbs, as well as phonological, syntactical and lexical language means as tools for persuasion.

1.2 Persuasive Language Means

Persuasiveness and persuasive language use are looked at by several authors who investigate in greater detail how exactly people are persuaded through different language means. ‘One way of thinking about persuasion is as an art of the sayable’ (Simons et al.; 2001: 111). Hosman (2002: 371) indicates that ‘persuasive messages contain various elements, but one of the most critical is language’. Therefore, the following subchapters will present persuasion in advertising texts, as well as syntactical, lexical, and phonetical language means as tools of persuasion.

1.2.1 Persuasion in Advertising Texts

Persuasion in advertisements and promotional texts is looked at by several authors (Cook, 1992; Aitchison, 1996; Simons et al., 2001; Hosman, 2002; Goddard, 2008; Kalmane, 2012; van der Pligt, and Vliek, 2017; Krieg-Holz, 2018; Popova, 2018). Simons et al. (2001: 7) view persuasion as ‘human communication designed to influence the autonomous judgements and actions of others.’ In a way, persuasion is an attempt to influence one’s thoughts (ibid.). The scholars have stated that persuasion historically is seen as rhetoric, the art of speech that was taught to Greeks, yet nowadays the art of convincing is used in many professions, especially among marketing specialists (ibid.: 14). As stated by Popova (2018: 63), the use of persuasive language and other persuasive means is essential for a good advertisement, as the communication is one-sided.

Hosman (2002: 371) views language and persuasion on a phonological, syntactic, and lexical level. On the phonological level it is assumed that ‘the sound system of a language may have important consequences for persuasion’ (ibid.: 373). The syntactic level, as stated by Hosman (2002: 373), deals with the sentence structures and the more complex the sentence, the less likely the persuasive message is to be received. Thus, using simpler sentences would be advised in order to influence a potential buyer’s willingness to make a purchase. From the lexical perspective diversity is the key (ibid.: 374). Another crucial aspect for the lexicon is the imagery or ‘the ability of words to elicit images in listeners’ or readers (ibid.: 375). Similarly, as already discussed in the previous subchapter, Popova (2018: 63) speaks about influencing the viewer’s imagination with the assistance of a persuasive advertising text. Hosman (2002: 376) discusses the intensity of language, which is achieved by the use of adjectives that give a text emotive.

Cook (1992) elaborates on the discourse of advertising and the use of advertisements. He has stated that the main difference between the advertising discourse and other discourses is the function it performs (ibid.: 5). Advertisements are used for persuading a customer to decide on and make a purchase of the product advertised, though not always that is the case (ibid.). Kalmane (2012) discusses the language means used as persuasive tools in advertisements. She looks at language means, such as presuppositions, vague claims, the use of figures of speech, metaphors, personifications, hyperboles, puns, rhetorical questions, neologisms, grammatical means, pronouns, weasel words, statistical claims and numerals, multilingualism (ibid.: 42-108). Similar to Kalmane (2012), Hosman (2002) speaks about pragmatic implication, which indicates that certain concepts may be implied by the receiver of the message. Similar to Kalmane, the German scholar Krieg-Holz (2018: 305) speaks about the use of alliteration, parallelisms, climax, puns, foreign words, which are all attention grabbing and sometimes persuasive in advertisements.

According to Kalmane (2012: 52), the use of ‘figures of speech’ allows advertisers to make an impact on the viewer, to persuade one to make a purchase through the use of powerful language means. Many persuasive tools are discussed; however, hyperboles may be applied to adjectives as well, as they are deliberate exaggerations and are used to emphasise a product’s quality (ibid.: 60). Metaphors are generally comparisons of notions, for instance, ‘mirror shine, cashmere touch’, which link two concepts and influence one’s choice of purchasing the advertised product (ibid.: 54-55). Puns, which is a word play, and rhetorical questions can be a powerful persuasive tool, which is described by Kalmane (2012: 63-68) as

a tool for exaggerating a product's quality and grab the attention of a potential customer. Neologisms, newly formed words, are also used for advertising goods (ibid.: 72).

According to van der Pligt and Vliek (2017: 8), both in advertising and marketing there are steps to be undertaken in order to influence a potential buyer. For instance, the popular AIDA model in marketing, where A stands for attention, I for interest, D for desire, and A for action (ibid.: 9). For this model an S, which stands for satisfaction, may be added to form a newer AIDAS model, which is followed by many marketing experts around the globe (ibid.). The 'novelty', 'surprise', 'extremity', 'deviance', then 'relevance', 'consequences', 'opportunity/ chance', followed by 'appeal uniqueness' and then 'purchase', 'order', 'subscribe', are the actions to be taken underneath the AIDA model, say van der Pligt and Vliek (2017: 9). The S as satisfaction steps in after the purchase has taken place and there is hope for the company that the client returns or even becomes a loyal customer (ibid.:8). Regarding the attention seeking aspect, Goddard (2008: 12) looks at attention-seeking devices that are the first step of the marketing approach and thus is crucial for a successful advertisement.

Simons et al. (2001: 95-103) also look at the language used in advertisements, and they concentrate on intensifying language tools, such as repetition, association, and compositions, as well as downplaying language tools, for instance, omission, diversion and confusion. These persuasive language means are used in advertisements to influence the society. Sometimes the absence or omission of verbs and adjectives can create a persuasive image (ibid.). 'A word, a phrase, or an entire speech may accent some features of an object while deemphasizing others' (Simons et al.; 2001: 95).

Aitchison (1996: 162-163) discusses neutral and emotive language, as 'people who try to change your mind sometimes make a calculated use of emotive language'. This applies to advertisements, where they 'lure us into fantasies of power' by using the correct language means to persuade one to make a purchase (ibid.). Certain nouns, adjectives and verbs can be used to achieve this effect, for instance, the use of 'bizarre' instead of 'unusual', where the word 'bizarre' carries a more emotive meaning and can attract a person's attention to the product advertised (ibid.: 164).

As product descriptions of luxurious products should normally use rather formal and precise, unambiguous language, the persuasive language means considered by the author of the Bachelor Thesis are narrowed down to syntactic, lexical and phonological language means as tools for persuasion that were previously discussed by Hosman (2002). The next

subchapter takes a closer look at the use of syntax as a persuasive language means, putting an emphasis on the sentence structures and punctuation used.

1.2.2 Syntactical Language Means as Tools of Persuasion

Prior to looking at the lexis and phonetical language means that are used in persuasion, syntax is looked at due to the importance of comprehension of texts, which are comprised of sentences and other syntactic means. Thus, sentence structures, and punctuation will be discussed in greater detail. Authors that look at syntax in the language are Matthews (1981), Trask (1993), Wales (2001), Tallerman (2005), and Kalmane (2012).

According to Matthews (1981: 26), syntax is often viewed as ‘the sentence: thus “the arrangement of word forms to show their mutual relations in the sentence”’. Sentences are ‘a series of words in connected speech or writing, forming the grammatically complete expression of a single thought’ (ibid.). Thus, grammar comprises the sentences, making the words used connected to one another (ibid.: 27). However, there are certain cases where the understanding of an incomplete sentence takes place. Matthews (1981), and Tallerman (2005) both look at syntax from the perspective of sentence structures and types, distinguishing simple, compound and complex sentences in the English language. As stated by Tallerman (2005: 68), many linguists distinguish two main parts of a sentence, which are the subject and the predicate, including phrases ‘modifying the verb’. Dependent and independent clauses are the parts of a sentence. A simple sentence consists of a single independent clause, and it can be extended or simple. Compound sentences consist of more than one independent clause, whilst complex sentences are formed also with at least one dependent clause. Wales (2001: 55) describes clauses as grammatical units that tend to be difficult to distinguish from the sentence itself. Tallerman (2005: 77-78) explains that compound sentences consist of two or more independent clauses, whilst complex sentences consist of one or more independent clauses and subordinate clauses.

Kalmane (2012: 77) speaks about grammatical means – punctuation and sentence constructions as persuasive language means used in advertising to catch the attention of a viewer. Sometimes, to make a potential buyer think about the product, a sentence may be left unfinished to leave a place for one’s imagination (ibid.). This is where omission steps in, or, as stated by Wales (2001: 121), ‘ellipsis [...] can be seen as grammatical omission’ due to the reader understanding the utterance without a fully finished phrase or sentence. ‘Incorrect

grammar and overpunctuation' tend to be used in advertisements to grab the attention (Kalmane, 2012: 82).

According to Wales (2001: 124), emphasis in stylistics can be dealt with not only in phonetics, but also as a 'focus device' with the assistance of the auxiliary verb 'do'; 'inversion of subject and verb; fronting of elements; clefting and pseudo-clefting'. The word order in the sentences is of importance as well due to the meaning the order may convey, for instance, as mentioned by Wales, emphasizing certain words in a sentence can be achieved. Similarly, Trask (1993: 89) lists 'particles, distinctive word order and clefted constructions' as a means of putting emphasis in the English language.

According to the Oxford English Dictionary (2000: 705), a rhetorical question is 'a question asked not for information but to produce an effect'. Wales (2001: 346) states that these questions are asked without expecting an answer. Thus, as advertising texts may not have any direct response to it, rhetorical questions are an often-used persuasive language means that make the reader think about the described product even when the promotional text is no longer before their eyes (Kalmane, 2012: 68). Historically, rhetorical questions 'were useful as persuasive devices to appeal to the' listener, or as 'emotive devices to suggest the speaker's outburst of natural feeling' (Wales, 2001: 346.).

The syntactical language means in persuasion are crucial due to the impact they can leave on the potential customers, as regards being persuaded to make a purchase. However, lexical language means are more important due to their different natures and the ability to promote and persuade from many aspects. The next subchapter deals with the tools of persuasion that are lexical.

1.2.3 Lexical Language Means as Tools of Persuasion

There are several scholars that look into lexical language means in greater detail (Trask, 1993; Fergusson, and Manser, 1998; Wales, 2001; McNally, and Kennedy, 2008; Kalmane, 2012; McCready, 2012). Wales (2001: 233) has stated that the word 'lexis is used as a general more technical term for vocabulary or diction'. Therefore, this subchapter deals with the words used for persuasion (Wales, 2001; Kalmane, 2012) in advertising texts, such as adjectives, verb phrases, pronouns, as well as lexical stylistic devices, such as hyperboles, and others.

Trask (1993: 7-8) looks at adjectives as lexical items that express attributes, and they may be seen as more 'noun-like or verb-like'. Fergusson, and Manser (1998: 96) view adjectives as words that say 'more about a noun'. Thus, adjectives, due to their descriptive

attributes, are an excellent tool for making texts more vivid and advertisements more appealing to the viewers. The adjectives may take the ‘attributive position (*a big house*), predicate position (*That house is big*), comparison (*bigger, biggest*) and inflection for gender, number and case as required by agreement with [...] a head noun’ (Trask, 1993: 8). According to Wales (2001: 8), adjective succession is a frequent occurrence, where more than one attribute relates to the noun or verb.

McNally, and Kennedy (2008: 2) speak about adjectives from the syntactical perspective and they state that the word order for adjectives is the most flexible, as they can be ‘primary or secondary predicates’. Fergusson and Manser (1998: 96) have stated that adjectives can be also classified as ‘attributive’ or ‘predicative adjectives’, where the ‘attributive adjective comes before the noun’ and the ‘predicative adjective comes after a verb, like *be, become, feel, look*’, and others, which are mostly linking verbs. McCready (2012) discusses emotive adjectives as presuppositions, and similarly does Kalmane (2012). Kalmane (2012: 44) views presuppositions as tools for persuasion that are frequently used in advertising. She discusses the implications and indirect meanings behind these language means (*ibid.*), which are attention grabbing and keep one’s attention on the advertised product.

McCready (2012: 254) has stated that ‘speakers use emotive expressions in a way that tries to mirror the expectations hearers have about how they should be interpreted based on interpretive expectations’. Emotive language expresses the speaker’s or writer’s attitude (*ibid.*: 244). Wales (2001: 123) defines ‘emotive’ as ‘an adjective that is often vaguely used [...] to describe meaning or use of language’. She also states that other terms that may be used to discuss emotive language are ‘affective’, ‘expressive’, and even ‘connotative’ language means (*ibid.*). All terms mentioned refer to the meaning a word carries. Thus, making texts more meaningful when necessary, expressing ‘feelings and attitudes of the speaker or writer’ (*ibid.*).

According to McCready (2012: 256), emotive language is generally considered to be ambiguous, yet he states the contrary, as it depends on the context where the emotive language is used. As stated by Kalmane (2012: 50), ‘advertisers use presuppositions in order to create an illusion of being able to achieve certain things which, in fact, they aren’t able to achieve’. Another type of lexical language means that may not truly mirror the advertised product’s qualities is hyperboles. Kalmane (2012: 60) views hyperboles as word exaggerations that have a persuasive effect on viewers of advertisement texts. These

exaggerations most frequently are accompanied by strong adjectives that explain the noun's vivid attributes (ibid.).

Another distinctive feature of adjectives is its degrees of comparison, which can make meanings more emotive or texts more persuasive. Fergusson, and Manser (1998: 100) have stated that comparison takes place when 'someone or something has more or less of a quality than someone or something else'. The scholars discuss comparison to its higher degree – 'the comparative and the superlative' (ibid.). The comparative form is 'used to compare two things, people, events', and other, for instance, 'this is the nicer hotel of the two', whilst the superlative form is 'used when comparing three or more things, people, events,' and other, for example, 'the junction is the most dangerous in the city.

As defined by Trask (1993: 297), the verb is 'one of the most important lexical categories', which appears in a certain grammatical form and usually is marked for the tense, aspect, mood, and 'agreement in person and number with subjects'. Biber, Conrad, and Reppen (1998: 41) investigate verbs and the senses they carry depending on the context. Thus, the analysis deals with verbs used to achieve an emotive effect, as well as verb phrases as tools for persuasion. The verb phrase is defined as 'the verb element of a clause or sentence, consisting of one or more words: e.g. *walked* in *they walked across the field*, or *were walking* in *they were walking across the field* (Fergusson and Manser, 1998: 134)'. Aitchison (1996: 162) speaks about emotive verbs that can be used to make a text more expressive and thus persuasive. According to Chrums (2017), product descriptions use vivid language and active verbs to make texts more appealing to the readers, whilst Boardman (2005: 15) mentions dynamic verbs that show dynamic actions.

Kalmane (2012: 83) views pronouns as tools for persuasion due to their personalized nature – the viewer can establish a closer relationship with the brand or product if they are addressed to correctly. In grammar Wales (2001: 322) defines pronouns as 'a function word of a closed set generally used to substitute for a noun or nominal group, and standing alone as a head word'. She distinguishes the 'personal pronouns' as the 'main class' of pronouns (ibid.). In the context of advertising, the personal pronouns are used most to leave an impact on the viewer (Kalmane, 2012: 84).

Wales (2001: 341-342) has given the definition of repetition, yet she discusses lexical repetition, such as 'grammatical repetition or parallelism', as well as 'repetition in ordinary conversation' that can frequently be seen in poetry, where even lines and sentences, not only words are repeated to achieve an effect. Repeating a word, phrase or sentence on purpose

makes it more noticeable and attention grabbing. Thus, this may also be considered a persuasive language means due to its peculiarities.

The lexical persuasive language means are most likely the essence of a persuasive text. The use of emotive adjectives, the placement in a sentence as attributive or predicative adjectives, as well as degrees of comparison, and succession can grab the reader's attention and persuade one to make a purchase. Hyperboles can keep the advertised product in the reader's mind for a longer time due to the exaggerated effect. Similarly, the use of personal pronouns can make the potential buyer feel a connection with the advertised product and thus keep it in mind. Emotive verbs, as well as verb phrases and action verbs are used for attention grabbing and as means of persuasion. However, grabbing the attention of a viewer is also possible by the use of phonetical language means, which leave an impact not only orally, but in written form as well. Thus, the next subchapter deals with phonetic figures of speech due to the fact that they are more likely to appear in written texts, not only in verbal advertisements, commercials, and other.

1.2.4 Phonetical Language Means as Tools of Persuasion

Language from the phonetical perspective is looked at by two authors (Wales, 2001; Kalmane, 2012). Kalmane (2012: 52) discusses figures of speech in advertising, and mentions that some of them, which she does not describe, deal with sounds in the language. Such stylistic devices are alliteration, onomatopoeia, rhyme, and rhythm. Phonetical stylistic devices that leave an impact on the viewer or reader are onomatopoeia, alliteration, rhyme, and rhythm, just as intonation and stress.

The first phonetical language means of persuasion, onomatopoeia, can be in written or oral form. Wales (2001: 277) describes onomatopoeia as 'the lexical process of creating words which actually sound like their referent, e.g. *bang; crash; cuckoo; sizzle; zoom.*' These can be imitations of sounds from the nature, or animals, or any other human-made sounds and they can also be used in advertising to attract the attention of a viewer, though perhaps not often.

Alliteration is another phonetic stylistic device and is concerned with repetition in nearby words of the same letter or sound mostly at the beginning of words (Oxford English Dictionary, 2000: 34). For example, 'cool, calm and collected', where the consonant 'c' repeats in every word (Oxford English Dictionary, 2000: 34). Similar to the lexical repetition, alliteration can attract one's attention and keep it for long enough to stay in memory.

The Oxford English Dictionary (2000: 706) and Wales (2001: 346) describe rhyme as a repetition of words that have similar ending sounds, usually seen in verses of poems. Another phonetic stylistic device not to be confused with rhyme is rhythm. Rhythm is described as a flow characterized by beat, accent, length of and stress on syllables (Oxford English Dictionary, 2000: 706; Wales, 2001: 348). Wales (2001: 342) discusses repetition also on a phonological level, indicating that ‘repetition of vowels and consonants in alliteration, assonance and rhyme’ are used to ‘produce different metres’.

In written form, stress can be achieved by the use of bolded or capitalized letters. Wales has stated that

stress is used in phonetics and metrics to refer generally to the prominence given to, and perceived in, certain syllables and words. ‘Traditionally this prominence is identified as the force or intensity of air coming from the lungs, perceived as loudness by the hearer: e.g. the first syllable of *el-e-phant*; or the last syllable of *gi-raffe*. (2001: 369)

To summarize what has been discussed previously in this subchapter, persuasive language means were looked at from the syntactical, lexical, and phonetical aspects, as well as persuasion in promotional texts. In advertising persuasion is used most of the time by different means, mostly by language, images, and visuals in general, and the purpose of these particular language means is to convince the viewer of something, whether it is to make a purchase, change their beliefs, or other. Similarly, the syntactical language means impact a potential buyer by the sentence length, and punctuation used, making the text more appealing to the eye. As regards lexical language means, they are the most powerful persuasion tools when it comes to making a promotional text attention-grabbing, appealing and convincing. The purpose of advertising is being able to convince someone of something certain, be it purchasing or shaping an opinion. Another language means that assists in achieving the desired effect, are phonetical language means. These language means deal with the sounds in both written and spoken texts that can grab one’s attention and persuade to make a purchase or believe a certain concept. Generally, persuasion and persuasive language means are crucial for the success of advertising texts.

To sum up the theoretical background, computer mediated discourse was discussed; the language used in advertising; the language and structure of hotel webpages; the language used in product descriptions, as well as persuasion in advertising texts; syntactical, lexical, and phonetical persuasive language means as tools for persuasion. Persuasion is one of the main function of advertisements, as well as advertising texts; thus, certain persuasive language means are used to achieve this particular goal. There are syntactic persuasive language means, such as use of varying sentences - simple, compound, and complex, as well as use of

unfinished sentences for a certain effect and use of punctuation and different sentence constructions for the desired goal; lexical persuasive language means, for example, by the use of emotive adjectives, their placement and degrees of comparison and succession, as well as hyperboles to exaggerate certain qualities of the advertised product, emotive verbs and verb phrases to persuade the reader, and by the use of pronouns to make the communication more personal ; as well as phonetic persuasive language means, for instance, onomatopoeia, alliteration as a repetition for a more memorable advertising text, rhyme and repetition of words, and stress by the use of bolded letters in order to keep the product in one's mind for longer. Thus, these persuasive language means used in destination descriptions, room category descriptions, as well as SPA facility descriptions will be looked at and analysed in the next chapter, using the above theories on syntactical, lexical, and phonetical persuasive language means used in advertising texts in order to analyse the selected corpus. The persuasive language means that will be looked at are in particular emotive adjectives, verb phrases, as well as sentence structures, and phonetic language means. Thus, product descriptions from different hotels in the Kempinski brand chain have been selected for the research and a qualitative discourse analysis will be performed in the upcoming chapter.

2 ANALYSIS AND RESULTS OF THE STUDY

Chapter 2 contains a discussion of the methodological approach and research design best suited to answer the questions set out in the Introduction. It provides the analysis of data based on the key concepts defined in the previous chapter, presents the findings and the discussion based on the presented findings.

2.1 Research Method, Materials and Procedure

The present paper uses discourse analysis as a primary research method. The discourse analysis is a qualitative research method in itself. Woods (1999: 2-4) has distinguished certain features of qualitative research, such as ‘a focus on natural settings’, ‘an interest in meanings’, ‘an emphasis on process’ and ‘inductive analysis and grounded theory’. According to Karapetjana (2009: 36), discourse as a French term means ‘any coherent succession of sentences, written or spoken’. Thus, in the discourse analysis the language used in the particular advertising text context will be looked at.

Reliability of the results obtained can be ensured by the consistency of the data collection, analysis and interpretation procedures. In carrying out the present research, several specific research procedures were used to make sure the criterion is met:

1. identifying the goal, enabling objectives, and formulating research questions;
2. surveying secondary sources and identifying a theoretical framework;
3. selecting the research corpus;
4. performing discourse analysis.

The empirical research was conducted in several steps. Nineteen Kempinski brand hotels and three categories of product descriptions were selected. All the data were collected in the period from 10 April 2019 (the beginning of the research) to 25 April 2019. In order to make the selection, the following criteria were set: in accordance with the Kempinski region division, which can be found on the overall website of the chain, six hotels from each region were selected, six hotels from Europe (see Appendix 1), six from Asia Pacific (see Appendix 2), one hotel from Americas (see Appendix 3) due to it being the only hotel, and six from Middle East & Africa (see Appendix 4), selected randomly. The text types selected were destination and hotel descriptions; room descriptions; SPA facility descriptions due to the importance of these product descriptions in successfully portraying the facilities, services, and products offered by the hotel. The Kempinski brand was chosen due to the author’s employment in one of the five-star luxury hotels.

The goal of this paper was to research persuasive language means used on hotel webpages. The following research questions were set:

1. What persuasive language means are used on Kempinski hotel websites?
2. How do the persuasive language means differ depending on the location of the hotel and the room categories?

To answer the questions formulated above, persuasive language means, adjectives, verb phrases, pronouns, hyperboles, as well as phonetic devices and sentence types were searched for and marked according to the indications in the appendices. The persuasiveness of the language used in the different selected texts was analyzed based on the theories formulated in the previous chapter. Persuasion was looked at by several authors, such as Hosman (2002), Simons et al. (2001), and Kalmane (2012), whilst language was looked at by such scholars as Cook (1992), Hudson (2008), and many others.

2.2 Persuasive Language Means Used in Descriptions of Destinations

After analysing destination descriptions from nineteen webpages, the main persuasive language means used are adjectives. A persuasive effect is also achieved by the use of different sentence structures (see Appendix 5) and verb phrases, whilst barely any phonetic persuasive language means were spotted. The persuasiveness among hotels differs, which may be due to the location and the English language skills of the locals working for the hotels. The texts under analysis are similar in terms of content, but the language used is peculiar for most hotel webpages. In order to take a closer look, the destination descriptions, which provide more information on the hotel facilities, of each hotel are looked at and analysed from their persuasiveness and particular language means used.

Firstly, texts from European Kempinski hotel websites (see Appendix 1) will be analyzed. The description of the Hotel Vier Jahreszeiten Kempinski Munich (see Destination Description 1) is appealing and persuasive due to the use of vivid adjectives, such as ‘the most vibrant [city]’, ‘delight [programme]’, ‘ideal [place to stay]’, ‘relaxing’, for instance, the adjective ‘contemporary’ gives people with style preferences an opportunity to decide whether to stay at this hotel, or another one. Similarly, in order to attract potential guests, ‘breathtaking [view]’ gives an insight into the beautiful surroundings that can be seen through the windows of the hotel. The use of the word ‘luxury’, both as an adjective, and a noun, appear three times in the short destination description, which may be considered a repetition, putting an emphasis on the particular word. The verb phrases in the description are rather

blunt. However, 'is equally as stylish' and 'to make the most' try to persuade one that the hotel is worth staying at. The description also invites the viewer to 'book' a room of a high category and 'experience' the luxury by the use of the imperative mood. As regards the sentence structures, this text is kept short and neat, despite mostly using complex sentences, one compound sentence and one simple extended sentence, for instance, 'Our dining offering is equally as stylish: Schwarzreiter Tagesbar & Restaurant, the Jahreszeiten Lobby and the Jahreszeiten Bar'.

The next hotel, located in the author's hometown, Grand Hotel Kempinski Riga (see Destination Description 2), is described in a rather reserved manner. Imperative mood is used for most verbs that are used to describe the hotel, for instance, 'discover', 'organise', 'arrange', whilst the verbs that are not in imperative, are in the present tense and give rather boring and factual descriptions, for example, 'are within walking distance', 'built in the 19th century'. The text is not very persuasive, though it is informative, as it displays statistical data on the hotel and shows a historical perspective of the building. For example, the adjective used 'the main attractions', does not tell much about the hotel visually. However, there are some vivid adjectives used, such as 'natural [daylight]', 'the finest [collection]', using the superlative degree of comparison in the latter example. These adjectives describe the best aspects of the hotel and its facilities by the use of the superlative form. The sentences in this advertising text are not lengthy, as they are mostly simple sentences that employ many nouns that are paired with adjectives following one another. No phonetic language means of persuasion were noted in this description whatsoever.

The destination description for Kempinski Hotel Bahia (see Destination Description 3) employs emotive language and invites the viewer to the hotel in a persuasive manner. The imperative mood is used frequently, inviting the guest to 'relax', 'swim or sunbath'. In order to motivate the reader to view more about the hotel, the description also encourages the potential guest to 'watch' videos on the website and 'browse our local information' to get a better insight of both the hotel and the destination. What is appealing to the eye of one viewing the website, is the use of adjectives. The description of the whole product contains many vivid and powerful adjectives that describe the facilities, such as 'charming', 'luxury', 'comfortable, restful', 'wonderful', and others. Another aspect that persuades one to make a decision regarding traveling to Kempinski Hotel Bahia is that it 'has everything you need for a wonderful holiday', which is an excellent invitation to the place described prior, though it is exaggerated – the hotel cannot possibly have everything one might need. One complex

sentence is used, but the rest of the sentences are simple. Successive nouns with adjectives are used frequently, just as verbs describing the actions to be taken on the potential holiday.

Grand Hotel Kempinski Vilnius (see Destination Description 4) offers a short description of the hotel, which is comprised of descriptive verb phrases ‘is located in the center’, ‘divided into six conference rooms’, as well as imperative statements, for example, ‘indulge’, ‘organize’, and ‘discover’, which are verbs that invite the reader to take an action. However, the text is not very persuasive due to the fact that it uses the same verbs in a single paragraph, for instance, ‘indulge’ is used twice. Some of the adjectives used are eye-catching, such as ‘state-of-the-art; and ‘ideal’, ‘the best’, which make the viewer believe that if the purchase is made, the best deal will be theirs by the use of the superlative degree of comparison. The promotional text uses mostly simple sentences and one complex sentence; thus, it is easy to comprehend.

Kempinski Hotel Grand Arena Bansko (see Destination Description 5) has successfully developed a persuasive destination description by applying powerful and meaningful adjectives when describing the location. For example, ‘magnificent [landscapes]’, ‘endless [relaxation]’, ‘the most modern [winter resort]’, and ‘superb [conference facilities]’ invite both leisure travelers and business guests to get the most of their stay at the Kempinski hotel in Bulgaria. Many personal pronouns, such as ‘you’ have been used to make the interaction with the reader more personal and to persuade one to make the purchase and treat themselves. The verb phrase used ‘to make you feel most welcome’ gives the reader the opportunity to already feel the welcoming nature of the hotel and persuades one to stay at the hotel in Bulgaria. The promotional text is not lengthy, yet it gives a vivid description of the hotel and its surroundings. Similarly, the sentences used are not lengthy either – simple sentences, for instance, ‘Discover the beauty of unspoiled nature, magnificent landscapes and endless relaxation at the footsteps of the majestic Pirin Mountain – a UNESCO World Heritage environment’, one compound and one complex sentence are used, which makes the description reader-friendly to any foreigner.

San Clemente Palace Kempinski Venice (see Destination Description 6) offers a persuasive description of the destination. For instance, the adjectives describing the nouns ‘private [island]’, ‘exclusive [retreat]’, ‘exceptional [interpretations]’, and ‘iconic Italian’ show that the hotel offers an unforgettable experience. Other adjectives, such as ‘unique [combination]’, ‘perfect [choice]’, ‘outstanding [events]’, and ‘perfect [destination]’, show that the product on offer is certainly one of its kind and it encourages an individual to even plan ‘unforgettable [weddings]’. The verb phrases used also make the destination description

more appealing to the reader, for example, ‘tantalising your senses’, ‘guarantees peace’ are persuasive regarding the promises the hotel makes by describing its products. The fact that pride is mentioned in this description also persuades one to book a room at this hotel: ‘a proud member of Leading Hotels of the world’. Personal pronouns are used to make the text more appealing, for example, ‘your [senses] and ‘our [restaurants]’ makes one consider the hotel and potential guest as separate, individual entities. The advertising text in itself is rather lengthy, and so are the sentences used – mostly simple and one compound sentence. Despite the fact that overall the text is well-written, a spelling mistake of ‘tranquillity’ was noted, which downgrades the overall quality if it is noticed by the reader.

Next, destination descriptions of the hotels from the Asia Pacific region (see Appendix 2) will be analysed. To begin with, Kempinski Hotel Chongqing (see Destination Description 7) in China has a lengthy hotel facility description. The sentences in this hotel description are kept rather short, employing mostly complex sentences and some simple sentences, for instance, ‘Explore our unique property by viewing our Image Gallery’. One complex sentence is, however, too long and difficult to view and perceive. Many adjectives are used, for example, ‘new and exceptional’, ‘the first’, ‘unique’, ‘local’, ‘the most updated’, ‘the ultimate’, and others. Many pronouns are used, putting an emphasis on ‘our’ and mentioning ‘you’ and ‘your’ once, making the text more personal and promoting the hotel as ‘our services’. Some verbs are active, such as ‘explore’, ‘discover’, ‘visit’, ‘view’, whilst others concentrate on the hotel’s promises – ‘to delight’, ‘we look forward to meeting you’. Word repetition is also spotted, ‘taking time is the ultimate luxury, take time and spend it at Kempinski Hotel Chongqing’, which makes the reader reconsider the value of time.

The Apurva Kempinski Bali (see Destination Description 8) hotel destination description is looked at next. The description of this hotel and its destination includes many vivid and powerful adjectives that describe the facilities, such as ‘majestic [cliff]’, ‘majestic open-air [theatre]’, ‘iconic [rooms]’, ‘unique culinary [journey]’, ‘alluring [chapels]’, and many others. The text is full of such persuasive adjectives that persuade its readers to indulge into the luxury described. The verb phrases mostly describe the facilities – ‘presents’, ‘offers’, ‘are showcased’, ‘are brought [to life]’, ‘features’. The sentence structures that are used in this text are mostly complex, and two are simple. Despite the frequent use of complex sentences, this description is reader-friendly and promotes the hotel well.

Kempinski Hotel Khan Palace Ulaanbaatar (see Destination Description 9) offers its facilities and location in a persuasive manner. Many powerful adjectives are used in the destination description, such as ‘unique and modern’, ‘the most relaxing’, ‘tastefully

designed’, ‘purifying’, ‘luxurious’, and others. The vivid language used makes the reader imagine the hotel and dream of the luxury of a trip to such a hotel. The verb phrases used emphasize the benefits of the hotel’s facilities, for instance, ‘can re-energise with a workout’, which motivates those who prefer to work out whilst on holidays or business trips. The sentences in this text are rather lengthy, whilst the volume of the description is kept rather short, and one simple, one compound, and complex sentences are used.

Further on, Kempinski Hotel Nay Pyi Taw (see Destination Description 10) promotes the hotel in a persuasive manner, using a wide range of adjectives, such as ‘unrivaled’, ‘royal’, ‘free-highspeed [Internet]’, ‘traditional [artworks]’, offering both ‘European [sophistication]’ and a historical view into the ‘ancient [times]’. This hotel cherishes its historical aspects and the text under analysis shows it very well. The verb phrases showcase the hotel’s promises, for instance ‘provides’, ‘blends’, ‘greet’, ‘features’. The text uses the personal pronoun ‘you’ once, but puts an emphasis on the hotel by using ‘our’ in the text. The text is not very reader-friendly, as some of the sentences lack punctuation, for example, ‘From our luxurious 106 Rooms and 35 Suites, to our exceptional seasonal pan-Asian cuisine, Kempinski Hotel Nay Pyi Taw provides an unrivaled experience from the moment you arrive’ does not end with a period, and the next sentence blends together with it, making it more complicated to read. Only complex and simple sentences are used, thus making the text slightly reader-friendlier.

The Capitol Kempinski Hotel Singapore (see Destination Description 11) provides a vivid description of its hotel facilities. Emotive adjectives, such as ‘iconic’, ‘modern’, ‘exclusive’, ‘timeless yet contemporary’, ‘premium’, and others are used. The used adjectives are persuasive; however, the text uses the word ‘exclusive’ three times in only four sentences, which may not be as persuasive as it was intended due to the excessive use. The verb phrase ‘have been restored to unveil’ grabs the reader’s attention instantly, as these actions showcase the hotel rather well. The sentences in the two paragraphs are complex, for example, ‘Located in Singapore’s charming civic and cultural district, the iconic Capitol Building and Stamford House have been restored to unveil as The Capitol Kempinski Hotel Singapore’.

The final hotel description under analysis from the Asia Pacific region is Siam Kempinski Hotel Bangkok (see Destination Description 12). The hotel destination is described in a rather short paragraph, using mostly complex sentences, as well as a single simple sentence, for instance, ‘Daily refillable drinks and snacks as well as Internet access are provided as complimentary’. Many adjectives are used to emphasize the benefits of the hotel’s facilities, for example, ‘direct [access]’, ‘prime [location]’, ‘unique Thai [elements]’,

‘refillable [drinks]’, and other. The text is persuasive in its short and accurate manner of offering the goods, despite not using any personal pronouns, hyperboles, or phonetic language means.

The next hotel under analysis is the only in its region – Americas (see Appendix 3), as categorized by the Kempinski brand. Gran Hotel Manzana Kempinski La Habana (see Destination Description 13) introduces its facilities in a very confident manner. The promotional text is divided into separate paragraphs, which contain one to two sentences only. The sentence structures used are compound, for example, ‘Whatever the reason, we would be delighted to welcome you in Gran Hotel Manzana Kempinski La Habana’, and some are complex, for instance, ‘With a contemporary decoration, Gran Hotel Manzana Kempinski comprises 246 luxurious rooms, including 50 suites, where you can lounge after a stroll through the fascinating and historic city of Havana’, whilst only one simple extended sentence is used. Emotive adjectives have been used to promote the facilities more efficiently and promote the hotel’s offers, for example, ‘vibrant [city]’, ‘contemporary [decoration]’, ‘fascinating and historic [city]’, ‘breathtaking [view]’ and other. The verbs phrases used describe the hotel rather well, for instance, ‘comprises’, ‘including’, ‘offers’, whilst other verbs offer actions to take ‘enjoy’, ‘indulge’, ‘get pampered’, ‘celebrate’. Many personal pronouns are used to form a relationship with the potential clientele – ‘you’, ‘your’, as well as ‘our’ are used throughout the description. As this hotel is the only in the Americas region, it does not have the support from other Kempinski hotels nearby, but at the same time it is a privilege to be the only hotel in the region, which works very well for promotional purposes.

Lastly, hotels from Middle East and Africa regions (see Appendix 4) go under analysis. Djibouti Palace Kempinski facilities and location (see Destination Description 14) are described in a short text, comprised of two complex and a single compound sentence, making the text more difficult to read. Some adjectives are used ‘the best’, ‘oriental [luxury]’, ‘comfortable [beds]’, ‘experienced’, ‘pleasant’, but most of them are not very persuasive, whilst the verb phrases invite one to ‘rest [like a sultan]’, ‘awaken’, and ‘enjoy’ the facilities. The personal pronoun ‘you’ is used to address the reader, whilst ‘our’ again emphasizes the belongingness of the hotel. A grammatical error has occurred in this description – ‘personalized services invites you’, where the predicate does not go in accordance with the subject of the sentence, thus making the text less appealing with such a mistake.

The Kempinski hotel in Cairo offers a lengthy advertising text of its facilities and location (see Destination Description 15). Two simple extended sentences are accompanied by three complex sentences, which are not very lengthy, thus making the text reader friendly.

The description uses vivid adjectives frequently, for instance, ‘beautiful’, ‘five-star’, ‘unforgettable’, ‘exclusive’, ‘private’, ‘culinary’, ‘modern’, and ‘luxury’. The verb phrases used mostly offer hotel descriptions, rather than actions, for example, ‘offers’, ‘located’, ‘offering’, ‘caters’. The lack of phonetic language means, as well as personal pronouns addressing the reader make the text less appealing to the reader.

The next text from Kempinski Hotel Ishtar Dead Sea’s website (see Destination Description 16) promotes the hotel facilities rather well and persuades one to make a reservation. The verb phrases used do not leave much of an impact on the reader, whilst the pronouns used appeal and address the reader, for example, ‘you’ is used, as well as ‘our’, speaking of the hotel. Emotive adjectives are used, for instance, ‘brilliant’, ‘luxury’, ‘royal’, ‘absolute’, ‘freshest’, ‘amazing’. A hyperbole was noted ‘a brilliant ode’, which exaggerates the hotel’s overall image. Mostly complex sentences are used, accompanied by a single compound sentence and one simple sentence: ‘Our multiple meeting rooms and outdoor wedding venues will certainly leave you reinvigorated with belief’, where another hyperbole is seen.

Kempinski Summerland Hotel & Resort Beirut gives an insight into their facilities through the next text under analysis (see Destination Description 17). The majority of sentences are simple, accompanied by a single complex sentence. ‘Exclusive five-star luxury’, ‘private’, ‘ideal’, ‘breathtaking’, ‘refined’, ‘substantial outdoor’ showcase the facilities, though more adjectives could be used throughout the text. There are very few verbs used, as even two sentences lack any predicate at all. The description lacks pronouns and phonetic language means, thus making it less appealing to the reader.

Next, the facilities of Kempinski Al Othman Hotel Al Khobar are described (see Destination Description 18). The text is comprised of mostly complex sentences, accompanied by two simple sentences, for example, ‘Find out more about our fantastic hotel and its location’. The only pronoun used that could persuade the reader is ‘our’, whilst language errors, such as ‘the ultimate in elegance’ and ‘just minutes from’ make the text unappealing. The adjectives that are used, for instance, ‘spectacular new five-star’, ‘sweeping [views]’, ‘stunning, designer-styled’, ‘the best’, showcase the hotel from a good perspective whatsoever. However, this text altogether is not persuasive due to lack of more emotive adjectives, verb phrases, personal pronouns and, most importantly, language quality.

The final facilities of Emirates Palace Abu Dhabi (see Destination Description 19) are described in a persuasive and convincing manner. The text is comprised of many complex sentences, one compound sentence and one simple extended sentence; however, despite that,

it is still reader-friendly and appealing to the reader. The use of various adjectives, such as ‘magical’, ‘award-winning 5-star luxury’, ‘authentic local’, ‘luxurious’, ‘unrivaled and Arabian’, ‘pristine’, ‘private’, and others, show how incredible hotel is. Also some personal pronouns are present, for example, ‘you’ to refer to the potential customer and ‘we’, ‘our’ to refer to the hotel and its employees. Similarly, the verb phrases used propose the warmth of the employees and qualities of the location, for instance, ‘we look forward to welcoming you’, ‘offers you a magical location to enjoy’.

Overall, the language employed in the destination descriptions is persuasive on most hotel webpages, with few exceptions due to issues with grammar rather than lack of persuasive language means. The most used tools of persuasion are emotive adjectives that emphasize the positive attributes of the hotel facilities. Another promotional tool used was different sentence structures, simple, compound, and complex of different lengths, that are easier to read and perceive than long sentences. The verbs that were used throughout the destination descriptions were similar – helping verbs, emotive verbs, as well as action verbs, yet some texts used more vivid and action-based verb phrases that leave a greater impact on the reader than plain verbs.

Rooms and suites are the main source of profit, as well as the initial and most important good for sale in all hotels, thus the next subchapter looks into the persuasive language means used in luxurious room descriptions, suites in particular.

2.3 Persuasive Language Means Used in Room Category Descriptions

Hotels initially are a place for travellers to stay overnight, thus the hotel rooms are the most important among the rest of the facilities. As luxury five-star hotels strive to make one’s stay an experience worth more than a good night’s sleep, room categories and their descriptions are essential. As the author has selected luxurious five-star hotels for the analysis, higher room categories have been selected due to their size and the added values, mostly referred to as amenities, for the guests. The room categories Junior Suite or an equivalent were selected based on the given titles, as well as room sizes if the titles did not coincide.

The first room description under analysis is a Junior Suite from the Hotel Vier Jahreszeiten Kempinski Munich, located in Europe (see Appendix 1, Room Description 1). The adjectives used in this text are mostly descriptive, for example, ‘wooden’, ‘inner’, ‘historical’, ‘complimentary’, ‘high-speed’, ‘early’, and other. Neither the use adjectives, nor verb phrases are emotive. However, the text is somewhat made more appealing and personal

with the use of personal pronoun 'your'. The text is comprised of simple sentences, one compound, and one complex sentence, and a list of amenities and additional services is provided below the paragraphs as a list, which showcases the benefits. Repetition of 'complimentary' and 'upon availability' catches the eye; however, it does not have any persuasive effect on the reader

Grand Hotel Kempinski Riga describes a Junior Suite from the suites on offer (see Room Description 2). The paragraph is short and is comprised of one simple sentence and one complex sentence. A word has been omitted by accident in one of the sentences, making the text less appealing, 'located the historical part'. The adjectives used describe the room extras rather well, for example, 'fully furnished [sitting area]', 'private and undisturbed [meetings]', 'calm and sunny [courtyard]', listing the benefits of this particular room type. Overall, the text is informative, but not very persuasive, despite the use of a personal pronoun 'you'.

Another Junior Suite under analysis is described on Kempinski Hotel Bahia's webpage (see Room Description 3). The single paragraph consists of three sentences – two simple extended sentences and one complex sentence. Considering how short the text is, many adjectives are presented, for instance, 'subtropical', 'extra', 'sunny', 'outdoor', 'classic', 'spacious', 'walk-in', 'sitting', 'living', 'king', 'stylish marble', 'separate', most of which are informative rather than emotive and persuasive. The verbs used describe the facilities, for example, 'is perfect', 'is fitted', 'looking', which is another indicator that this particular description is not persuasive, but rather informative.

The Junior Suite offered by Grand Hotel Kempinski Vilnius (see Room Description 4) is described in a persuasive manner by using many adjectives, such as 'elegant and spacious', 'separate', 'king', 'top', 'charming', 'private', 'laptop-size', 'in-room', 'flat-screen', 'walk-in', 'maximum', 'complimentary', where most of them are informative and very few emotive. The text is comprised of a single paragraph and thus is short and contains few verbs. The list beneath the paragraph informs the potential guests on the extras that are provided for this particular room type. Some language mistakes were spotted, for instance, 'views' is written instead of 'a view', as well as 'laptop-size' instead of 'laptop-sized safe'. This text overall is much rather informative than persuasive in its manner of communication.

The next Junior Suite with a Town View is presented by Kempinski Hotel Grand Area Bansko (see Room Description 5). The short description is comprised of three sentences – one simple extended, one compound, and one complex. Personal pronouns, such as 'your' and 'our' are used to form a relationship with the reader and thus make the text more persuasive. Very few adjectives are used, for instance, 'top', 'luxury junior', 'loved [ones]', which is

unusual, as room descriptions should be informative. The verbs used are mostly in the imperative mood, for example, ‘enjoy’, ‘choose’, ‘explore’, ‘note’, or descriptive ‘overlooking’, ‘is prohibited’.

From this region another Junior Suite is presented on San Clemente Palace Kempinski Venice’s website (see Room Description 6). This description is comprised of six paragraphs, which is considerably lengthier than the previous rooms described. Mostly complex sentences are used, and only one compound, as well as one simple sentence are present. Throughout the whole text pronouns have been used, particularly ‘your’ to refer to the reader and ‘our’ to showcase the point of view of the hotel. Many adjectives are used to describe the suite, for example, emotive adjectives ‘stunning’, ‘generous’, ‘elegant’, ‘traditional’, ‘graceful’, ‘wonderful’, and many others, as well as informative and descriptive adjectives, such as ‘connecting’, ‘seasonal’, ‘glass’. The verbs used mostly describe the facilities, for instance, ‘featuring’, ‘offering’, ‘including’, ‘making’. The text overall is very informative and promotional at the same time, as it provides a lot of useful information on the room category. However, some major language mistakes were made in one of the sentences: ‘each Junior Suite can sleep’ and ‘a king or twin beds’, implying that the room can sleep and two adults can sleep across twin beds.

In the Asia Pacific region Kempinski Hotel Chongqing offers a luxurious Deluxe Suite to its guests (see Appendix 2, Room Description 7). The single paragraph is comprised of three simple expanded sentences and two compound sentences. However, despite the structure, the text might not be easy to perceive due to the language mistakes, for example, ‘[suite] are located’, ‘guest can enjoy’, and ‘where can enjoy breakfast’, where in the first two examples the predicates do not coincide with the subjects, and the third example lacks the subject. Many adjectives are used in this short description, such as ‘panoramic’, ‘spacious’, ‘high definition’, ‘in-bathroom’, ‘executive’, ‘full’, ‘evening’, ‘free’, and ‘maximum’. However, most of them are rather plain and only informative.

The Apurva Kempinski Bali describes a Cliff Private Pool Junior Suite from their room selection (see Room Description 8). The short description is comprised of two simple expanded sentences and one compound sentence. The adjectives that are used are mostly informative, for example, ‘generously sized one-bed’, ‘tranquil’, ‘natural’, ‘open-plan’, ‘private’, ‘generous’, ‘exclusive’. The used verbs are also used to describe the facilities and do not carry any emotive meaning behind them. Thus, this text is not very persuasive, but it is informative despite how short the description is.

Another Junior Suite, but this time of Kempinski Hotel Khan Palace Ulaanbaatar from the Asia Pacific region, is described (see Room Description 9). The text is comprised of two paragraphs, two complex sentences, and three simple expanded sentences. Many adjectives are used, such as ‘discerning [choice]’, ‘harmonious’, ‘authentic’, ‘elegant’, ‘spacious’, showcasing the positive aspects of the suite. Some pronouns were used, for example, ‘you’ to address the reader and ‘our’ to refer to the hotel. This text would be persuasive, has it not mixed up the word ‘amenities’ with the word that is present in the text ‘amnesties’. The word is used inappropriately and has nothing to do with the hotel industry, thus making the text less persuasive with this mistake.

Kempinski Hotel Nay Pyi Taw provides a description of their Premier Suite (see Room Description 10). The text begins with a hyperbole ‘prepare to taste a sample of paradise’, which exaggerates that the hotel room is what some consider paradise. The text is comprised of a single paragraph, one simple sentence and two complex sentences, later accompanied by a list of benefits that are booked along with the Premier Suite. Due to the list, many adjectives are used to describe the amenities, as well as the overall room, for instance, ‘spacious’, ‘comfortable’, ‘quiet’, ‘designer branded’, ‘wireless’, ‘centralised’, and other.

The Exclusive Suite is presented by The Capitol Kempinski Hotel Singapore (see Room Description 11). This description consists of two paragraphs, four complex sentences, two simple sentences, and still remains reader-friendly. The text uses one hyperbole, ‘to create an oasis of tranquility’ exaggerating how peaceful the suite can be. Many adjectives have been used in this description, for instance, ‘exquisite’, ‘generous’, ‘sophisticated’, ‘natural’, ‘the finest’, ‘gourmet’, ‘perfect’, and others, which emphasize the good qualities of the room. The text is overall informative and quite persuasive.

Siam Kempinski Hotel Bangkok presents its Executive Suite (see Room Description 12). The text is comprised of four paragraphs, two complex sentences, two compound sentences, and three simple sentences, thus making the text reader-friendly. After one of the sentences, a space has been left out, thus somewhat merging two sentences together, despite the full stop. A single personal pronoun is used, namely, ‘your’, addressing the reader. Mostly informative adjectives are used, for example, ‘complimentary’, ‘large’, ‘huge’, ‘connecting’, ‘safety’, ‘wireless’, and others, and some emotive adjectives, for instance, ‘royal’, ‘local’. The verbs that are used help describe the facilities, thus making the text more informative rather than promotional.

The only hotel in its region, the Americas, Gran Hotel Manzana Kempinski La Habana offers Junior Suite Hemingway (see Appendix 3, Room Description 13) to their potential, as

well as loyal guests. The text is comprised of three paragraphs, one complex sentence, and three simple expanded sentences. This description is reader-friendly and also uses personal pronouns, such as 'you' and 'your' to address the reader. The adjectives used are informative in their nature, for instance, 'large', 'high', 'mini', 'flat', 'comfortable', 'automatic', 'complimentary'. Thus, the description of Junior Suite Hemingway is informative, but not very persuasive.

The first room category description under analysis in the Middle East and Africa region is again a Junior Suite in Djibouti Palace Kempinski (see Appendix 4, Room Description 14). This description consists of only two simple expanded sentences. Two adjectives such as 'new' and 'business' have been used in this short description, as well as the personal pronoun 'your' and 'our', indicating a potential relationship between the hotel and the client. This description is neither informative, nor persuasive as it consists of only two short sentences.

Kempinski Nile Hotel Garden City Cairo offers a Nile Junior Suite (see Room Description 15). This description is comprised of three paragraphs, and four complex sentences. It might be difficult to read the text due to the complexity of the sentences. However, quite many adjectives are used, for instance, 'amazing contemporary', 'classic', 'the best', 'private', 'modern', 'perfect', 'incredible', 'exciting', 'powerful'. Despite the text not having any pronouns or phonetic language means to persuade, it is still informative as regards what the room has to offer.

Another Junior Suite description is offered by Kempinski Hotel Ishtar Dead Sea (see Room Description 16). The text is comprised of a single paragraph and a simple expanded sentence. The description contains quite many emotive adjectives, for instance, 'perfect', 'modern', 'spacious', 'elegant', 'pleasant', and 'beautiful', which describe the Junior Suite in a persuasive manner despite how short the text is.

The next Junior Suite is described on Kempinski Summerland Hotel & Resort Beirut's webpage (see Room Description 17). The single paragraph consists of two simple expanded sentences and one complex sentence. Some adjectives are used, for instance, 'signature junior [suite]', 'dazzling', 'large', 'king sized', 'ultimate', 'extra', 'additional'. Despite the use of adjectives, very few of them are emotive, thus the text is overall not persuasive, but rather informative in its nature.

Kempinski Al Othman Hotel Al Khobar offers a Classic Junior Suite (see Room Description 18). The four paragraphs are comprised of two complex sentences, two compound sentences and one simple expanded sentence. Despite the complexity of these sentences, the text is rather reader-friendly. Some pronouns, for instance, 'our', 'us' and

'your' are used to appeal to the reader. The verb phrases used are mostly descriptive, for example, 'designed to fulfil and exceed', 'feature', 'offer', 'have', 'include'. Informative adjectives are used, such as 'modern and warm', 'working', 'free', 'king-size', 'complimentary', 'local', and others. This description is overall informative, but not persuasive in itself.

The final room description under analysis is from the prominent Emirates Palace Abu Dhabi (see Room Description 19). The Khaleej Suite is promoted in the best possible way, using vivid language means. For instance, two hyperboles have been noted down: 'your own private world of opulence and grandeur', and 'benchmark by which you measure your every hotel experience', exaggerating how superior to other hotels it is. The frequent use of 'you' and 'your' throughout the whole text makes the text even more inviting for each reader. Some emotive adjectives have been used, for instance, 'world-class', 'extravagantly-dressed', 'perfect', making the text more appealing. The text is overall quite lengthy and is comprised of complex sentences and just one simple expanded sentence: 'The Khaleej Suite will inspire you in the morning, lull you to sleep at night, and give you peace and tranquility throughout the day.' Due to the excessive use of complex sentences, it can be slightly more difficult to read the text. However, these sentences are very informative and are understandable.

Overall, the room category descriptions of the smallest suites available in each hotel are not very well advertised. The texts are either too lengthy or too short to be persuasive in their language use. However, the informative aspect and details on the room, which were provided by the use of adjectives, hyperboles in some cases, verbs and verb phrases, and particular sentence types, are mostly enough for most hotel descriptions that were analysed. These luxury rooms are an essential part of these hotels; however, another important facility in five-star luxury hotels is the SPA, as both leisure and business guests enjoy resting whilst travelling.

2.4 Persuasive Language Means Used in Spa Facility Descriptions

A peculiar feature that is a must-have for all five-star hotels is the SPA. For a person to be able to enjoy their luxurious holidays to the fullest, the option to take a break and relax is essential. This aspect is crucial especially for traveling businessmen, as well as leisure guests visiting during a particular time of the year, for example, the colder seasons, or in warm regions, quite the contrary. As the SPA facilities are so important in every five-star hotel, persuasive language means in the descriptions will be looked at.

The description of the SPA facilities of the Hotel Vier Jahreszeiten Kempinski Munich (see Appendix 1, SPA Facility Description 1) is rather short, yet the used adjectives facilitate a positive view on the product. 'Luxury spa' appears in the text to promote the five-star service and to persuade one that the purchase is really worth it. 'State-of-the-art' emphasizes the equipment available at the gymnasium, whilst 'wellness sanctum' shows the potential client that a certain value is added to the described product. However, the spotted mistake in this text, namely, 'workout', which should be a predicate, should have been written separately. This description uses many personal pronouns, creating a relationship with the reader, for example, 'your', 'us', 'yourself', 'our', 'you'. The text is comprised of one complex sentence and two simple extended sentences, as well as two simple informative sentences below the paragraph.

The description of Kempinski The Spa in Riga (see SPA Facility Description 2) is kept rather short and very few adjectives have been used. Thus, the text is not persuasive, though it does invite one to 'indulge in the pure relaxation', which is an eye-catching combination of words. However, an unappealing aspect is the misuse of the word 'day-off', where a 'day off' was meant. The main body of the text is comprised of a single complex sentence, and the description also provides contact information that is essential in case the viewer is persuaded by the text and images instantly.

The use of various adjectives in the SPA facility description of Kempinski Hotel Bahia (see SPA Facility Description 3) make the short product description persuasive. For instance, 'professional therapists' and 'relaxing, holistic treatments' emphasize the quality of the product, which motivates one to make a reservation. The ingredients used for the product are described as 'natural' and 'high-quality', which builds trust in the overall quality of the hotel brand, as well as motivates to apply for such a treatment. Similarly, a more detailed and specific description, 'a new Finnish sauna' and 'a steam bath' give a more vivid insight into the spa facilities available. The verbs used in this SPA description, for instance, 'perfect place to be pampered, unwind, feel and look great' invites a potential booker to finally make a reservation to treat themselves. This text is persuasive, both in the use of rich adjectives and verb phrases. The text is comprised of two simple, extended sentences and one complex sentence, as well as informative contact details below the two paragraphs for the reader's convenience.

The next SPA description is rather peculiar due to it displaying temporary information that the SPA of Grand Hotel Kempinski Vilnius (see SPA Facility Description 4) is closed from 23 to 26 April 2019 due to maintenance work. The hotel staff apologize for any

inconveniences, as some guests tend to stay at a hotel for the luxurious SPA facilities they can use. The description besides the informative part is kept really short, and due to that the text incorporates rather few adjectives, such as ‘soothing [treatment]’, ‘carefully selected’, and few others. The sentence structures used are simple extended sentences, and even one sentence has neither a subject, nor a predicate: ‘Soothing treatment rooms, relaxation space, indoor pool, fitness area, Finnish and steam saunas - an oasis of relaxation and rejuvenation’, where also a hyperbole can be seen, exaggerating with the SPA being an oasis. This description is not as persuasive as it could be if it were expanded and more emotive adjectives were added.

Kempinski The Spa in Kempinski Hotel Grand Arena Bansko (see SPA Facility Description 5) is described using many vivid, descriptive adjectives, such as ‘pristine nature’, ‘ultimate spa experience’, which may also be perceived as an exaggeration, ‘tailor-made aroma steam bath’, ‘extensive fitness centre’, and many more. The precise description of the SPA offers allows the text to persuade one to decide on staying at the hotel. The verb phrases used, such as ‘products await to be discovered’ may convince a potential customer to decide on discovering the products described. A single complex sentence is used, accompanied by simple extended sentences and informative text below the paragraph.

The next SPA description of the hotel San Clemente Palace Kempinski Venice (see SPA Facility Description 6) incorporates many emotive adjectives, such as ‘exclusive’, ‘marvellous’, ‘pure’, ‘remarkable’, and many others. The text is short and uses a single simple extended sentence, one compound sentence, and one complex sentence, thus making it reader-friendly, as well as persuasive, using adjectives and verb phrases, for instance ‘is delighted to welcome’. This description also puts an emphasis on ‘you’ by using personal pronouns to address the reader and ‘us’ to speak from the perspective of the hotel facilities. Pronouns being another powerful tool of persuasion, this description is very inviting to its potential clients, especially due to the use of hyperboles, for instance, ‘an oasis of luxurious indulgence’, and ‘pamper all your senses’.

SPA facilities of the Asia Pacific region (see Appendix 2) are looked at next. However, Kempinski Hotel Chongqing lacks any text for its SPA facilities. Thus, the Author concludes that it is the only hotel from the nineteen hotels under analysis that does not provide its guest with a luxurious SPA experience. Nevertheless, The Apurva Kempinski Bali provides its guests with a short and explanatory description of its SPA facilities (see SPA Facility Description 8). Some of the adjectives that are used are emotive, for instance, ‘tranquil [sanctuary]’, ‘traditional wellness [techniques]’, and they provoke positive emotions in the reader. Even though many

adjectives are used, most of them are not that noticeable and do not impact the text much. The short text incorporates simple sentences, for example, ‘The spa experience at The Apurva Spa provides a tranquil sanctuary’, as well as complex sentences, for instance, ‘Establishing itself as a luxury spa in Bali, The Apurva Spa applies the traditional wellness techniques using the application of traditional Lulur and Jamu’. The text is reader-friendly despite having many complex sentences.

Kempinski Hotel Hhan Palace Ulaanbaatar (see SPA Facility Description 9) has expanded its SPA description with opening times and requirements, as well as with contact information for the guests. The text is written in multiple short paragraphs that consist of one to two sentences, which are mostly simple expanded and compound. There is a sentence without a predicate, ‘A sanctuary from the pressures of everyday’, which is a continuation of the previous sentence, but divided with a full stop. The adjectives used are powerful and emotive, for example, ‘ultimate [destination]’, ‘latest [innovations]’, ‘personalised [treatments]’, all of which grab the attention of the reader and make one wish to indulge into the described luxurious treatments and facilities. Similarly, the verbs used persuade one to visit the SPA, for instance ‘to soothe, refresh and rejuvenate’, ‘re-energize’, ‘unwind and feel’. The personal pronoun ‘you’ is used to address the reader and ‘our’ is used to show to point of view of the hotel.

The persuasive language means used in the SPA description of Kempinski Hotel Nay Pyi Taw (see SPA Facility Description 10) are very few. The text consists of two sentences that are split into two separate paragraphs. Even though the sentences are simple expanded and complex, and they are easy to read and comprehend, the text is too short to be persuasive. However, it does try to appeal to the reader by using the personal pronoun ‘you’ and ‘yourself’, as well as the possessive pronoun ‘your’.

The Capitol Kempinski Hotel Singapore SPA facilities (see SPA Facility Description 11) are described in persuasive manner. Adjectives such as ‘vibrant [city]’, ‘personal [wellness]’, ‘blissful [perfection]’, as well as many more give the reader positive emotions, as well as a glimpse of the personal luxurious service provided at the hotel. Another persuasive factor is the layout of the text, where two paragraphs are used, and they are comprised of two simple expanded sentences and a single complex sentence, making the text easy to read. Another aspect that benefits the description is the informational part containing opening times and contact information, as well as the use of pronouns to address the reader, for instance, ‘you’, ‘your’, and ‘our’.

At the Siam Kempinski Hotel Bangkok SPA (see SPA Facility description 12) guests are invited to enjoy the ‘tranquil [atmosphere]’, ‘natural [treatments]’ and ‘modern urban [lifestyle]’.

The adjectives used are powerful, but more could be used for a more persuasive effect, even though the text is rather scarce in its length. It does however provide operating hours and contact information for the guest to be able to ask more questions on the SPA facilities and its offers. The sentences in the text are complex, and one is a simple extended sentence. However, despite the use of many complex sentences, the text is still easy to read. Neither phonetic language means, nor pronouns have been used to make the description more appealing.

Gran Hotel Manzana Kempinski La Habana (see Appendix 3), which is the only hotel located in the Americas region, also provides a SPA facility description (see SPA Facility Description 13) on the website. The text consists of two paragraphs and two separate lines containing contact information and operating times of the facilities for the convenience of the guests. The paragraphs are formed by only two sentences each, and most of them are simple extended, for instance, ‘Our Fitness centre is equipped with state-of-the-art Technogym machines and offers stunning views to the Old Havana’. One compound sentence is used, thus making the text reader-friendly. The description uses adjectives frequently, for instance, ‘calm [atmosphere]’, ‘stunning [views]’, ‘state-of-the-art’ but they could be more emotive, as ‘cold [water]’, or ‘indoor [pool]’ does not persuade the reader much. Nevertheless, the SPA is described in a down-to-earth manner and would still attract its clientele, especially due to the visuals on the webpage.

In the final region, Middle East and Africa (see Appendix 4), Bijbouti Palace Kempinski invites their guests to enjoy their SPA facilities (see SPA Facility Description 14). This description is rather lengthy, if compared to other hotel SPA facility descriptions, and is comprised of four smaller paragraphs. The sentences used are mostly simple extended, for example, ‘Where the waters of Red Sea and Indian Ocean meet lays an oasis of tranquility’, and two complex sentences. Emotive adjectives are used, for example, ‘authentic [hammam]’, ‘soothing [sounds]’, and other, although one adjective is paired with an unusual noun, such as ‘healing [hands]’. Similarly, a spelling error is present in ‘specials treatments’. The most persuasive part about this SPA description is the use of verb phrases, for example, ‘will de-stress’ and ‘allows you to attune’, where also personal pronoun ‘you’ is used just like in the rest of this description. The use of pronouns gives a personal touch and certainly promotes the facilities better. The description also offers one to ‘surrender to the wisdom of nature’, which is a hyperbole that cannot be taken literally.

The SPA facilities of Kempinski Nile Hotel Garden City Cairo (see SPA Facility Description 15) have kept their promotional text more informative rather than persuasive, as very few adjectives are used, for example, ‘multi-sensory [showers]’, which is the only emotive

adjective in the text, comprised of two paragraphs and three lines of informative content. Verb phrase ‘can unwind’ may be considered persuasive whatsoever, yet the overall text does not grab the attention of the reader and is more informative, focusing on the offers on count, opening times and contact information.

The persuasive language means in the SPA description of Kempinski Hotel Ishtar Dead Sea (see SPA Facility Description 16) make the SPA facilities very appealing to the potential customers. For instance, the adjectives used ‘largest [spa]’, ‘best [hotel spa]’, ‘classical [service]’, ‘luxurious [service]’ leave a positive impact on the reader to potentially visit the SPA. Also, verb phrase ‘is carefully designed to provide’ shows that the guest has been taken into account when opening these facilities. This description is comparatively lengthy and is comprised of two paragraphs and one separate line of a single simple extended sentence ‘There is also a separate ladies-only area’. The other sentences are also simple extended sentences, yet they are much longer and also reader-friendly. The description uses the personal pronoun ‘you’ once and also refers to the hotel by using ‘our’ and ‘we’.

Kempinski Summerland Hotel & Resort Beirut (see SPA Facility description 17) offers a short description of the SPA facilities. A single paragraph is accompanied by several text lines that contain opening times, as well as contact and booking information for treatments, which is very useful for persuading a person to make a purchase beforehand. However, the paragraph does not contain many adjectives and is comprised of only four sentences, out of which two are complex sentences and one is a simple extended sentence. For example, the text begins with ‘Welcome to Resense’, which is a very short sentence that should have been combined with the upcoming one, namely ‘Inspired by Europe, we have carefully designed every element of our spa to provide you with classical service, a luxurious experience and an element of surprise’. The text does however address the reader by ‘you’ and ‘your’, whilst referring to the hotel by ‘our’ and ‘we’. The description contains a spelling mistake, where ‘pa’ has lost the letter ‘s’ in ‘spa’, making the text less appealing if noticed.

At Kempinski Al Othman Hotel Al Khobar, the promotional text of the SPA facilities (see SPA Facility Description 18) is successful in persuasion. The use of such adjectives as ‘peaceful and tranquil [environment]’, ‘specialized [soaps]’ gives an insight into the facilities and makes one believe that making a purchase may bring them pleasure. Two paragraphs describe the offers, whilst contact information is provided in two separate lines below, informing the guest on the opening times and possibilities to contact the SPA. The sentences used are simple extended, and complex, for example, ‘Kempinski The Spa is a peaceful and tranquil environment that will leave you feeling rejuvenated, with seven treatment rooms and

separate facilities for men and women'. Pronouns are used to appeal to the reader, for instance, 'you', 'our', 'we', and 'us', mostly speaking from the perspective of the hotel, rather than the potential client.

The last hotel's SPA facilities under analysis (see SPA Facility Description 19) are of Emirates Palace Abu Dhabi, one of the most spectacular Kempinski properties. The SPA is described rather shortly, employing such adjectives as 'purely indulgent [packages]', 'exquisite [relaxation]', 'award-winning', 'traditional', which make the experience seem authentic and desirable to the reader. Verb phrases, such as 'will instantly transport', 'is well appointed' show the considerate side of the hotel and thus persuades one to visit the SPA. The paragraph consists of two sentences, which are compound and complex sentences, yet are easy to read. The opening times and contact information for making reservations is provided beneath the described facilities so that a persuaded guest can make their purchase more easily, after being referred to as 'you' prior in the text. The description also incorporates a single hyperbole, 'instantly transport you to another realm', which is an exaggeration of the effect the hotel leaves.

Generally, the persuasive language means used in the descriptions of SPA facilities do not differ much among the hotels under analysis. Most of these facilities are described in a short, modest manner, putting an emphasis on the relaxing part of this hotel feature. Some of the SPA facility descriptions incorporate more emotive adjectives than others, and concentrate on simple expanded sentences, whilst others are rather stingy in terms of persuasive language means used. As these descriptions differ, persuasive language means used in all the selected descriptions will be compared in accordance with the region.

All in all, the destination descriptions, room descriptions, as well as the SPA facility descriptions are persuasive and demonstrate how to appeal to their clientele. Every description contained emotive adjectives and different sentence structures. Some facility descriptions used verbs and verb phrases to make the texts more appealing and emotive. Similarly, pronouns were used to make a relationship between the hotel and the potential or existing client. Phonetic devices were used rarely, only in terms of repetition of words in a single text. Hotels of the Kempinski brand operate all over the globe, keeping in mind their values, especially of the 'European flair' and luxury. Thus, every hotel under analysis strives to incorporate European culture and values. All texts under analysis were written in a professional manner; however, despite the common goal, each property differs depending on its location, especially region-wise, as regards the descriptions and the quality of the language used on them, as well as the ability to persuade the reader.

CONCLUSIONS

The present study was designed to consider the persuasive language means used on luxury hotel webpages. The hotels under analysis were of the Kempinski brand, from the five-star hotelier industry, that operates all around the globe.

To carry out this research, theories on computer mediated discourse, the language used in advertising, the language and structure of hotel webpages, and the language used in product descriptions, as well as theories on persuasion in advertising texts, syntactical, lexical, and phonetical language means as tools for persuasion were read and analysed. Then, nineteen Kempinski hotels were selected from four different regions, six from each, except the Americas, where only one hotel resides. Next, the adjectives, verb phrases, sentence structures and other persuasive language means were noted, and their persuasiveness was analysed based on the theories read. Last, conclusions were drawn to answer the two posed research questions: what persuasive language means are used on Kempinski hotel websites and how do they differ depending on the location of the hotel?

The discourse analysis allows the author to conclude that the use of syntactic, lexical, and phonetic persuasive language means in advertising texts successfully convinces the potential buyer to purchase the advertised product. Accordingly, the sentence structures that were used were mostly simple extended, just as many complex sentences, whilst compound sentences were noted the least. Despite the frequent use of complex sentences, the texts were comprehensible and reader-friendly. The punctuation in most descriptions was appropriate, except in some particular cases where full stops or commas were left out, seemingly accidentally. The lexical persuasive language means were used most frequently and efficiently throughout all the descriptions. The use of adjectives and verb phrases, especially emotive and powerful ones, assists the product descriptions in persuading its clientele. Another tool that assists in forming a stronger relationship with the reader is the use of pronouns, especially personal pronouns that refer to the potential client. Hyperboles were used to emphasize and exaggerate some of the best qualities of the hotel facilities. The phonetic persuasive language means that were noted were repetition, which occurred quite rarely. This could be due to the fact that mostly phonetic devices are used in speeches, rather than in written form.

The destination descriptions were well-written and persuasive, as they frequently are the first impression of the website and the whole hotel. As regards the room descriptions, many of them were too short to be persuasive, and some contained language errors that made the text less appealing. However, although longer room category texts had language errors, they

managed to be persuasive by using many adjectives – informative and emotive. Generally, the suite descriptions seem to be the least persuasive due to the amount of persuasive language means used. After the analysis of SPA descriptions, the overall impression is that the most important aspect of these texts is to provide the reader with contact details and operating times rather than a vivid, written image of the SPA. However, some texts were very persuasive, emotive, and vivid, which most likely increases the revenue of this particular hotel facility. The destination descriptions were the lengthiest and thus most persuasive and informative for the potential clientele.

The hotel facility descriptions differ not only from one text to another, but also from region to region. Firstly, from the syntactical point of view, some hotels from the Middle East and Africa, as well as the Asia Pacific region, lack punctuation and thus become less reader-friendly. Secondly, some grammatical errors can be seen in the Asia Pacific region, and Europe. Another aspect that differs among regions, particularly in Asia Pacific, and Middle East and Africa, is the misuse of singular and plural verbs that have to be in accordance with the subject of the sentence. Europe, Middle East and Africa region hotel descriptions had some minor spelling mistakes, which may have occurred due to negligence, whilst in the Asia Pacific region one of the hotels misused a word inappropriately. Generally, the most mistakes and errors were noted in the texts of hotels from the Asia Pacific region, whilst the only region where no mistakes were spotted was the Americas.

An overall observation regarding the quality of hotel webpages of the Kempinski brand is that the text precision and persuasion effects differ. This may be due to the fact that the text is produced by non-native speakers of the English language, but rather by locals of the country the hotel is located in. However, in the opinion of the author, the language quality and precision are an absolute must for five-star hotels, and more attention should be paid to the language used, especially in product descriptions. Moreover, this research vaguely shows that the success of a five-star hotel comes from its hotel websites, as language mistakes and boring language are not very appealing for making sales successfully.

For an improvement of the analysis a larger corpus could have been selected. The validity of the analysis depends on the noted persuasive language means: adjectives, verb phrases, sentence structures, as well as the interpretation of their persuasiveness. The findings show the persuasion aspects of the hotel descriptions, room descriptions, and SPA facility descriptions, yet there is much more beyond the research that has been conducted. For further research, a larger variety of webpages and advertising text types may be selected. It may also be feasible and useful to analyze more than one hotelier brand's webpages; thus, enlarging the research corpus.

THESES

1. The internet is a global medium on which certain linguistic features are used. Advertisements that are displayed on the internet use promotional language to attract the attention, persuade or influence the viewers. Similarly, the language that is used for product descriptions that are promotional in nature, advertising texts include many persuasive language means.
2. Hotels concentrate on vivid descriptions of their rooms, facilities and other offers on their website. The structure of hotel webpages should be as informative and easy to use as possible, as it is one of the main sources on the hotel and its facilities for tourists. Thus, the language used in promotional texts should be persuasive in its length, reader-friendly, vivid as regards lexical language means, and overall appealing.
3. Language and persuasion can be viewed on a phonological, syntactic, and lexical level, which is a convenient classification for the many language means that can be used to persuade. From the syntactic point of view, sentence length is crucial, as shorter sentences are easier to perceive, and, thus are more persuasive. Similarly, punctuation is of importance, though at times it may be misused to catch the viewer's attention. Lexical language means catch the eye of the potential buyer by the use of vivid language, while from phonological aspect, the persuasion takes place due to it being a more memorable persuasive language means.
4. The most frequently used persuasion tool for all five-star luxury Kempinski hotels is the use of adjectives. They give the text liveliness and expressiveness that catches and keeps the attention of the reader, whilst the hotel's facilities are described in the most vivid way possible. This, however, was not the case for all hotel webpages under analysis, as some did not have enough text to incorporate persuasive language means, or not enough of them.
5. For a text to be persuasive and informative, its length is crucial due to short texts not being persuasive enough, and lengthy texts becoming boring, demotivating, or difficult to read. The sentence structures, similar to the text length, should be kept simple, not making it too complex for the foreign reader whose native language may not be English. Despite this, simple extended, compound, and complex sentences are used in describing hotel facilities of the Kempinski brand. The author believes that a mixture of all sentence types works best to make the texts more informative and persuasive.
6. The quality of the language used among hotels from one hotelier brand differs according to the region in which the hotel is located. Thus, the persuasiveness of advertising texts is

inconsistent depending on the hotel's location and the quality of the English language spoken by the locals who have produced the website's content. It seems that the least qualitative language was used in the room descriptions, despite them being the main good for sale at hotels.

7. Hyperboles that have been used in the advertising texts have been used less than they potentially could have. The exaggerated qualities of the advertised products successfully invite a potential customer to make a purchase due to the vivid image of the hotel they might have in their heads.
8. The verbs that are used in the advertising texts are frequently more functional rather than emotive and thus persuasive. The verb phrases in these texts successfully showcase the important aspects of actions that can be taken in the hotel facilities and are inviting as well in certain cases. However, more expressive verbs and verb phrases could be used in order to make the texts more persuasive.
9. Phonetic language means as tools of persuasion were noted rarely, and the only one found in the Kempinski product description was repetition of words. This may be due to the length of the texts, as well as due to phonetic language means mostly being used in spoken rather than written form.
10. Persuasion in some texts under analysis was achieved also by using personal pronouns that emphasize the fact that the hotel is considerate toward individuals. People normally tend to associate themselves with the brand more if they are addressed as 'you'. Thus, the descriptions that have implemented personal pronouns in the text also follow marketing trends of forming a relationship with the customer.
11. As some of the hotels from the Asia Pacific region contained spelling errors, lack of punctuation, as well as other grammatical issues, the author would advise the text creators to be more scrupulous, as regards the language used on all Kempinski hotels all over the world. The quality of the promotional texts on all Kempinski hotel webpages should be monitored by a language specialist in order to maintain equally high language standards on each and every page.

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Corpus of Hotel Webpages

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Appendix 1 Europe

Indications for the analysis:

- **Yellow** – adjective
- **Green** – verb/ verb phrase
- **Pink** – personal pronoun
- **Gray** – phonetic device
- **Bold** – hyperbole
- *Italics* – compound sentence
- Underlined – complex sentence
- **Red** – mistake

Hotel 1 *Hotel Vier Jahreszeiten Kempinski Munich*

Destination Description 1

Welcome to Hotel Vier Jahreszeiten Kempinski, centrally located in the heart of Munich. It is the ideal place to stay to make the most of the vibrant city of Munich, whether you are here for a business trip or a city break.

Our hotel offers guests a range of luxury room and suite types, all classically styled with contemporary touches.

Book a suite at Hotel Vier Jahreszeiten Kempinski Munich and experience even more luxury with our Suite Delight programme during your stay in Munich. Learn more!

Our dining offering is equally as stylish: Schwarzreiter Tagesbar & Restaurant, the Jahreszeiten Lobby and the Jahreszeiten Bar.

Guests can also indulge in our luxury day spa, featuring a range of relaxing beauty treatments, a swimming pool as well as a breathtaking view over the rooftops of Munich.

Room Description 1

Junior Suite

The Junior Suites are divided into a sleeping and living area using optical separations to turn this suite into a cosy heaven. These suites feature either carpet or wooden flooring, with a view over the inner courtyard, located in the historical part of the hotel. The suites' generous bathrooms comprise of either a shower or bathtub.

Please note the images shown on the website are examples. The style and features of the suite may vary.

Book the offer “Best flexible price including Suite Delight benefits” upon booking your Junior Suite and get the following services included:

Welcome reception with a drink of your choice

Complimentary daily buffet breakfast

Complimentary high speed internet access

Early check-in upon availability

Late check-out upon availability

Get an overview of the Suite Delight programme here.

SPA Facility Description 1

During your stay with us, take the opportunity to treat yourself with a visit to our luxury spa on the 6th floor. Release tension with a massage, enjoy a pampering HydraFacial treatment, or workout in the gym on our state-of-the-art equipment. Our wellness sanctum includes a sauna, steam room and heated indoor pool (12.5m), so however you choose to spend your leisure time, we have something to suit.

Opening hours: 6:30 am to 10:30 pm

Contact our team for reservations under +49 89 2125 2155 or spa.vierjahreszeiten@kempinski.com

Hotel 2 Grand Hotel Kempinski Riga

Destination Description 2

Originally built in the 19th century, Grand Hotel Kempinski Riga is situated in the heart of the Latvian capital. Just opposite the National Opera House and by the entrance to the town’s historic centre, the main tourist attractions are within walking distance. Discover the finest collection of 141 luxury rooms and suites along with an all-day-dining and a rooftop restaurant, a bar and a cigar lounge. Organise your event at our ballroom with natural daylight or arrange your business meeting in one of the five meeting rooms. Indulge in

Kempinski The Spa, featuring **six** treatment rooms, a swimming pool and a health club with fitness centre.

Room Description 2

Junior Suite

Junior Suite Rooms **are extra spacious** with a **fully furnished sitting** area for **private** and **undisturbed** meetings, and a floor space of up to 66 sq m. **Furnished** in a **modern** style, **located** the **historical** part of the hotel where **you enjoy** views of the **calm and sunny** courtyard or the **green** oasis of Opera park.

SPA Facility Description 2

There **is** no better way **to spend** a **day-off** or **take** a rest after **being** on feet **the whole** day than to **indulge** in the **pure** relaxation **presented** by Kempinski The Spa.

Spa **wellness** area **is open** daily from 07:30 am to 21:00.

View **our** Kids Policy for **more** details.

For **further** information or **to make** a reservation, please **contact** **us** at +371 67670127 or spa.riga@kempinski.com

Hotel 3 Kempinski Hotel Bahia

Destination Description 3

Welcome to Kempinski Hotel Bahía!

Choose from a **wide** range of **different** settings **to dine, drink and enjoy** **our** **broad** selection of restaurants. **Relax** and **get pampered** at the Kempinski Spa, **swim** or **sunbath** at one of **our** **three** **outdoor** pools. **Experience** a **comfortable, restful** night of sleep in one of **our** **luxury** rooms & suites.

Located at the **charming** fishing village of Estepona, Marbella **is** only 15 minutes by car and the Laguna Village shopping complex with **its** **beach** clubs and restaurants **is** at **walking** distance from the hotel.

Kempinski Hotel Bahía **has everything you need** for a **wonderful** holiday. **Take** a look through **our** image gallery, **watch our** video and **browse our** local information **to start planning your** trip today.

Room Description 3

Junior Suite

With a 180 degrees view **overlooking** the Mediterranean Sea and **subtropical** gardens, the suite **is perfect** for guests **looking for extra** space and **to experience sunny** views as the terrace **is fitted** with **outdoor** furniture. Up to 80 sqm with **classic** décor this **spacious** room **features** a **walk-in** closet, **sitting** area, **living** space, **work** desk and **king** bed. The **stylish marble** bedroom **has separate** shower and bathtub.

SPA Facility Description 3

Our **professional** therapists **offer relaxing, holistic** treatments **using natural** and **high-quality** brands, in six **luxurious** treatment rooms. **Experience** a **wonderful** selection of massages and treatments in **our** spa.

The Beauty & Wellness Centre **features** a **state-of-the-art** Fitness Centre, **including** a Technogym Kinesis wall, a new **Finnish** sauna, a **steam** bath, relaxation area and an **indoor** pool. This **is** the **perfect** place **to be pampered, unwind, feel** and **look** great.

Opening Times:

Every day

Spa treatments & facilities: 10:00 – 20:00

Fitness Centre: 24 hours/day

Indoor pool: 7:30 – 21:00

Contact: t.: +34 952 80 95 26 | @: spa.estepona@kempinski.com

Hotel 4 *Grand Hotel Kempinski Vilnius*

Destination Description 4

Grand Hotel Kempinski **is located** in the very center of Vilnius Old Town, right on the Cathedral Square **easy accessible** to all **tourists** attractions within **walking** distance. **Discover** the **finest** collection of 96 **luxury** Rooms and Suites. **Indulge** into **local** flavours and **superior** cuisine in one of **the best** restaurants in Vilnius - Telegrafas and Bar Le Salon. **Organize your ideal** conference or meeting at the **state-of-the art** Conference centre, **covering** 600 sqm and

divided into six conference rooms. Finally, indulge yourself in the pleasures of the fully appointed spa and wellness centre, Kempinski The Spa.

Room Description 4

Junior Suite - elegant and spacious suite with separate bedroom and living room, one king bed, views to Cathedral Square. Located on the top Floor 5 of the hotel, with charming attic ceiling. The suite features spacious working area, Wi-Fi, private laptop-size safe, minibar, in-room espresso maker, flat-screen TV. The suite is non-smoking. The bathroom includes bath and a separate walk-in shower. Maximum capacity: three adults. The suite size is 45-56 sq m.

Junior Suite Added Values:

- In-room breakfast
- High speed internet
- Complimentary soft drinks from the minibar
- Complimentary cleaning of 2 shirts of laundry per day

SPA Facility Description 4

Dear Guests,

We regret to inform you that, due to maintenance work, our swimming pool, Jacuzzi and sauna's area will be closed 23-26 April 2019. You may still use fitness area, as well as the treatment rooms. For more information, turn to our SPA reception: T: +370 5 220 1190 E: spa.vilnius@kempinski.com

We apologise for any inconvenience this may cause.

Relax and indulge yourself in a carefully selected range of beauty and massage treatments at our exclusive Kempinski The Spa. Soothing treatment rooms, relaxation space, indoor pool, fitness area, Finnish and steam saunas - **an oasis of relaxation and rejuvenation.**

Spa facilities are open daily from 10.00 a.m. to 10.00 p.m.

Gym is open 24/7

Hotel 5 Kempinski Hotel Grand Arena Bansko

Destination Description 5

Discover the beauty of unspoiled nature, magnificent landscapes and endless relaxation at the footsteps of the majestic Pirin Mountain – a UNESCO World Heritage environment.

We look forward to welcoming you to an oasis of luxury, comfort and tranquility in Bansko - the most modern winter resort in the Balkans. Our five-star hotel is open year-round and comprises Alpine-style rooms and suites, superb conference facilities, lavish dining services and an award-winning spa centre.

As soon as you set foot in our hotel, you will be surrounded by a caring ambiance created with the genuine desire to make you feel most welcome.

Room Description 5

Junior Suite Town View

Enjoy the view of the picturesque town of Bansko from the top floors of our hotel. Whether travelling on business or with your loved ones, choose a luxury Junior Suite overlooking the town and explore the beauty of Bansko at your feet.

Kindly note that smoking in the suites is strongly prohibited. A penalty fee of BGN 200 applies in case of violation.

SPA Facility Description 5

Surrounded by pristine nature and located at the foot of the Pirin Mountains, the fully renovated Kempinski The Spa offers the ultimate spa experience inspired by the European cycle of the seasons. The brand new SPA features Finnish sauna, Herbal sauna, sanarium, infrared cabin, experience showers, deep digital detox area, tailor-made aroma steam bath, laconium, 1 indoor and 2 outdoor swimming pools, indoor and outdoor Jacuzzi, extensive fitness centre and unique snow room. A variety of authentic Thai massages, seasonal treatments and beauty procedures with all natural cosmetic products await to be discovered. Kempinski The Spa is open daily from 9am - 9pm.

The gym is open 24 hours a day.

Hotel 6 San Clemente Palace Kempinski Venice

Destination Description 6

San Clemente Palace Kempinski is located on the private island of San Clemente, only minutes away by complimentary boat from Piazza San Marco.

A proud member of Leading Hotels of the World, this exclusive retreat guarantees peace, tranquillity and privacy.

Enjoy the classic decor of 190 rooms and suites overlooking the lagoon or the centuries-old park. Indulge in our three restaurants – Acquerello, La Dolce, Insieme - while tantalising your senses with exceptional interpretations of iconic Italian and Venetian specialities.

The hotel's proximity to Venice and the unique combination of conference rooms and outdoor areas make San Clemente Palace the perfect choice for outstanding events and unforgettable weddings.

With its outdoor pool, tennis court and a state-of-the-art fitness room, as well as herb-therapy massage treatments, the island is the perfect destination to unwind in total relaxation.

Winter seasonal closure from 21 November 2018 - 20 March 2019.

Room Description 6

Junior Suite

With plenty of natural light and offering either a stunning garden or historical courtyard view, our Junior Suite is a true delight. Featuring a generous amount of living space, including a separate sitting area and dedicated work space, our Junior Suite is the perfect place to feel at home.

The suite enjoys a combination of contemporary and traditional Venetian décor including elegant Murano glass chandeliers, making it a graceful and attractive option for your stay.

Alongside a beautifully spacious design and wonderful location, the Junior Suite includes a range of amenities to make your stay as comfortable as possible, including a high-definition LCD flat screen TV, complimentary Wi-Fi, and air conditioning.

Suites with connecting doors are also available on request and each Junior Suite can sleep two adults across a king or twin beds, and a third person on an additional rollaway bed.

Guests staying in our Junior Suite can also take advantage of the following benefit: seasonal flowers, champagne, fruits or confectionary to greet guests on arrival (on request). To book or make an enquiry, please contact our reservations team.

SPA Facility Description 6

San Clemente Palace Kempinski is delighted to welcome you to the exclusive The Merchant of Venice SPA, your sanctuary of pure bliss located on the marvellous, private island of San

Clemente in Venice. An oasis of **luxurious indulgence**, where The Merchant of Venice's **fragrant** and **refined** essences **blend** with Kempinski's **European** flair and **century-old** tradition of **remarkable** service.

*Treat yourself with an experience of **profound** relaxation and let us pamper all your senses with our **unique** selection of aromatherapy massages, **spoiling** beauty treatments and **healthy** fitness recommendations.*

To make a reservation please **contact us** at spa.sanclementepalace@kempinski.com

Appendix 2 Asia Pacific

Hotel 7 Kempinski Hotel Chongqing

Destination Description 7

Kempinski Hotel Chongqing – the only traditional European luxury hotel brings to life unique experience, making it the first choice of the business and leisure traveler alike.

Kempinski Hotel Chongqing constantly imagines new and exceptional ways to delight in the moment, throughout the stay, being it in one of the 3 restaurants serving culinary delights, the well equipped meeting facilities with daylight catering for all needs or one of the 416 guest room tastefully furnished overlooking the Yangtze River.

Explore our unique property by viewing our Image Gallery.

Discover the mountain city of Chongqing by checking our Local information or view our Hotel Location and directions prior to your arrival.

For the most updated Hotel Factsheet and information of our services, please visit Downloads. We look forward to meeting you!

Taking time is the ultimate luxury, take time and spend it at Kempinski Hotel Chongqing.

Room Description 7

Deluxe Suite - 1 kings bed, are located from 7th floor to 28th floor, guest can enjoy panoramic views of the city. The suite offers a luxuriously furnished living area with a spacious writing desk, high definition TV. The separate bedroom boasts en-suite bathroom with separate rainforest shower, bathtub and in-bathroom TV. Guests have full access to the Executive Lounge where can enjoy breakfast, coffee, tea and refreshment services during the day, evening cocktails and snacks, as well as a free usage of separate meeting room for two hours per stay upon availability. Maximum capacity: 2 adults. The rooms measure 65 sq m.

SPA Facility Description 7

n/a

Hotel 8 *The Apurva Kempinski Bali*

Destination Description 8

Standing atop the majestic cliff of Nusa Dua, with breathtaking views of the Indian Ocean and tropical garden, The Apurva Kempinski Bali offers the epitome of beachfront luxury. This five-star hotel in Bali presents itself as a majestic open-air theatre, an embodiment of Indonesian elegance.

A collection of 475 iconic rooms, suites and villas are showcased, with 60% of the accommodation featuring its own private plunge pools. From a unique culinary journey and indigenous spa treatments, to the spacious meeting rooms and alluring chapels, The Apurva Kempinski Bali is a spectacular stage where curated experiences are brought to life.

Read more on our story and inspirations here.

Room Description 8

Cliff Private Pool Junior Suite

Our generously sized one-bed Cliff Private Pool Junior Suites overlook our tranquil garden. Offering an abundance of natural light, this open-plan 100 sq m suite features a private plunge pool and generous terrace. These suites' guests enjoy exclusive access to the Cliff Lounge and Cliff Lounge pools.

SPA Facility Description 8

The spa experience at The Apurva Spa provides a tranquil sanctuary. Healing treatments are based on the Javanese philosophy Rupasampat Wahyabiantara, which means “true beauty is achieved when the outer beauty is in harmony with inner beauty”. Establishing itself as a luxury spa in Bali, The Apurva Spa applies the traditional wellness techniques using the application of traditional Lulur and Jamu.

Stay tuned for more information on our spa! Please download our spa menu here

Hotel 9 *Kempinski Hotel Khan Palace Ulaanbaatar*

Destination Description 9

Experience an unparalleled level of luxury at Kempinski Hotel Khan Palace, Mongolia, which is located in close proximity to the bustling metropolis area of Ulaanbaatar city. With 99

luxury rooms and suites, it provides unique and modern accommodation. Guests can re-energise with a workout in the state-of-the-art fitness centre, or enjoy the most relaxing and purifying spa experience at the luxurious in-house Aster Spa.

Featuring four tastefully designed meeting rooms, as well as four highly acclaimed restaurants, this Kempinski Hotel offers the epitome of five-star luxury living in the capital city of Mongolia.

Room Description 9

Our Junior suite is a discerning choice for business traveler or leisure traveler seeking a harmonious balance of work and relaxation in an opulent environment. You will appreciate the elegant furnishing and authentic details with no compromise on modernity. Connect with Wi-Fi as you calmly enjoy mountain/city view from the suite.

Consisting with two rooms and state of the art amenities. These 75 square meters spacious suites spread from 5th to 9th floors of the Kempinski Hotel Khan Palace, Ulaanbaatar.

SPA Facility Description 9

New Aster Spa implemented in March 2018 to provide the ultimate destination to soothe, refresh and rejuvenate body and mind. A sanctuary from the pressures of everyday. This luxurious Spa & Fitness center offers endless opportunities for relaxation. Put everything on hold and re-energize in our tranquil services.

Our expert therapists use the latest innovations in wellness and the best products to offer a treatment tailored specifically for you. Unwind and feel the full benefit of a personalised treatments.

Opening times:

Spa - Daily 11.00am until 11.00pm

Fitness center - Daily 24 hours

The minimum age or use of the Fitness center 16 years

Contact +97611463463 or concierge.ulaanbaatar@kempinski.com

Hotel 10 Kempinski Hotel Nay Pyi Taw

Destination Description 10

Kempinski Hotel Nay Pyi Taw blends its trademarks of European sophistication and luxury with the traditions of Myanmar warmth and hospitality. From our luxurious 106 Rooms and 35 Suites, to our exceptional seasonal pan-Asian cuisine, Kempinski Hotel Nay Pyi Taw provides an unrivaled experience from the moment you arrive. Located next to the Myanmar International Convention Centre (MICC1) and with free high-speed Internet, the hotel is the perfect venue for MICE in Nay Pyi Taw. Watch our Video here.

Our Royal Pavilion greets each visitor upon their arrival. During ancient times, Pavilions were the welcome lounge of palaces; a place to provide pleasure, relaxation and comfort for kings and diplomats. The hotel also features an exclusive collection of Myanmar traditional artworks and architectural elements that include the gold leaf adorned ceiling of the reception area - considered to be one of the nation's most valuable item.

Room Description 10

Premier Suite

Prepare to taste a sample of paradise. The spacious living area coupled with comfortable sleeping quarters make each of the 30 Premier Suites perfectly suited for business or leisure travel. They offer a quiet retreat for guests who want a space to work, think, or simply enjoy time with their families or loved ones.

Designer branded amenities

High speed wired and wireless internet

IDD Phone and voice mail

Centralised air conditioning

High-tech flat screen TV with local and cable channels

EDV player with complimentary selected videos on demand

Pillow Menu

Mini Bar

Climate control

SPA Facility Description 10

Our health club offers you a series of Spa treatments to indulge yourself while staying at Kempinski Hotel Nay Pyi Taw.

Traditionnal Thai, Japanese and Balinese massages as well as many hand, foot and body treatments awaits your discover here.

Hotel 11 *The Capitol Kempinski Hotel Singapore*

Destination Description 11

Located in Singapore's charming civic and cultural district, the iconic Capitol Building and Stamford House have been restored to unveil as The Capitol Kempinski Hotel Singapore. A quintessential masterpiece of beautifully conserved architecture uplifted with a modern touch and bespoke hospitality, this exclusive retreat promises luxury at its finest.

Timeless yet contemporary, the hotel features 157 guestrooms and suites, a lobby lounge, an outdoor saltwater relaxation pool, a fitness centre and Spa, and an exclusive event space, as well as a bespoke bar and a signature restaurant helmed by a Michelin-starred chef. The discovery continues, with the hotel connected to the luxury heritage lifestyle destination, Capitol Singapore – encompassing an exclusive 39-unit Eden Residences Capitol, a premium retail mall Capitol Piazza, and the legendary Capitol Theatre.

Room Description 11

Executive Suite

Our exquisite and spacious Executive Suites are located in the historic Capitol Building and offers a generous area of 55sqm, including a separate living room and bedroom space. Guests will appreciate the sophisticated design and customised furnishings that are set to create an oasis of tranquility. All Executive Suites offer bathrooms with natural daylight and luxury toiletries, rainfall showers and separate bath with LCD TV. Each feature king beds with exclusive upholstery and the finest linen. Guests staying in the Executive Suite can enjoy the additional pampering of a 24-hour stay period, as well the gourmet breakfast for a perfect start to the day.

Kindly note that each guestrooms and suites are uniquely configured to complement the architectural features of the heritage building.

SPA Facility Description 11

If you are looking for a small, luxury spa retreat in the middle of the vibrant city of Singapore, step into tranquillity at The Capitol Kempinski Hotel Singapore, where your personal wellness is put first.

A heavenly retreat where the fusion of modern therapies and traditional Asian treatments has been fine-tuned to blissful perfection. Our Spa menu includes a rich selection of massages and the most relaxing and exquisite body treatments and rituals to revive and rejuvenate your body.

Opening Times: Daily from 10 am to 10 pm

Email: spa.singapore@kempinski.com

Hotel 12 Siam Kempinski Hotel Bangkok

Destination Description 12

Located in a prime location of downtown Bangkok with direct access to the Siam Paragon Shopping Mall, the Siam Kempinski Hotel Bangkok is an ideal destination for both business and leisure travellers to indulge in its unique resort-like atmosphere in the heart of the city's premier shopping and entertainment district. Each of the hotel's 401 luxurious rooms and suites, features a contemporary interior design sparkling with unique Thai elements - many of which offer private balconies overlooking the lush garden and hotel's swimming pools. Daily refillable drinks and snacks as well as Internet access are provided as complimentary.

Room Description 12

Executive Suite

The Executive Suites are located in both the Royal Wing and the Garden Wing, from the 2nd to 8th floors. Averaging 90 m², each suite has a separate living room that includes a large working desk, and most have their own balcony. The bedroom is king-size, the huge bathroom has a bathtub and rain shower enclosure, and there is a powder room for your guests. Connecting rooms are available.

Executive Lounge benefits **are included**, with **complimentary** breakfast, **all-day** refreshments, **afternoon** tea, and **evening** cocktails.

A **48-inch flat-screen** LED TV, a **home theatre** system, **complimentary** LAN and **wireless broadband** internet, a coffee maker, a refrigerator and a **safety** deposit box **are all included** amongst the amenities. *Coffee, tea, soft drinks, snacks and **local beers** **are complimentary**, and **are replenished** daily.*

Executive Suites **can host** up to three guests, with an **extra** bed **available** for comfort and convenience.

SPA Facility Description 12

Kempinski The Spa **has** its own **tranquil** atmosphere, **offering** an escape from the urgency of life on the streets below. **Believing** that there is a season for everything and that everyone is attuned to the rhythm of the seasons, Kempinski The Spa **provides** **natural** treatments which **aim to restore** to guests the harmony of nature, which **can be broken** by the **modern urban** lifestyle.

To download the Kempinski The Spa menu, please **click** here.

*Kempinski The Spa **is located** on 7th floor of Garden Wing, **open** daily from 10.00 - 22.00 hrs.*

For more details or **to make** reservations, please **call** +662 1629050 or email spa.siambangkok@kempinski.com

Appendix 3 Americas

Hotel 13 *Gran Hotel Manzana Kempinski La Habana*

Destination Description 13

Ideally **located** in the heart of Old Havana, and **surrounded** by **the main** UNESCO World Heritage buildings of this **vibrant** city, the Gran Hotel Manzana Kempinski **offers you** the opportunity **to relish** in the **first luxury** hotel in Cuba.

With a **contemporary** decoration, Gran Hotel Manzana Kempinski **comprises** 246 luxurious rooms, **including** 50 suites, where **you can lounge** after a stroll through the **fascinating** and **historic** city of Havana.

Indulge in **our** **extensive** gastronomic outlets, such as the Lobby Bar El Arsenal or at the **panoramic** restaurant San Cristobal. **Enjoy your favourite** cocktail in the Bar Constante or **smoke** a cigar paired with a rum in the **cozy** tobacco lounge, Evocación.

Enjoy the **breathtaking** view from **our** rooftop while **sipping** a **delicious** cocktail, **get pampered** at **our** Spa by Resense or **celebrate your** Meetings or Events in one of **our** conference rooms.

Whatever the reason, we **would be delighted to welcome you** in Gran Hotel Manzana Kempinski La Habana.

Room Description 13

Junior Suite Hemingway

The **elegant** and **spacious** Junior Suites Hemingway **overlook** the **old** city of Havana or the **quiet** courtyard.

The **high**-ceilings and the **large French** doors/windows, with a **separated sitting** area and the **comfortable king-size** bed, **create** an atmosphere that **will make you feel** at home. The bathrooms **feature** a bathtub and/or a shower cabin with a **rainfall** shower and a bathtub.

The Junior suite Hemingway **comes** with a **private** safe, **flat screen** TV, **mini** bar, **automatic** coffee machine and **complimentary** Wi-Fi during **your** stay.

SPA Facility Description 13

Spa Albear by Resense, with 1000 sqm and 8 treatment rooms, offers relaxing treatments in a calm atmosphere. The massage experiences are distinct and soothing, as well as all the treatments available at our Spa.

The Wellness area features an indoor pool, a Finnish sauna, a steam bath, a cold water pool and a solarium. Our Fitness centre is equipped with state-of-the-art Technogym machines and offers stunning views to the Old Havana.

Spa Albear by Resense is located on 6th floor and open daily from 09.00 to 21.00.

The Fitness area is open from 07.00 to 21.00.

Appendix 4 Middle East and Africa

Hotel 14 Djibouti Palace Kempinski

Destination Description 14

Rest like a sultan in the best hotel of the Horn of Africa, where elegance meets oriental luxury, in a destination full of wonders.

Awaken from our comfortable beds and enjoy an impeccable panoramic view of the beautiful Gulf of Tadjourah. Whether you are traveling for business or pleasure, our experienced team and personalized services invites you to a pleasant stay where not only experiences are made, but memories are created.

Room Description 14

Junior Suite

See the world in a new light, from the comfort of our Suites. For the business traveler, it will make your visit more comfortable, productive and memorable.

SPA Facility Description 14

Where the waters of Red Sea and Indian Ocean meet lays an oasis of tranquility.

Kempinski The Spa features an authentic hammam. And specials treatments for you inspired by the European cycle of the seasons, and each treatment are customized according to each individuality.

Our therapists and their healing hands will lead you into a world of relaxation and regeneration. Soothing sounds and soft herbal scents will de-stress both the body and mind.

Furthermore, enjoy moments of serene reflection in Spa's relaxation lounge.

To find true inspiration or unwind from worldly tensions, this experience allows you to attune your well-being and surrender to the wisdom of nature.

Hotel 15 Kempinski Nile Hotel Garden City Cairo

Destination Description 15

Located in Egypt's beautiful capital, Kempinski Nile Hotel offers guests a boutique five-star experience on the banks of the Nile River.

Right in the heart of Cairo's Garden City district in down-town, guests are only a short drive from the Pyramids of Giza, shopping areas and local attractions.

Kempinski Nile Hotel caters to large groups, couples and solo travelers offering 137 rooms and 54 exclusive suites in an unforgettable environment. All suites come with their own private balcony so guests can relax and enjoy a beautiful view of the Nile River.

With a collection of culinary experiences at four restaurants and lounges, a luxury spa, rooftop pool, modern fitness centre, guests at Kempinski Nile Hotel will find everything they could ever need.

Room Description 15

Nile Junior Suite

An exquisitely designed suite that brings together classic Kempinski style and service with amazing contemporary decor, the Nile Junior Suite is a must for any guest wanting the best during their visit to Cairo.

A private retreat overlooking the city, the suite comes with a separate living room and bedroom, as well as a working desk for guests visiting on business. Furnished in a modern style and featuring a comfortable king-sized bed, the Nile Junior Suite is the perfect place to unwind after a day spent enjoying the souks, sights and everything else the city has to offer.

Whether it is the incredible history that can be seen everywhere, the unmistakable energy that exists in the streets, the exciting opportunities, or the powerful River Nile that flows through the city, Cairo has something to offer everyone, and this is the place to explore it from.

SPA Facility Description 15

Kempinski The Spa is the place to unwind and relax while staying in the heart of the city. Combining Egyptian and European elegance, it is an oasis of wellbeing and serenity for the mind, body and soul.

Featuring five individual treatment rooms, a couples treatment room and separate facilities for men and women. Guests can unwind in a steam bath and sauna or refresh in the multi-sensory showers.

Use of the steam rooms, Jacuzzi and sauna are complimentary for all in-house guests. The spa is open daily from 7:00 to 22:00 and the massage operation is from 9:00 till 21:00. For more details and reservations, contact us on: +20 2 279 80000 or at spa.cairo@kempinski.com.

Hotel 16 Kempinski Hotel Ishtar Dead Sea

Destination Description 16

Situated on the edge of the famous salt lake, 434 below sea level and close to Jordan's top attractions, Kempinski Hotel Ishtar Dead Sea is a brilliant ode to the hanging gardens of Babel, featuring a private sandy beach and a 5 star luxury spa that provides luxury experiences infused with Dead Sea rich minerals.

345 rooms, suites and Royal villas located in three luxurious enclaves set amidst gardens dotted with lagoons, waterfalls and swimming pools, provide you with absolute privacy by the Dead Sea.

Culinary possibilities are endless with the ever popular Ashur Italian Restaurant. The Obelisk prepares the freshest ingredients from around the world presented beautifully in an amazing buffet. Our Thai restaurant "Codes" brings the mysteries of Thailand while Akkad Pool & Grill Restaurant leaves you amazed by the renowned infinity pool.

Our multiple meeting rooms and outdoor wedding venues will certainly leave you reinvigorated with belief.

Room Description 16

Junior Suite - Main Building

The perfect blend of comfort, style and modern technology, our spacious Junior Suites offer elegant living space, as well as pleasant outdoor sitting areas with beautiful views of the Dead Sea and the Babylonian gardens.

SPA Facility Description 16

Welcome to the Resense Spa in Kempinski Hotel Ishtar, Dead Sea - the largest spa in the region at 10,000 Sqm (107,639 sq ft) and Jordan's best hotel spa in 2018. Every element of

our spa is carefully designed to provide you with a classical service, a luxurious experience and the element of surprise.

We offer 20 beautifully designed treatment rooms with private shower facilities, six outdoor individual treatment and relaxation areas, hydro-facilities with a steam room, sauna, and whirlpool, Tepidarium heated lounges, the Dead Sea pool and the largest hydro-pool in the Dead Sea.

There is also a separate ladies-only area.

Hotel 17 Kempinski Summerland Hotel & Resort Beirut

Destination Description 17

Welcome to Kempinski Summerland Hotel & Resort, the exclusive five-star luxury hotel and beach resort in Beirut.

A distinguished location on the coast of the Mediterranean Sea, a hotel and resort uniquely famous in Beirut for Summerland Bay's own private beach and marina, a labyrinth of pools with pool-bars and private Jacuzzi bungalows. An ideal getaway for creating memories worth a lifetime.

Accompanied by the renowned European luxury Resense Spa, the facility embraces 153 rooms and suites elegantly designed with breathtaking views, a refined Cigar and Single Malt lounge, and substantial outdoor garden venues.

Room Description 17

Junior Suite

A signature junior suite with dazzling views overlooking the resort. This suite is both spacious and comfortable. It features a large living area and a king sized bed ideal for family stays or couples looking for ultimate comfort. The suite accommodates 2 adults and 2 children (up to 12 years) or 3 adults. Extra bed subject to availability at additional cost.

SPA Facility Description 17

Welcome to Resense. Inspired by Europe, we have carefully designed every element of our spa to provide you with classical service, a luxurious experience and an element of surprise.

Our array of services does not simply include treatments, but rather, experiences that achieve your desired result and a little more. Our services include spa treatments, day spa access, gym memberships, special offers and internal spa tips and tricks!

Opening Hours

Gym: 7AM to 10PM

Treatment: 9AM to 9PM

For further information, please contact our Spa Concierge at +961 1 828 455 or by email to spa.beirut@kempinski.com

Hotel 18 Kempinski Al Othman Hotel Al Khobar

Destination Description 18

The spectacular new five-star Kempinski Al Othman Hotel Al Khobar offers sweeping views over the Al Khobar skyline. A wide range of rooms and suites are available, as well as 18 stunning, designer-styled apartments that combine the ultimate in elegance, space and comfort with all the services and amenities of a five-star hotel.

Experience the Eastern Province's best Italian dishes at Il Vero, or relax in Kempinski The Spa, featuring a heated pool, a range of treatments and a fitness center.

Ideally located between Al Khobar and Dammam, the hotel provides easy access to the business district and is just minutes from popular shopping malls.

Find out more about our fantastic hotel and its location.

Room Description 18

Classic Junior Suite

All our Classic Junior Suites at Kempinski Al Othman Hotel Al Khobar feature modern and warm décor, these 57 sq m rooms also have impressive floor-to-ceiling windows that offer scenic views across the city.

Designed to fulfill and exceed the needs of every guest, our Classic Junior Suites come with essential features, including 55-inch LED TVs, a working desk, a free mini-bar, king-size bed, a laptop-sized safe and complimentary Wi-Fi.

A relaxing place to return to after a day exploring the local area or meeting colleagues, these rooms also have generously sized bathrooms with separate walk-in showers fitted.

Other benefits include late check out till 16:00pm (upon availability). Contact us to check availability and make your reservation today.

SPA Facility Description 18

Kempinski The Spa is a peaceful and tranquil environment that will leave you feeling rejuvenated, with seven treatment rooms and separate facilities for men and women.

Offering a range of massage treatments and facials, our luxury spa is also home to a fully equipped fitness centre. Offering the latest cardiovascular equipment as well as machines and dumbbells, an indoor pool, a sauna and a steam room. We offer a Moroccan Bath, otherwise known as “Hamam Maghrabi”, this is a hot bathroom in which we provide body scrub treatments and full body treatments that utilize specialized soaps.

Kempinski The Spa is open daily from 7:00am to 10:00pm.

Contact us at spa.alkhobar@kempinski.com or call.

Hotel 19 Emirates Palace Abu Dhabi

Destination Description 19

A lavishly imagined dream, Emirates Palace offers you a magical location to enjoy the quintessence of award-winning 5-star luxury hospitality and authentic local experiences. From 394 luxurious rooms and suites, to our award-winning culinary cuisine, Emirates Palace is the definition of an unrivaled and Arabian fantasy.

Located in the heart of Abu Dhabi, the Capital of the United Arab Emirates and only 40 minutes from the airport, Emirates Palace is grand in both its design and myriad of offerings. From a 1.3 km pristine beach, landscaped pools and a private marina overlooking a natural

bay, Emirates Palace **is perfect** for a **once-in-a lifetime** holiday or for events and meetings that **make** a statement, with some of the city's **largest** hotel conference centres and the **latest** technology.

An **ethereal** experience, Emirates Palace **is** truly one of the **most inspiring** hotels in Abu Dhabi and **we look forward to welcoming you.**

Room Description 19

Khaleej Suite

Your stay at the Emirates Palace **will transport you to your own private world of opulence and grandeur** when **you choose** a Khaleej Suite.

This experience will be the benchmark by which you measure your every hotel experience.

Each of **our** Khaleej Suites **features** a **private world-class** entertainment centre, **sea** views of the **deepest** mesmerising turquoise, and **contemporary** décor that **exudes** the height of luxury living. The Khaleej Suite **will inspire you** in the morning, **lull you** to sleep at night, and **give you** peace and tranquility throughout the day. **This Emirates Palace Suite welcomes you to an extravagantly-dressed king size bed and a fully-appointed bathroom with your own Jacuzzi, providing the perfect backdrop for your trip to Abu Dhabi.**

SPA Facility Description 19

*The Emirates Palace Spa Abu Dhabi **will instantly transport you to another realm, experience exquisite relaxation thanks to purely indulgent packages that aim to ignite a sense of balance and serenity.** The 1,500 sqm **award-winning** Emirates Palace Spa **features** a **traditional** Moroccan Hammam that **is well appointed** with two Jacuzzis, two steam rooms, **heated** marble and an **ice** cave.*

Emirates Palace Spa is open daily from 10 a.m. to 11 p.m.

To make a reservation or for further information, please **contact us** at + 971 2 690 7978 or by email to spa@emiratespalace.ae

Appendix 5 Summary Tables

Table 1 Syntactic Persuasive Language Means – Sentence Types

	Compound Sentences	Complex Sentences
Hotel 1	<ul style="list-style-type: none"> • <i>Book a suite at Hotel Vier Jahreszeiten Kempinski Munich and experience even more luxury with our Suite Delight programme during your stay in Munich.</i> • <i>Book the offer “Best flexible price including Suite Delight benefits” upon booking your Junior Suite and get the following services included:</i> 	<ul style="list-style-type: none"> • <u>Welcome to Hotel Vier Jahreszeiten Kempinski, centrally located in the heart of Munich.</u> • <u>It is the ideal place to stay to make the most of the vibrant city of Munich, whether you are here for a business trip or a city break.</u> • <u>Guests can also indulge in our luxury day spa, featuring a range of relaxing beauty treatments, a swimming pool as well as a brehtaking view over the rooftops of Munich.</u> • <u>These suites feature either carpet or wooden flooring, with a view over the inner courtyard, located in the historical part of the hotel.</u> • <u>Our wellness sanctum includes a sauna, steam room and heated indoor pool (12.5m), so however you choose to spend your leisure time, we have something to suit.</u>
Hotel 2	<ul style="list-style-type: none"> • <i>Organise your event at our ballroom with natural daylight or arrange your business meeting in one of the five meeting rooms.</i> 	<ul style="list-style-type: none"> • <u>Originally built in the 19th century, Grand Hotel Kempinski Riga is situated in the heart of the Latvian capital.</u> • <u>Furnished in a modern style, located the historical part of the hotel where you enjoy views of the calm and sunny courtyard or the green oasis of Opera park.</u> • <u>There is no better way to spend a day-off or take a rest after being on feet the whole day than to indulge in the pure relaxation presented by Kempinski The Spa.</u>
Hotel 3	<ul style="list-style-type: none"> • <i>Kempinski Hotel Bahía has everything you need for a wonderful holiday.</i> 	<ul style="list-style-type: none"> • <u>Located at the charming fishing village of Estepona, Marbella is only 15 minutes by car and the Laguna Village shopping complex with its beach clubs and restaurants is at walking distance from the hotel.</u> • <u>With a 180 degrees view overlooking the Mediterranean Sea and subtropical gardens, the suite is perfect for guests looking for extra space and to experience sunny views as the terrace is fitted with outdoor furniture.</u> • <u>The Beauty & Wellness Centre features a state-of-the-art Fitness Centre, including a Technogym Kinesis wall, a new Finnish sauna, a steam bath, relaxation area and an indoor pool.</u>

Hotel 4	n/a	<ul style="list-style-type: none"> • <u>Organize your ideal conference or meeting at the state-of-the art Conference centre, covering 600 sqm and divided into six conference rooms.</u> • <u>We regret to inform you that, due to maintenance work, our swimming pool, Jacuzzi and sauna's area will be closed 23-26 April 2019.</u>
Hotel 5	<ul style="list-style-type: none"> • <i>Our five-star hotel is open year-round and comprises Alpine-style rooms and suites, superb conference facilities, lavish dining services and an award-winning spa centre.</i> • <i>Kindly note that smoking in the suites is strongly prohibited.</i> 	<ul style="list-style-type: none"> • <u>As soon as you set foot in our hotel, you will be surrounded by a caring ambiance created with the genuine desire to make you feel most welcome.</u> • <u>Whether travelling on business or with your loved ones, choose a luxury Junior Suite overlooking the town and explore the beauty of Bansko at your feet.</u> • <u>Surrounded by pristine nature and located at the foot of the Pirin Mountains, the fully renovated Kempinski The Spa offers the ultimate spa experience inspired by the European cycle of the seasons.</u>
Hotel 6	<ul style="list-style-type: none"> • <i>Indulge in our three restaurants – Acquerello, La Dolce, Insieme - while tantalising your senses with exceptional interpretations of iconic Italian and Venetian specialities.</i> • <i>Suites with connecting doors are also available on request and each Junior Suite can sleep two adults across a king or twin beds, and a third person on an additional rollaway bed.</i> • <i>Treat yourself with an experience of profound relaxation and let us pamper all your senses with our unique selection of aromatherapy massages, spoiling beauty treatments and healthy fitness recommendations.</i> 	<ul style="list-style-type: none"> • <u>With plenty of natural light and offering either a stunning garden or historical courtyard view, our Junior Suite is a true delight.</u> • <u>Featuring a generous amount of living space, including a separate sitting area and dedicated work space, our Junior Suite is the perfect place to feel at home.</u> • <u>The suite enjoys a combination of contemporary and traditional Venetian décor including elegant Murano glass chandeliers, making it a graceful and attractive option for your stay.</u> • <u>Alongside a beautifully spacious design and wonderful location, the Junior Suite includes a range of amenities to make your stay as comfortable as possible, including a high-definition LCD flat screen TV, complimentary Wi-Fi, and air conditioning.</u> • <u>Guests staying in our Junior Suite can also take advantage of the following benefit:seasonal flowers, champagne, fruits or confectionary to greet guests on arrival (on request)</u> • <u>San Clemente Palace Kempinski is delighted to welcome you to the exclusive The Merchant of Venice SPA, your sanctuary of pure bliss located on the marvellous, private island of San Clemente in Venice.</u>

<p>Hotel 7</p>	<ul style="list-style-type: none"> • <i>Taking time is the ultimate luxury, take time and spend it at Kempinski Hotel Chongqing.</i> • <i>Deluxe Suite - 1 kings bed, are located from 7th floor to 28th floor, guest can enjoy panoramic views of the city.</i> • <i>Guests have full access to the Executive Lounge where can enjoy breakfast, coffee, tea and refreshment services during the day, evening cocktails and snacks, as well as a free usage of separate meeting room for two hours per stay upon availability.</i> 	<ul style="list-style-type: none"> • <u>Kempinski Hotel Chongqing – the only traditional European luxury hotel brings to life unique experience, making it the first choice of the business and leisure traveler alike.</u> • <u>Kempinski Hotel Chongqing constantly imagines new and exceptional ways to delight in the moment, throughout the stay, being it in one of the 3 restaurants serving culinary delights, the well equipped meeting facilities with daylight catering for all needs or one of the 416 guest room tastefully furnished overlooking the Yangtze River.</u> • <u>Explore our unique property by viewing our Image Gallery.</u> • <u>Discover the mountain city of Chongqing by checking our Local information or view our Hotel Location and directions prior to your arrival.</u>
<p>Hotel 8</p>	<p>n/a</p>	<ul style="list-style-type: none"> • <u>Standing atop the majestic cliff of Nusa Dua, with breathtaking views of the Indian Ocean and tropical garden, The Apurva Kempinski Bali offers the epitome of beachfront luxury.</u> • <u>A collection of 475 iconic rooms, suites and villas are showcased, with 60% of the accommodation featuring its own private plunge pools.</u> • <u>From a unique culinary journey and indigenous spa treatments, to the spacious meeting rooms and alluring chapels, The Apurva Kempinski Bali is a spectacular stage where curated experiences are brought to life.</u> • <u>Offering an abundance of natural light, this open-plan 100 sq m suite features a private plunge pool and generous terrace.</u> • <u>Healing treatments are based on the Javanese philosophy Rupasampat Wahyabiantara, which means “true beauty is achieved when the outer beauty is in harmony with inner beauty”.</u> • <u>Establishing itself as a luxury spa in Bali, The Apurva Spa applies the traditional wellness techniques using the application of traditional Lulur and Jamu.</u>

Hotel 9	<ul style="list-style-type: none"> • <i>Guests can re-energise with a workout in the state-of-the-art fitness centre, or enjoy the most relaxing and purifying spa experience at the luxurious in-house Aster Spa.</i> • <i>Put everything on hold and re-energize in our tranquil services.</i> 	<ul style="list-style-type: none"> • <u>Experience an unparalleled level of luxury at Kempinski Hotel Khan Palace, Mongolia, which is located in close proximity to the bustling metropolis area of Ulaanbaatar city.</u> • <u>Featuring four tastefully designed meeting rooms, as well as four highly acclaimed restaurants, this Kempinski Hotel offers the epitome of five-star luxury living in the capital city of Mongolia.</u> • <u>Our Junior suite is a discerning choice for business traveler or leisure traveler seeking a harmonious balance of work and relaxation in an opulent environment.</u> • <u>Connect with Wi-Fi as you calmly enjoy mountain/city view from the suite.</u>
Hotel 10	n/a	<ul style="list-style-type: none"> • <u>Located next to the Myanmar International Convention Centre (MICC1) and with free high-speed Internet, the hotel is the perfect venue for MICE in Nay Pyi Taw.</u> • <u>The hotel also features an exclusive collection of Myanmar traditional artworks and architectural elements that include the gold leaf adorned ceiling of the reception area - considered to be one of the nation's most valuable item.</u> • <u>The spacious living area coupled with comfortable sleeping quarters make each of the 30 Premier Suites perfectly suited for business or leisure travel.</u> • <u>They offer a quiet retreat for guests who want a space to work, think, or simply enjoy time with their families or loved ones.</u> • <u>Our health club offers you a series of Spa treatments to indulge yourself while staying at Kempinski Hotel Nay Pyi Taw.</u>

<p>Hotel 11</p>	<p>n/a</p>	<ul style="list-style-type: none"> • <u>Located in Singapore’s charming civic and cultural district, the iconic Capitol Building and Stamford House have been restored to unveil as The Capitol Kempinski Hotel Singapore.</u> • <u>A quintessential masterpiece of beautifully conserved architecture uplifted with a modern touch and bespoke hospitality, this exclusive retreat promises luxury at its finest.</u> • <u>Timeless yet contemporary, the hotel features 157 guestrooms and suites, a lobby lounge, an outdoor saltwater relaxation pool, a fitness centre and Spa, and an exclusive event space, as well as a bespoke bar and a signature restaurant helmed by a Michelin-starred chef.</u> • <u>Our exquisite and spacious Executive Suites are located in the historic Capitol Building and offers a generous area of 55sqm, including a separate living room and bedroom space.</u> • <u>Guests will appreciate the sophisticated design and customised furnishings that are set to create an oasis of tranquility.</u> • <u>Guests staying in the Executive Suite can enjoy the additional pampering of a 24-hour stay period, as well the gourmet breakfast for a perfect start to the day.</u> • <u>Kindly note that each guestrooms and suites are uniquely configured to complement the architectural features of the heritage building.</u> • <u>If you are looking for a small, luxury spa retreat in the middle of the vibrant city of Singapore, step into tranquillity at The Capitol Kempinski Hotel Singapore, where your personal wellness is put first.</u>
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Hotel 12	<ul style="list-style-type: none"> • <i>The bedroom is king-size, the huge bathroom has a bathtub and rain shower enclosure, and there is a powder room for your guests.</i> • <i>Coffee, tea, soft drinks, snacks and local beers are complimentary, and are replenished daily.</i> • <i>Kempinski The Spa is located on 7th floor of Garden Wing, open daily from 10.00 - 22.00 hrs.</i> 	<ul style="list-style-type: none"> • <u>Located in a prime location of downtown Bangkok with direct access to the Siam Paragon Shopping Mall, the Siam Kempinski Hotel Bangkok is an ideal destination for both business and leisure travellers to indulge in its unique resort-like atmosphere in the heart of the city's premier shopping and entertainment district.</u> • <u>Each of the hotel's 401 luxurious rooms and suites, features a contemporary interior design sparkling with unique Thai elements - many of which offer private balconies overlooking the lush garden and hotel's swimming pools.</u> • <u>Averaging 90 m², each suite has a separate living room that includes a large working desk, and most have their own balcony.</u> • <u>Executive Suites can host up to three guests, with an extra bed available for comfort and convenience.</u> • <u>Kempinski The Spa has its own tranquil atmosphere, offering an escape from the urgency of life on the streets below.</u> • <u>Believing that there is a season for everything and that everyone is attuned to the rhythm of the seasons, Kempinski The Spa provides natural treatments which aim to restore to guests the harmony of nature, which can be broken by the modern urban lifestyle.</u>
Hotel 13	<ul style="list-style-type: none"> • <i>Enjoy your favourite cocktail in the Bar Constante or smoke a cigar paired with a rum in the cozy tobacco lounge, Evocación.</i> • <i>Whatever the reason, we would be delighted to welcome you in Gran Hotel Manzana Kempinski La Habana.</i> • <i>Our Fitness centre is equipped with state-of-the-art Technogym machines and offers stunning views to the Old Havana.</i> 	<ul style="list-style-type: none"> • <u>Ideally located in the heart of Old Havana, and surrounded by the main UNESCO World Heritage buildings of this vibrant city, the Gran Hotel Manzana Kempinski offers you the opportunity to relish in the first luxury hotel in Cuba.</u> • <u>With a contemporary decoration, Gran Hotel Manzana Kempinski comprises 246 luxurious rooms, including 50 suites, where you can lounge after a stroll through the fascinating and historic city of Havana.</u> • <u>Enjoy the breathtaking view from our rooftop while sipping a delicious cocktail, get pampered at our Spa by Resense or celebrate your Meetings or Events in one of our conference rooms.</u> • <u>The high-ceilings and the large French doors/windows, with a separated sitting area and the comfortable king-size bed, create an atmosphere that will make you feel at home.</u>

<p>Hotel 14</p>	<ul style="list-style-type: none"> • <i>Awaken from our comfortable beds and enjoy an impeccable panoramic view of the beautiful Gulf of Tadjourah.</i> 	<ul style="list-style-type: none"> • <u>Rest like a sultan in the best hotel of the Horn of Africa, where elegance meets oriental luxury, in a destination full of wonders.</u> • <u>Whether you are traveling for business or pleasure, our experienced team and personalized services invites you to a pleasant stay where not only experiences are made, but memories are created.</u> • <u>And specials treatments for you inspired by the European cycle of the seasons, and each treatment are customized according to each individuality.</u> • <u>To find true inspiration or unwind from worldly tensions, this experience allows you to attune your well-being and surrender to the wisdom of nature.</u>
<p>Hotel 15</p>	<p>n/a</p>	<ul style="list-style-type: none"> • <u>Located in Egypt's beautiful capital, Kempinski Nile Hotel offers guests a boutique five-star experience on the banks of the Nile River.</u> • <u>Kempinski Nile Hotel caters to large groups, couples and solo travelers offering 137 rooms and 54 exclusive suites in an unforgettable environment.</u> • <u>All suites come with their own private balcony so guests can relax and enjoy a beautiful view of the Nile River.</u> • <u>An exquisitely designed suite that brings together classic Kempinski style and service with amazing contemporary decor, the Nile Junior Suite is a must for any guest wanting the best during their visit to Cairo.</u> • <u>A private retreat overlooking the city, the suite comes with a separate living room and bedroom, as well as a working desk for guests visiting on business.</u> • <u>Furnished in a modern style and featuring a comfortable king-sized bed, the Nile Junior Suite is the perfect place to unwind after a day spent enjoying the souks, sights and everything else the city has to offer.</u> • <u>Whether it is the incredible history that can be seen everywhere, the unmistakable energy that exists in the streets, the exciting opportunities, or the powerful River Nile that flows through the city, Cairo has something to offer everyone, and this is the place to explore it from.</u> • <u>Kempinski The Spa is the place to unwind and relax while staying in the heart of the city.</u> • <u>Combining Egyptian and European elegance, it is an oasis of wellbeing and serenity for the mind, body and soul.</u>

Hotel 16	<ul style="list-style-type: none"> • <i>Our Thai restaurant “Codes” brings the mysteries of Thailand while Akkad Pool & Grill Restaurant leaves you amazed by the renowned infinity pool.</i> 	<ul style="list-style-type: none"> • <u>Situated on the edge of the famous salt lake, 434 below sea level and close to Jordan’s top attractions, Kempinski Hotel Ishtar Dead Sea is a brilliant ode to the hanging gardens of Babel, featuring a private sandy beach and a 5 star luxury spa that provides luxury experiences infused with Dead Sea rich minerals.</u> • <u>345 rooms, suites and Royal villas located in three luxurious enclaves set amidst gardens dotted with lagoons, waterfalls and swimming pools, provide you with absolute privacy by the Dead Sea.</u> • <u>The Obelisk prepares the freshest ingredients from around the world presented beautifully in an amazing buffet.</u>
Hotel 17	n/a	<ul style="list-style-type: none"> • <u>Accompanied by the renowned European luxury Resense Spa, the facility embraces 153 rooms and suites elegantly designed with breathtaking views, a refined Cigar and Single Malt lounge, and substantial outdoor garden venues.</u> • <u>It features a large living area and a king sized bed ideal for family stays or couples looking for ultimate comfort.</u> • <u>Inspired by Europe, we have carefully designed every element of our spa to provide you with classical service, a luxurious experience and an element of surprise.</u> • <u>Our array of services does not simply include treatments, but rather, experiences that achieve your desired result and a little more.</u>

<p>Hotel 18</p>	<ul style="list-style-type: none"> • <i>A relaxing place to return to after a day exploring the local area or meeting colleagues, these rooms also have generously sized bathrooms with separate walk-in showers fitted.</i> • <i>Contact us to check availability and make your reservation today.</i> 	<ul style="list-style-type: none"> • <u>A wide range of rooms and suites are available, as well as 18 stunning, designer-styled apartments that combine the ultimate in elegance, space and comfort with all the services and amenities of a five-star hotel.</u> • <u>Experience the Eastern Province’s best Italian dishes at Il Vero, or relax in Kempinski The Spa, featuring a heated pool, a range of treatments and a fitness center.</u> • <u>Ideally located between Al Khobar and Dammam, the hotel provides easy access to the business district and is just minutes from popular shopping malls.</u> • <u>All our Classic Junior Suites at Kempinski Al Othman Hotel Al Khobar feature modern and warm décor, these 57 sq m rooms also have impressive floor-to-ceiling windows that offer scenic views across the city.</u> • <u>Designed to fulfill and exceed the needs of every guest, our Classic Junior Suites come with essential features, including 55-inch LED TVs, a working desk, a free mini-bar, king-size bed, a laptop-sized safe and complimentary Wi-Fi.</u> • <u>Kempinski The Spa is a peaceful and tranquil environment that will leave you feeling rejuvenated, with seven treatment rooms and separate facilities for men and women.</u> • <u>Offering a range of massage treatments and facials, our luxury spa is also home to a fully equipped fitness centre.</u> • <u>We offer a Moroccan Bath, otherwise known as “Hammam Maghrabi”, this is a hot bathroom in which we provide body scrub treatments and full body treatments that utilize specialized soaps</u>
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<p>Hotel 19</p>	<ul style="list-style-type: none"> • <i>An ethereal experience, Emirates Palace is truly one of the most inspiring hotels in Abu Dhabi and we look forward to welcoming you.</i> • <i>The Emirates Palace Spa Abu Dhabi will instantly transport you to another realm, experience exquisite relaxation thanks to purely indulgent packages that aim to ignite a sense of balance and serenity.</i> 	<ul style="list-style-type: none"> • <u>A lavishly imagined dream, Emirates Palace offers you a magical location to enjoy the quintessence of award-winning 5-star luxury hospitality and authentic local experiences.</u> • <u>Located in the heart of Abu Dhabi, the Capital of the United Arab Emirates and only 40 minutes from the airport, Emirates Palace is grand in both its design and myriad of offerings.</u> • <u>From a 1.3 km pristine beach, landscaped pools and a private marina overlooking a natural bay, Emirates Palace is perfect for a once-in-a lifetime holiday or for events and meetings that make a statement, with some of the city's largest hotel conference centres and the latest technology.</u> • <u>Your stay at the Emirates Palace will transport you to your own private world of opulence and grandeur when you choose a Khaleej Suite.</u> • <u>This experience will be the benchmark by which you measure your every hotel experience.</u> • <u>Each of our Khaleej Suites features a private world-class entertainment centre, sea views of the deepest mesmerising turquoise, and contemporary décor that exudes the height of luxury living.</u> • <u>This Emirates Palace Suite welcomes you to an extravagantly-dressed king size bed and a fully-appointed bathroom with your own Jacuzzi, providing the perfect backdrop for your trip to Abu Dhabi.</u> • <u>The 1,500 sqm award-winning Emirates Palace Spa features a traditional Moroccan Hammam that is well appointed with two Jacuzzis, two steam rooms, heated marble and an ice cave.</u>
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Dokumentārā lapa

Bakalaura darbs „Use of Persuasive Language Means on Hotel Webpages” (Pārliecinošu valodas līdzekļu lietojums viesnīcu tīmekļa lapās) izstrādāts LU Humanitāro zinātņu fakultātē.

Ar savu parakstu apliecinu, ka pētījums veikts patstāvīgi, izmantoti tikai tajā norādītie informācijas avoti un iesniegtā darba elektroniskā kopija atbilst izdrukai.

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Rekomendēju/nerekomendēju darbu aizstāvēšanai

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Studiju metodiķe: Sintija Zankovska _____ 30.05.2019.

Darbs iesniegts Anglistikas nodaļā 30.05.2019.

Darbu pieņēma:

Darbs aizstāvēts bakalaura gala pārbaudījuma komisijas sēdē

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Komisijas sekretāre: lektore Tatjana Bicjutko _____