

INNOVATIVE ADVISORY SOLUTIONS

Hotel businesses need to be rebooted and reimagined in the post-Covid-19 era. Hotelivate offers five modules in the areas of health & safety, room revenue, human resources, operational expenses, and budgeting to help independent and non-chain hotels benefit from the most pertinent industry practices around these disciplines. You may select all or some modules; each of these modules is a combination of broad guidelines and specific solutions for your hotel.

MODULE A

Hotel Operations
with Health
& Safety

MODULE B

Optimising
Room Revenue

MODULE C

Optimising
Expenses - Payroll

MODULE D

Optimising
Expenses - Hotel
Operations

MODULE E

Budgeting &
Forecasting



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MODULE A

Hotel Operations with Health & Safety

What Will it Cover?

Manual for opening of hotels post shutdown + Guide for all preparations for hotels to remain safe for guests and teams.

How Can it Help?

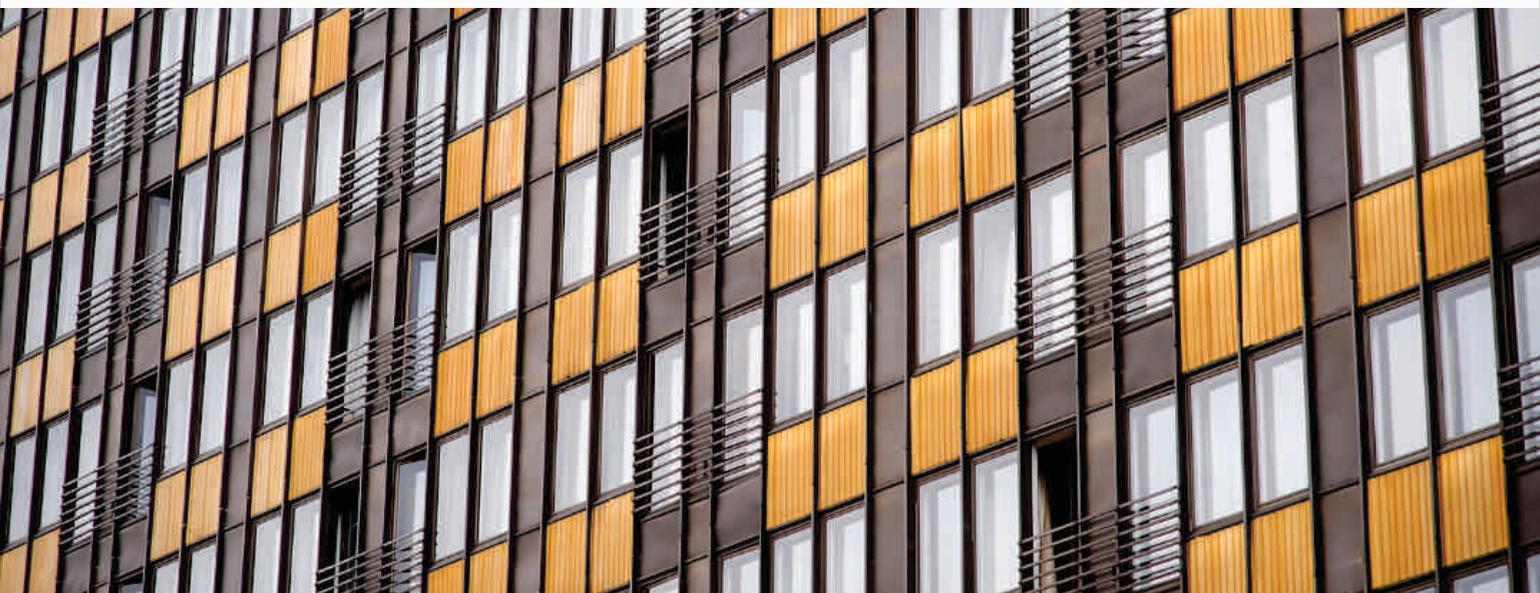
Safety is going to be the important differentiator between well and ill prepared hotels. Guests will choose hotels where a sense of hygiene, safety and process precision is high. Safe hotels will bounce back faster.

Useful For?

Hotel Owners, GMs

Module Details

- **Business Acceptance Protocols** - such as for group room queries, banqueting events, restaurant table reservations and Spa & Gym access.
- **Guest Protocols** - hygiene standards and checks mandatory for any **guest** entering the hotel premises.
- **Employee Protocols** - the hygiene standards and checks mandatory for **employees**.
- **Public Area Management** - guide for proactive cleaning of all surfaces and disinfection; this is over and above regular housekeeping.
- **Vendor Protocols** - the hygiene standards and checks mandatory for any **third party vendor** entering the hotel premises.



MODULE B

Optimising Room Revenue

What Will it Cover?

Analyse historical room revenue data and identify opportunities to increase revenue + yielding tips and tricks + revenue management templates for inhouse use.

How Can it Help?

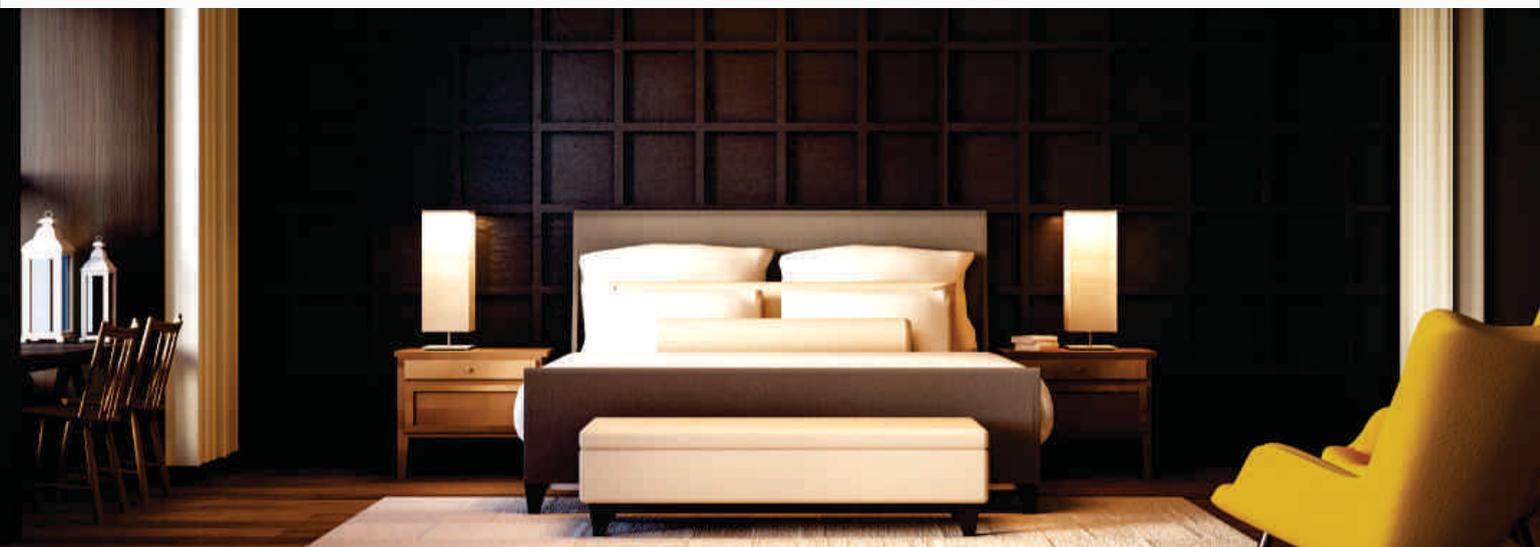
Strategic and tactical ideas to increase room revenue.

Useful For?

GMs, Rooms Division Manager, Revenue Managers, Sales Managers

Module Details

- A thorough **analysis of room revenue sources** and calibration of room strategy in line with the market dynamics to determine the optimal business mix.
- Review **pricing strategy by room segments** via a Rate Value Matrix and recommend opportunities to increase revenue.
- Review of the **revenue forecasting mechanism** in practice at the hotel and demand management process.
- Make recommendations in terms of short, medium and long-term **yield tactics** to increase revenue.
- **E-distribution channel** optimization suggestions covering all existing Online Travel Partners.
- Critique **market share** via STR or equivalent.
- **Brand website** penetration review and strategy adjustments.
- **GDS strategy** & penetration calibration.



MODULE C

Optimising Expenses - Payroll

What Will it Cover?

Calculate most optimised manpower count for the operations of the hotel + Identify ideal manager: staff composition + Suggest methods to better utilise existing manpower.

How Can it Help?

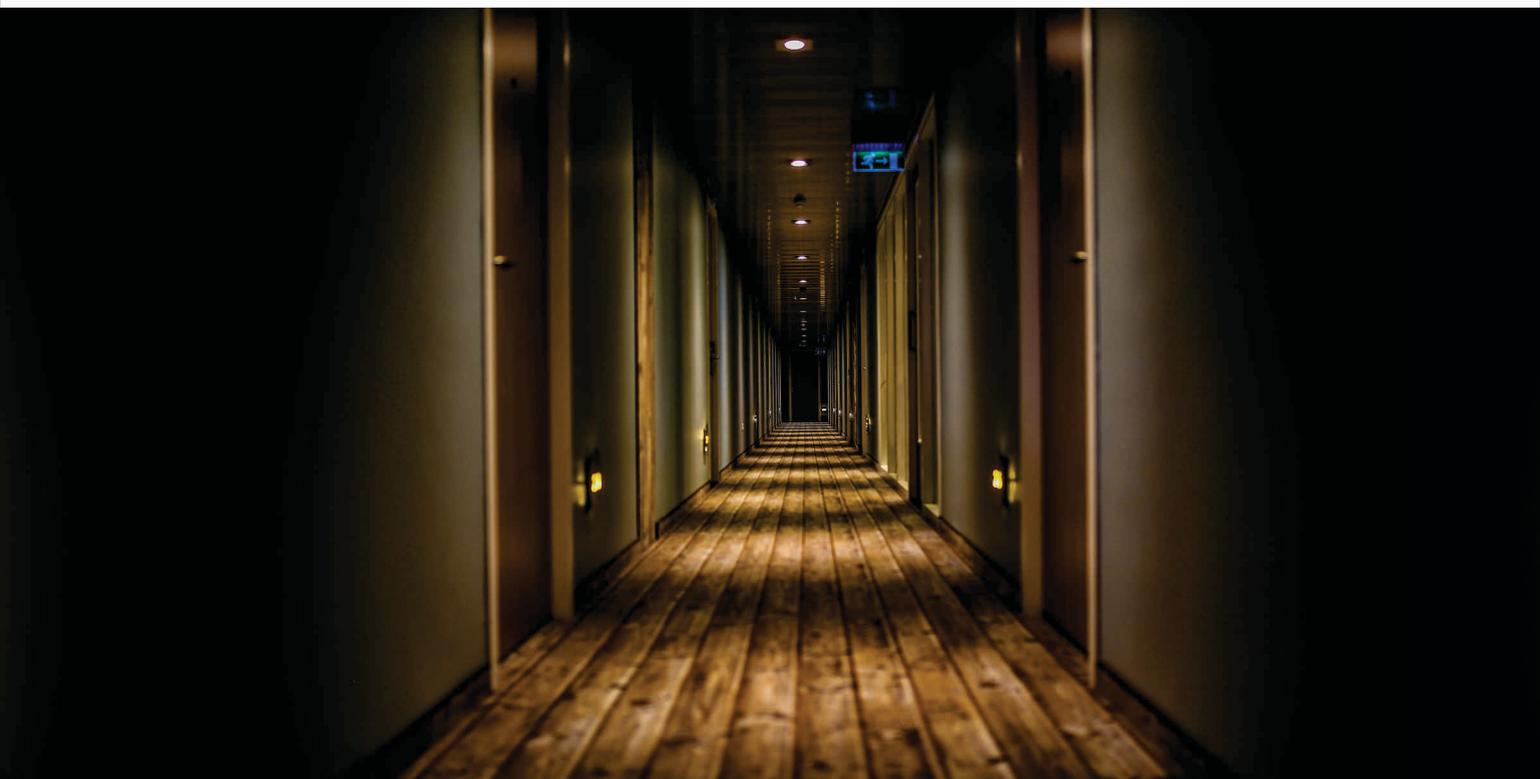
Reduce or eliminate wasteful expenditure on payroll cost.

Useful For?

Hotel Owners

Module Details

- A thorough **review of manpower count in all departments**. Recommendations to improve efficiency (as required) and bring in savings.
- **Review of the payroll value and growth year on year**. Recommendations to re-structure payroll.
- Analysis of **Managerial / Supervisory / Associate level manpower** composition and associated payroll.
- **Review of the organisational structure** with recommendations (as required).



MODULE D

Optimising Expenses - Hotel Operations

What Will it Cover?

Study historical data of expenses and identify areas of improvement + Use datasets like %, POR, PAR for benchmarking.

How Can it Help?

Practical ideas for reducing or eliminating expenses in Hotels.

Useful For?

Hotel Owners, GMs

Module Details

- Analysis of the **fixed and variable expenses (basis line items in the P&L)**; their growth in relation to revenue.
- Review of the **expense forecasting mechanism** in practice at the hotel.
- Review of the **day to day expense management mechanism** in practice at the hotel at the operational level.
- **Analysis of expense ratios & consumption patterns** in relation to the actual room revenue.
- Recommendations of opportunities to rationalize expenses.
- Review of the food cost calculation procedure in practice at the hotel; recommendations of improvement if any.
- Review of the beverage cost calculation procedure in practice at the hotel; recommendations of improvement if any.
- Liquor management – Inventory & par stock management; comparison of stock levels with actual beverage sales.



MODULE E

Budgeting & Forecasting

What Will it Cover?

Revenue budgeting from grounds up with useful templates + Expense budgeting with useful templates.

How Can it Help?

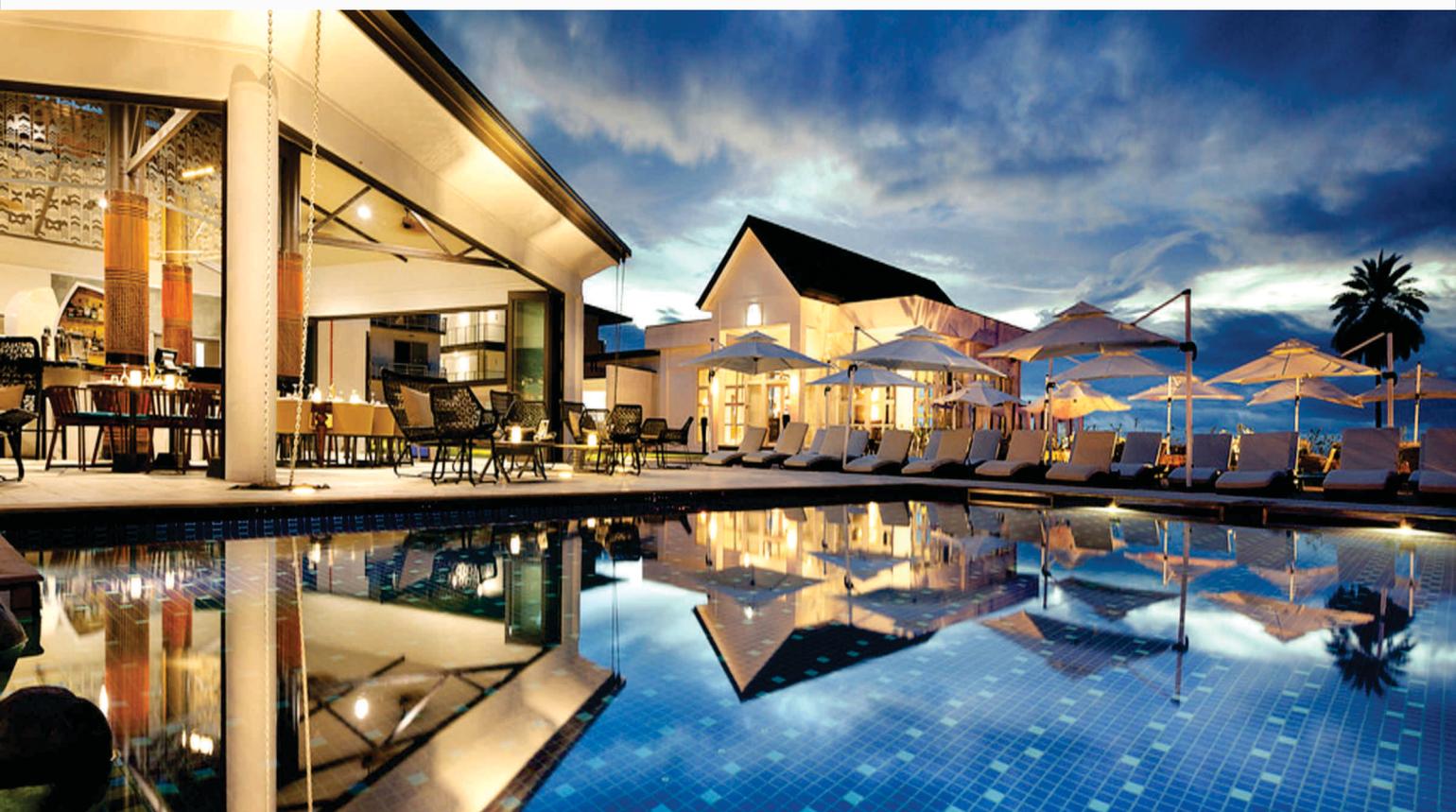
Allows hotel owning companies to self-assess budgets for the forthcoming years in a methodical way.

Useful For?

Hotel Owners

Module Details

- Preparation of a Re-Calibrated Revenue forecast for the remaining months of 2020.
- GOP & EBITDA forecast for 2020 on the basis of existing expense structures of the hotel for the year 2020.
- GOP & EBITDA forecast for 2020 on the basis of revised Hotelivate expense guidelines for the year 2020.



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