

# Hotel management solutions during economic turmoil

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# Background

- A global challenge
- Declining demand also in Romania
- Less tourists
- Decrease of rooms occupied in the market
- Softer revenues
- Stable if not higher costs



# Challenge

  
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# Challenge

## ■ SPAGAT:

Increase market share, maintain profitability in a declining market, which is nearly impossible to forecast!



# Solutions

  
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# Solutions

- Revenue optimization
- Cost optimization
- In-depth knowledge of the market
- Create new opportunities – discover less explored segments



# Revenue optimization

- Flexible pricing
- Review contracts
- Review procedures
- Find alternative revenue opportunities
- Be open minded and flexible...
- ...and turn every stone



# Cost optimization

- Review contracts
- Benchmark with other hotels within the organisation
- Share knowledge and experience within the organisation
- Team member motivation and retention



# In-depth knowledge of the market

- Observe
- Review
- Be ahead

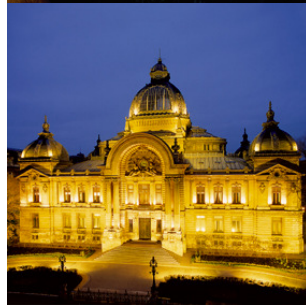
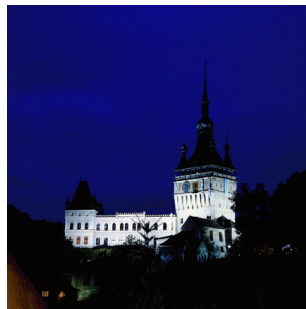


# New opportunities

- Develop destination tourism in Romania (e.g. city breaks, spa tourism, culture tourism, wine tourism, eco tourism etc)
- Create new and attractive events (with ...partners)



# Develop destination tourism



  
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# Develop destination tourism

- Use synergies - all the players in the field to get involved:
  - hotels, airlines, car rental companies
  - shopping malls, investors
  - cultural institutions,
  - restaurateurs, night club owners,
  - municipalities
- Use synergies of international brands



# International brands


- International brands give the traveller security and confidence to visit a destination
- A destination (i.e. Romania), the government, and the municipality can broadly benefit from the expertise of these international brands
- Security, safety, awareness, experience
- With more than 3,200 hotels in the portfolio around the world, Hilton with its brands has more than 90 years experience in the tourism field, which can be utilised



# Hilton

- Eastern Europe regional office –promoting the countries as business and tourist destinations
- Specific Eastern Europe brochures developed
- Specific mini regional site– [www.hilton.com/goeast](http://www.hilton.com/goeast)
- Participation in tourism fairs abroad – be it at regional level or local
- Expanding the network across the country to the benefit of the operator, the owner and the destination, 2009 Hilton Sibiu
- Putting Romania on the list of prospect countries and looking to expand and open new properties in other major Romanian cities





**“Don’t sit and wonder what would be the effect of the crisis upon the economy and your business, but rather question yourself what other new opportunities and ideas you can harvest!”**

