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HOTELS

HRB Coneference

20 May 2010



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Activity to overcome the “Crisis”

Cash is King

**Net Income
(No GOP)**



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Economical Situation

IMF

2010 GDP +0.4%

2011 GDP +4.5%

Do you believe it?

Plan A

- Cost Saving
 - Energy, Expenses, COS, Guest Supplies
- Maintain sales (at least try)
 - Strength relationship
 - Review activities
 - Network



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Plan B

- **Cut Cost**
 - Reduce personnel, Marketing, Close floors, Guest Supplies
- **Maintain Occupancy**
 - Reduce ADR
 - Create Packages for the Competition
 - Web Sales



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Plan C

- Austerity
 - Unpaid Holiday, Redundancy
 - Close Loss Making Activities
 - Outlets (Bar, minibar, Room Service, etc)
 - Branch
 - Activity
 - De-Invest – Sell Assets
- IF IT DOES NOT MAKE PROFIT
 - Don't do it



THANK YOU!

