



A1 HOTEL MANAGEMENT SERVICES

Experience Exceptional Hospitality with Us!

DESCRIPTION OF THE HOTEL




Age: The hotel was established in 1985 and has been in operation for over 35 years.



Location: The hotel is located in the heart of the city, just a few blocks away from the main shopping and entertainment districts.

DESCRIPTION OF THE HOTEL



Special Characteristics: The hotel features a rooftop pool and bar, a fitness facility, and a restaurant serving both local and international foods.

Positioning of the Hotel: The hotel has typically catered to business and leisure tourists who seek premium amenities and customized service. The hotel used to be successful, but in recent years it has struggled to keep up with the competition from other hotels and guests' shifting tastes.

CURRENT MARKET TRENDS



International and local tourism in Greece has grown substantially in recent years.

Newer or remodelled hotels may compete with our Hotel.

Travelers are choosing remote areas and lodgings due to the COVID-19 outbreak.

Our Hotel could attract eco-tourists or people seeking sustainable and environmentally friendly accommodation.

The hotel may wish to target corporate travellers, who want high-end amenities and tailored services.

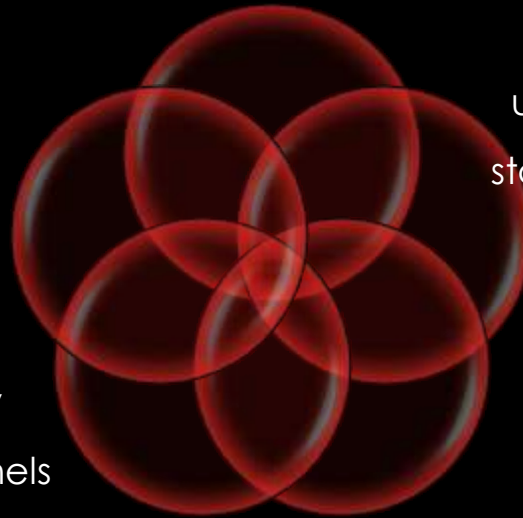


OPPORTUNITIES

Target market expansion: The hotel can target millennials and eco-tourists. Offering customized experiences and facilities can do this.

Service enhancements: By training workers, deploying new technologies, and upgrading processes and procedures, the hotel can improve customer service. This boosts guest loyalty and favorable word-of-mouth.

Digital marketing and distribution: The hotel may improve its digital marketing and distribution channels to boost visibility, attract new guests, and maximize revenue (Busulwa et al., 2020).



Renovation and refurbishment: The hotel can upgrade its facilities, improve guest comfort, and stand out from the competitors (Huertas-Valdivia et al., 2022), .

Partnerships and collaborations: The hotel can collaborate with local businesses and organizations to offer exclusive guest discounts or collaborative marketing efforts (Bhat & Sharma, 2022).

IDENTIFICATION OF THE MARKET SHARE

Hotel has low market share.

The main cause is declining performance and reputation.

New company strategy and facility enhancements can expand market share in approaching years.

To grow market share, target the right customers and customise experiences.

Highlighting distinct traits and strengths helps differentiate from competition.

By doing so, Hotel can increase its market share in Greek hospitality and become one of the best hotels in the region (Buhalis et al., 2022).

OCCUPANCY RATE



We predict the hotel's occupancy rate to rise from 65% to 75% next year based on our projections and market analyses. Our new business strategy and hotel upgrades have caused this.



REVENUE PER AVAILABLE ROOM (REVPAR)

Assuming the current RevPAR of €80 to increase to €95 in the coming year.



AVERAGE DAILY RATE (ADR)



The ADR should rise from €125 to €126 next year if occupancy and RevPAR rise.

GROSS OPERATING PROFIT PER AVAILABLE ROOM (GOPPAR)



We expect the hotel's GOPPAR to rise from €40 to €52 next year based on occupancy and ADR predictions.

CUSTOMER ACQUISITION COST (CAC)



We expect CAC to reduce as we optimize digital marketing and distribution platforms. We expect the €150 CAC to drop to €130 next year.



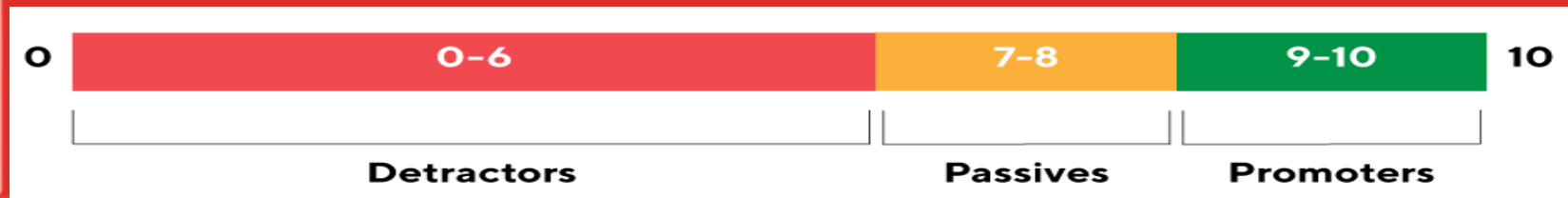
EMPLOYEE TURNOVER RATE



We intend to invest in staff training and retention programs so that we may provide better service to our customers and improve their overall experience. As a direct consequence of this, we anticipate that the employee turnover rate will drop from its present level of 30% to 20% in the next year.

NET PROMOTER SCORE (NPS)

We expect the hotel's NPS to rise from 65 to 75 in a year by improving performance and service.



CURRENT SITUATION OF THE HOTEL

Pricing Points/Policy:

As a luxury hotel with high-end amenities, the hotel may need to change its pricing approach to stay competitive (Aksoy et al., 2022).



Performance: Due to competition and client choices, the hotel's performance has fallen in recent years.



Services:

The hotel has a rooftop pool and bar, fitness facility, and local and foreign restaurant (Zumtizavan, 2022).



Operation:

The hotel contains 250 guest rooms and suites, meeting spaces, and function facilities. Streamlining operations may boost efficiency and lower expenses (Hahang et al., 2022).



Facilities:

The hotel has a rooftop pool, bar, fitness centre, and restaurant in addition to guest rooms and meeting spaces. It may need renovations or improvements to be competitive (Pelit & Katircioglu 2022)

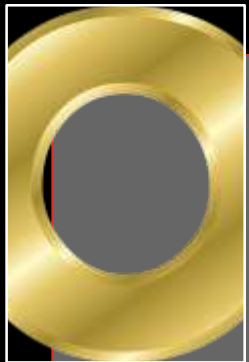
SWOT ANALYSIS



Strengths: Excellent location, rooftop pool, bar, workout center, on-site restaurant, competent staff



Weaknesses: Declining reputation, outmoded decor, limited eco-friendly procedures, higher costs than competitors.



Opportunities: Eco-tourism, business travelers, unique experiences or packages, web presence and reputation management.



Threats: Competition, consumer preferences, COVID-19, economic crisis (Akarsu et al., 2023).

STR ANALYSIS

Redesigning hotel decor for modern travellers.

Adding eco-friendly features to attract more eco-tourists.

Creating new hotel packages to attract customers.

To attract more bookings and compete with digital platforms, investing in online reputation management and a strong online presence.

BALANCED SCORECARD

Financial Perspective

Targeted marketing and promotions boost revenue by 10%.

Pricing and yield control can boost RevPAR by 5%.

Optimize resources and cut operating costs by 8%.

Customer Perspective

Personalize services and guest experiences to boost customer satisfaction to 90%.

Loyalty and focused marketing can boost repeat customers by 20%.

BALANCED SCORECARD

Internal Processes Perspective

Reduce the hotel's carbon impact and promote ecotourism using sustainable methods.

Modernize amenities to satisfy guests and match changing customer expectations.

Train and develop workers for excellent service and ongoing development.

Learning and Growth Perspective

Develop innovative services and products to fulfil client needs by encouraging worker innovation and creativity (Marco-Lajara, et al., 2022)

To retain top people, promote work-life balance and professional development.

Optimize operations and guest experience using technology.

VISION STATEMENT

To become a premier luxury hotel in the region with sustainable and environmentally responsible hospitality, great guest experiences, and unmatched personalised service.

MISSION STATEMENT

To exceed our guests' expectations by providing the greatest level of personalized care, opulent amenities, and eco-friendly practises while remaining committed to sustainability and environmental responsibility.

Overall, the hotel's vision is to become a leader in luxury hospitality while maintaining a strong commitment to sustainability and environmental responsibility. The hotel aims to achieve this vision through a combination of financial, customer, internal processes, and learning and growth strategies outlined in the Balanced Scorecard methodology.



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Thank You!