

# ACEOTEL

Acquiring elegance



## OUR BRANDS

 **ACEOTEL**  
PREMIER

 **ACEOTEL**  
XPRESS

 **ACEOTEL**  
RESORT

 **ACEOTEL**  
INN

# ACEOTEL

Acquiring *elegance*

## VISION

Aceotel Hospitality strives to be the finest global chain of up-scale, mid-scale and budget hotels, resorts and homestays.

## MISSION

To ensure the highest standards, aligned with procedures, processes & technology that allows us to consistently surpass guest expectations and provide them with a safe, comfortable & memorable experience.

*Aceotel Hospitality Pvt Ltd*

## THE COMPANY

Aceotel Hotels is **Hospitality Management & Consulting Company** formed by highly recognized and rewarded leaders of the industry.

Visionaries in the forefront of hospitality, **Aceotel Hotels offers a total lifestyle experience in the service sector thereby creating a value proposition for owners, developers and discerning travelers.**



# Impacting the Indian Hospitality Sector

## EXCELLENCE

To adopt technology driven global practices and perform at extraordinary levels

## SERVICE

To achieve excellence in concepts, services and management of assets

## GROWTH

To create long term asset value and unparalleled results through targeted performance enhancements

**VALUES  
THAT  
ENABLE**



## TEAMWORK

To promote a collective, cooperative and coordinated work culture amongst all stakeholders

## INTEGRITY

To uphold principles of trust, dedication, transparency and integrity in all areas of activity

## COMMUNITY

To be recognized as a responsible entity nurturing human values and concerns for society

# Enabling growth in a dynamic business environment

## SERVICES THAT DELIVER

Incredible Smart Hospitality is a platform that provides a bouquet of Hospitality Management and Consulting services across the asset life-cycle, ranging from conceptualization and branding on one hand to operations & asset management on the other.

Aceotel Hotels prides itself on vast experience in hospitality turnaround strategies and is uniquely geared and structured for performances in dynamic business environment.



# Enabling growth in a dynamic business environment

1

## ASSET MANAGEMENT & EVALUATION

- Deep dive into asset performance & potential.
- Develop business strategies to drive return on investment and reach the highest levels of performance.
- Execution of plans formulated from strategic asset review.
- Operational Departments Process review.

# Enabling growth in a dynamic business environment

2

**HOTEL  
MANAGEMENT  
/ FRANCHISING**

Assist in concept development and execution through life cycle.

Turnaround strategies based on comprehensive SWOT analysis to identify areas of concern and drive a solution-based approach.

Technology driven and assisted solutions of seamless operation, management, marketing & monitoring.

# Enabling growth in a dynamic business environment

3

## HUMAN RESOURCE DEVELOPMENT

- Learning and development solutions committed to the growth of professionals and companies alike.
- Identifying and providing befitting personnel for the asset from a global pool of professionals as well as affiliated institutes and universities.
- Service audits and inputs to enhance productivity and operational excellence.

# Brand Value Proposition

## STANDARD OPERATING PROCEDURES

Setting up SOPs across functions, verticals and departments.

## VENDOR DEVELOPMENT

Identifying and tying up with trusted, certified vendors.

## MIS EVALUATION

Regular evaluation of MIS to inform decision making and advisory.

## REPUTATION MGT

Monitoring guest reviews on all channels and ensuring high satisfaction levels.







# Business Overview

# Brand Value Proposition

## **COST OPTIMIZATION**

Comprehensive analysis of Fixed & Operational cost to identify gaps, eliminate NVA's, optimize efficiencies and create Long Term Asset Value.

- Cost breakup analysis with regular Audit checks
- Variable Strategies aligned with Variable Costs
- Industry and asset benchmarking for optimum staff to hotel capacity ratio
- Vast experience of industry standards and best practices to ensure accurate planning
- Aligning sales, marketing and distribution costs



# Brand Value Proposition

## REVENUE MAXIMIZATION

We assist hotels with a full deck of analytical and intuitive inputs on managing rates, content and digital sales platforms.

- Demand Estimation
- Pricing Strategies- Right room: Right Price
- Optimizing F&B and 'opportunity' revenue
- Identifying & partnering Right Distribution Channels
- Promotion & Restriction Strategies
- Dynamic pricing mechanisms



# Brand Value Proposition

## ROOM STANDARDIZATION





Comprehensive solutions through concept development, optimization as per well defined SOPs.

- Interior Concept Development
- Fit-out cost optimization strategies
- Hygiene delivery strategies & SOPs
- Maintenance & Operation SOPs





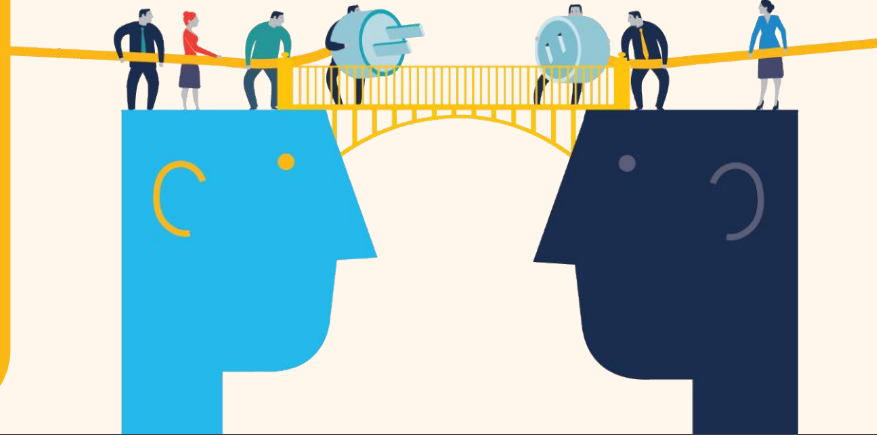
# Our House of Brands

Brands				
<b>Category</b>	<i>Upscale</i>	<i>Mid-Scale</i>	<i>Leisure</i>	<i>Economy</i>
<b>No of Rooms</b>	<b>60+</b>	<b>40+</b>	<b>35+</b>	<b>20+</b>
<b>Room Size</b>	<b>300 Sq.Ft.</b>	<b>250 Sq.Ft.</b>	<b>280 Sq.Ft.</b>	<b>180 Sq.Ft.</b>
<b>Laundry</b>	✓	✓	✓	✓
<b>Conference Hall</b>	✓	✓	✓	
<b>Banquet Hall</b>	✓	✓	✓	
<b>Restaurant</b>	✓	✓	✓	✓
<b>Swimming Pool</b>	✓		✓	
<b>SPA</b>	✓		✓	
<b>Lawn</b>	✓		✓	
<b>Gym</b>	✓		✓	
<b>Gradation</b>	<b>5 Star</b>	<b>4 Star</b>	<b>3 Star</b>	<b>2/3 Star</b>

# A technology enabled ecosystem geared towards new-age businesses

## In-house products

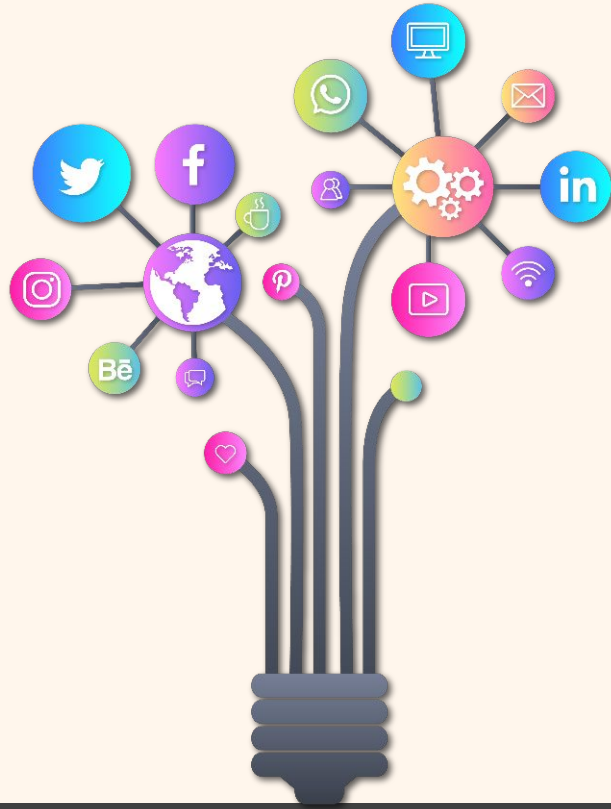
- Website & Social Media Marketing
- Property Management System (PMS)
- Feedback + Live Inventory App (Hotels)\*
- Central Reservation System (CRS)



## Inventory & Rate Management

- Inventory Management
- CRS | Channel Manager
- Rate Management
- Rate Master | Special Offers
- Revenue Management
- Seasonality | Market

# Sales channel



## OFFLINE DISTRIBUTION

SOURCE MARKET PRESENCE

MICE AGENTS TRAVEL

AGENTS

CORPORATES / CLUBS

## ONLINE DISTRIBUTION

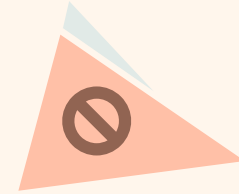
DIRECT (WEBSITE)

OTAS (ONLINE TRAVEL AGENTS)

SMM/SEO/SEM

Adwords/Google+/FB/Twitter

## The Problems



# Complexity in Management

**Running a Hotel isn't easy, and sometimes the pressure can feel like it's keeping you up at night. We are professional organizers and have tips and tricks to help you get organized and create some boundaries so you can get back to sleep!**



# Why Partner with ACEOTEL ?

- ★ Focus on Hotel Reputation
- ★ Increase Your Business
- ★ Strong & Smooth your Hotel Operations
- ★ Effective Marketing Support
- ★ Procurement Assistance
- ★ Productive Quality Training Initiative
- ★ Significant Revenue Management Solution
- ★ Pan India Sales Network



# MORE GUEST ,BETTER BUSINESS

## Reasons to Partner with Aceotel



### Powerful Marketing Campaigns

Our dynamic marketing programs offer an 'always-on' approach, from PR and digital advertising to email marketing, traditional advertising and innovative campaigns, with key marketing and digital activities revenue continuing to climb year-on-year.



### Pan India Sales Network

Our preferred status relationships with corporate and retail travel management companies drives local and international corporate, leisure, group and sports sales to your hotel and accelerates government, wholesale and corporate tender opportunities.





### Access Competitive Partnerships

Aceotel Hotels leverages its mid scale and distribution to create the most competitive partnerships in the industry with major Online Travel Agency (OTA) websites and Global Distribution System providers in bookings and significant cost..



### Empowering Your Team

We provide customised, flexible training to meet your hotel's needs and budget, ensuring our proven resources are available to maximise the return on investment potential. We are dedicated to working with you to ensure you have the tools you need to succeed.



### Optimise Your Profits

Delivering an average 5-to-1 ROI, our Aceotel Revenue Management program increases revenue through forecasting recommendations from experienced revenue managers.our integrated property management system, also delivers an average two times better RevPAR outcome.



### cost effective procurement strategy

The Aceotel procurement portal, The Marketplace, negotiates contracts at the best market conditions with top quality suppliers. Hotels have access to the products they need, with better control on price, less administration and lower overheads

## Our Services

ACEOTEL



### Business

We will take care of hotel's business increment



### Reputation

Focus on hotel's reputation



### Operation

We are expertise to manage the whole operational work



### Revenue

Significant business profit increment of 15-20%



### Development

We will provide training to insure standard operation procedure



# Tie Up Process

**4** GO TO MARKET

**3** SET LAUNCH DATE

HOOK UP TO SYSTEM  
+  
OPERATIONALIZATION

**2** FILLING GAPS

CONFIRMATION VISIT  
+  
BRAND TRAINING

**1** PRE EVALUATION CHECK

DETAILS REVIEWED  
+  
PROPERTY VISIT



**COLLABORATING  
WITH INCREDIBLE  
SMART HOSPITALITY**

Aceotel Hotels Collaborations process has been structured specifically to be simple, transparent, efficient and friendly for asset owners.



Aceotel business development and leadership team bring a depth of professional industry experience to every partnership. Along with a dedicated drive to invest every property with distribution and revenue building opportunities, our team of senior property and business performance consultants and brand and product specialists are on-hand and ready to help turn partner business goals into reality.

# Dedicated Support

*Aceotel Hospitality Pvt Ltd*



# Are you ready to move your business to the next level ?

Our development Executives are on call to explore the options and opportunities for growing your business.

*Do you have any questions?*

Sonaniyasagar@aceotel.com  
Sales@aceotel.com

+91-97528 95362  
www.aceotel.com



@Aceotelhotels