CHARME ET
CARACTÈRE
LUXURY
ELEMENTS
HOTEL PARTNERSHIP

OUR DIFFERENTS POSSIBLITIES

Actions & Services
Hub Connection
Experts and Advisors only
at your services

01

SALES ACTIONS

Close Meeting, Workshop, Sales calls, Trade show representative, Breakfasts, Conferences, Roadshows, Sales representative actions (corporate/leisure segments, Distribution OTAS & Community management...

02

OTHERS

Action of Marketing, & Management as Management contract, F&B advising, HR & People talent recruitment, finance and Accounting, real estate...

03

TOOLBOX

Possibility to use our Toolbox:
Connect you directly to all your intranet (Booking, Expedia, Specifics Apps,...
Find the good price and the good provider
Book a meeting online with our international experts

SUBSCRIPTIONS

ACTIONS	Package «*Basic*»	Package «*Silver*»	Package «*Gold*»	Package «Diamond»
Adhésion à C&C Luxury	√	√	√	√
Diagnostic/Audit flash	√	√	√	√
Full Audit	-	-	√	√
Actions Plan	10 Sales Actions	10 Sales Actions	Full : All segments	Full
Access Toolbox C&C Luxury	√	√	√	√
ACTIONS -ONLINE & WEB-				
Presence on the Luxury Website and online sales	√	√	√	
Presence on the GAPH Website and online sales	√	√	√	
Communication & PR actions with C&C	√	√	√	
Presence on the online sales channels C&C	√	√	√	
-ACTIONS-				
Hours of assistance includ.per year (all segments)	Pack of 25 hours	Pack of 60 hours	Pack of 200 hours	
Cross selling with 2 others Hotels not competitors	1/year	5/year	12/year	
External Community management	-	√	√	
Yield management & external pricing help	-	√	√	
HR & People talent recruitment	-	-	√	
Representative actions (on thade show)	2 shows	4 shows	6 shows	
International Road show	-	Partial	√	
Sales representative actions worldwide/local	-	1 location	2 locations	
-Others-				
Assistance package not included, offered	-	_	√	
1 available Expert	-	½ day/month	2 days/week	
Guarantees	partial	partial	all	
Exclusivity	-	partial	partial	
Reporting	monthly	monthly	monthly	
TOTAL FEES	*250€ / year / rooms*	*450€ / year / rooms*	*1000€ / year / rooms*	
COMMISSIONS	***0%** Direct Booking*	***0%** Direct Booking*	***0%** Direct Booking*	

Quote request only and according to a specific action plan

"A LA CARTE" ACTIONS

LIST OF MARKETING ACTIONS

- Participation in establishing a(n) (e-)Marketing strategy.
- Establishing a strategy.
- Monitoring the visibility of the web site and online offers (internet links)
- Assistance with internet referencing and various internet sites/pages (links).
- Posting actions and monitoring on international social Networks -USA, Russia, China-
- Negotiation and deployment of internet links (bilan.ch, lefigaro.fr, times.uk, etc.).
- Assistance with the creation of online offers adapted to the package type
- Online sales actions of multi-segment packages (MICE, leisure, etc.).
- E-reputation: Assistance with optimizing client reviews.
- E-reputation: setup of international/local visibility actions.
- Advice and actions for optimizing the website.
- Analysis of analytics files (sites and reservations systems).
- Advice regarding e-business and e-marketing.
- Definition of the brand/and the hotel's corporate image.
- Setup of local and international publicity measures.
- Deployment of actions with partner hotel groups (LHW, etc.).
- Internal actions and communications (via documents and processes).
- Monthly marketing and e-marketing activity reports.

SALES & PRINCING ACTIONS

- Diagnostic/commercial audit/E-business and Yield Management.
- Exploration and addition of national + international CORPORATE clients.
- Exploration and addition of local CORPORATE clients.
- Exploration and addition TOURISM/INDIVIDUAL clients.
- Exploration and addition of other clients (seminars, MICE, etc.).
- Actions via all segments of our existing client base.
- Representation at fairs, dedicated mission sales blitzes (travel).
- Loading of the hotel with our commercial partners.
- Specific/thematic searches for partners.
- Customer loyalty actions (ex: newsletters).
- Creation of specific commercial offers.
- Advice regarding marketing.

YIELD

- Participation in the establishing of annual/monthly/weekly pricing strategies.
- Advice regarding pricing strategies and competition surveys.
- Weekly actions for optimizing the production of distributor sites.
- Assistance with managing and maintenance of various plans and extranet.
- Search for (new) appropriate and cost-effective distributors.
- Establishment of competition spying/surveys.
- Monthly or even weekly activity and statistics reports.
- Weekly yield meeting.
- Advice regarding yield management.
- Training and monitoring of "Reservation" teams in extranets and pricing strategies

TRAINEE

- Yield management training.
- E-distribution training.
- Personnel coaching (reservations, sales, marketing).
- Executive coaching.

OPERATION & MANAGEMENT

- Advice and assistance regarding operational and managerial departments.
- Evaluation of department(s) and personnel.

LAW

- Legal advice (business and social law).
- Monitoring of employment tribunals.
- A wide range of expertise.

ACCOUNTING

- Advice regarding bookkeeping and internal accounting.
- Complete internal bookkeeping (keeping accounts, tax returns, closures, etc.).
- Bookkeeping by our specialised external "Hotel" accounting firm.
- Verification of account closures for your office.

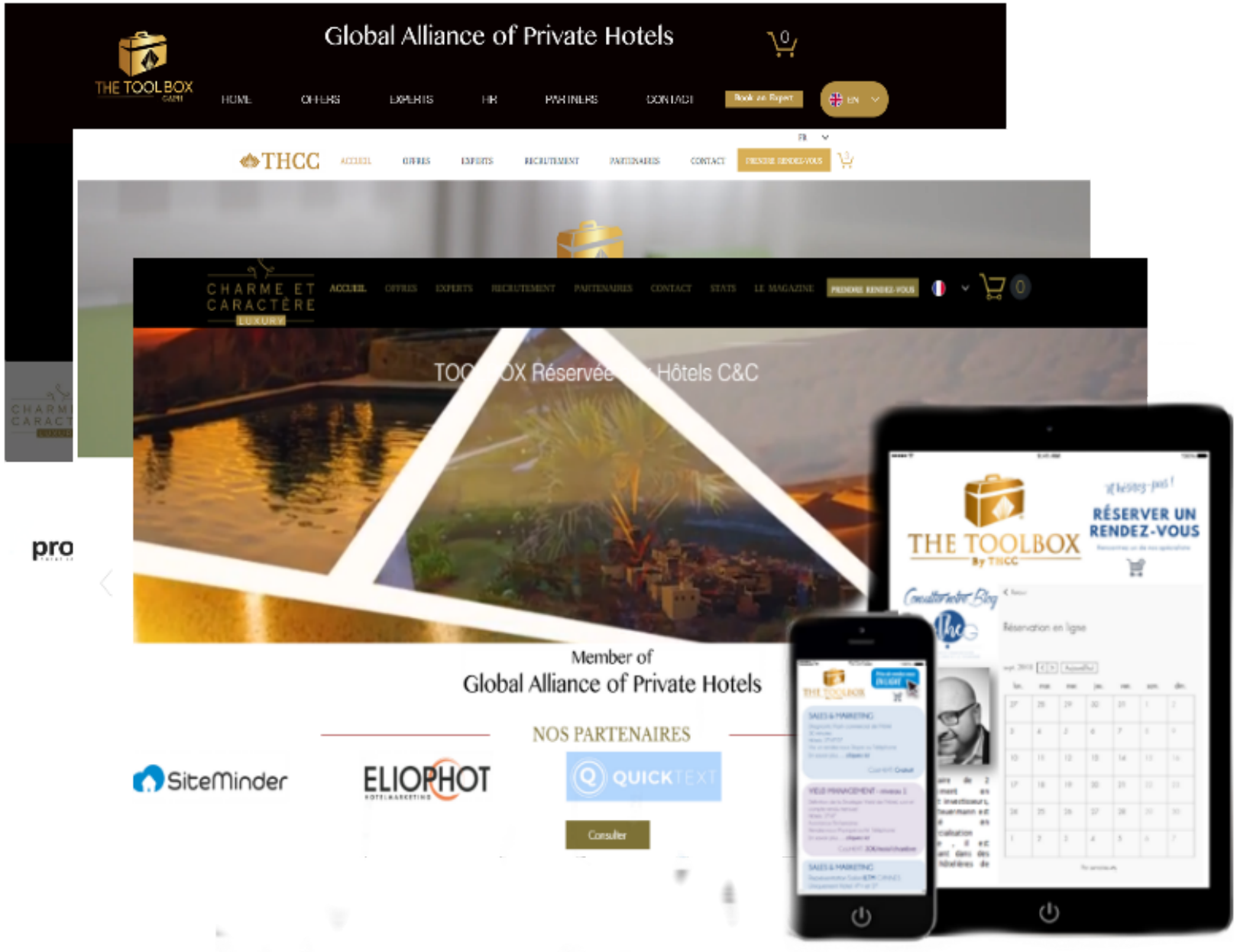
FINANCIAL

- Research and negotiation of bank loans.
- Financial business plans.
- Assistance with the purchase or selling of hotel(s).
- Assistance with all financial negotiations.

SPECIFIC PARTNERSHIPS

- Total management contract (from comprehensive management to marketing).
- Partial management contract (to be determined).

OUR TOOLBOX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