



Hotel Management  
Consulting & Development



# HOTEL MANAGEMENT

## SHANER GROUP

Shaner Hotel Group is one of the foremost owner-operator companies in the hospitality industry with **more than 51 hotel properties with over 6,000 rooms** owned and managed across the U.S., Italy, and the Bahamas. New properties are constantly evaluated as The Shaner Hotel Group continues a conservative, yet opportunistic approach to growth. Shaner is an approved management company and franchisee of Marriott International, Inc., Hilton Hotels Corporation, Intercontinental Hotels Group, and Choice Hotels. For more information about the company and its divisions visit [www.shanercorp.com](http://www.shanercorp.com).

## SHANER ITALIA

Shaner Italia is growing with a property portfolio centralized in the Tuscany region of Italy. Currently, we manage one property - the Renaissance® Tuscany Il Ciocco Resort & Spa. Another property, the Grand Universe Hotel in Lucca, Italy is currently under development with plans to open in early 2019. Most recently, Shaner Italia announced its partnership with CS Hospitality through which plans to develop properties in Greece and Cyprus. For more information about the company visit [www.shaneritalia.com](http://www.shaneritalia.com).



Unique development models

## CS HOSPITALITY

CS Hospitality is a long-experienced hotel management and consulting company operating properties throughout Greece. With a refreshing style of hotel operations, the company's scope is to establish and rebuild hotel profitability, solve hotel management system inefficiencies, re-engineer hotel staff policies and guest programs, and manage new developments from start to the first guest registration and beyond. For more information about the company visit [www.cs-hospitality.gr](http://www.cs-hospitality.gr).

# GUEST EXPERIENCE

## New innovations...

**...we transfer the reception in every room**

**Electronic application for tablets and Smartphones which digitizes the relationship between reception and hotel guests.**

- Tracking Account- control of expenses by the guests themselves
- Room Service – direct order from the menu
- Offers- easy access to all current offers of the Hotel
- Restaurant Reservation – direct reservation for Hotel's Restaurant
- Electronic Questionnaire-Find out the guests' evaluation regarding your services
- Information Booklet – Entertainment/ Entertainment Suggestions
- Announcements / Shopping in/out of the Hotel

The new term of 'hotel concierge'



FRENCH LEAVE RESORT, ELEUTHERA, BAHAMAS



# HOTEL SALES & MARKETING

## **S&M is the base of your success**

Our successful management combines scientific knowledge, talent heightened by professional “market awareness” that results in maximum profit from all sources and distribution channels.

We aim to increase the occupancy rates and the extension of the holding period, where there is seasonality, applying proven successful strategies including:

- Targeted sales plan
- Organization and development of sales team
- Professional Sales Service (B2B)
- Advanced Account Management
- Corporate Reputation Management
- Tour Operator Contracting



PLAYA LARGO RESORT & SPA

In associations with,



# HOTEL RESERVATIONS



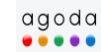
RENAISSANCE TUSCANY IL GOCCIO RESORT & SPA

## ELECTRONIC SALES-MORE REVENUES

E-commerce is the commercial revolution of the 21<sup>st</sup> century and we make sure that we are always at the forefront in terms of technical aspect as well as marketing. Our sales team works with leading professionals in the field of electronic commerce field, to ensure proper distribution of room reservations through electronic channels.

## YIELD MANAGEMENT / REVENUE OPTIMIZATION

We promptly recognize trends and opportunities in the market. We continuously measure hotel rates in order to remain competitive. And because it is essential to maintain a competitive advantage for a long time, we continually seek new advantages through the development of reputation, service and quality, in order the revenue per available room (RevPAR) to be placed on the highest possible level.



# FOOD & BEVERAGE

## Creative F&B Concepts

We combine culinary science, specialized marketing tactics, and management tools in order to achieve the profitable operation of the F&B operation.

Environment, Products, Services



# FOOD PRODUCTION

## Menu Designs

In the competitive environment of Food & Beverage, there are 3 facts: The importance of well-functioning food production, the significance of the selection of raw materials and also the importance that purchases have on your total income and expenses.

## Menu Engineering & Procurement

We apply techniques based on international standards, covering the entire spectrum of the organization and operation of the F&B departments, and the connectivity with the rest of the hotel. By applying modern methods of purchasing and supplies, we monitor the cost purchases, the quantities and stock-on-hand by comparing results and inventories.



## Hotel Restaurants & Bars



# HOTEL MEETINGS & BANQUETS

"Meetings imagined"

We meet all of the guests' requests and leaves the finest impression at a friendly dinner, a wedding reception or a corporate event.

## Meeting Purpose

CELEBRATE-DECIDE-EDUCATE-IDEATE-NETWORK-PRODUCE-PROMOTE

## "Meetings Imagined"

Our innovating programs are created for event and meeting planners featuring fresh ideas for wowing any crowd. The use of the meeting room facilities will generate additional income and target the increasing demand of corporate events.



# HOTEL DEVELOPMENT

## New Design & Materials

we undertake the functional design and your hotel's configuration, and offers you solutions and suggestions regarding the equipment, the electronic systems, and the operational standards used by the largest hotel chains.

The new “face” of your Hotel is presented to you more refreshing and modern, through dynamic photo shooting and videos for immediate impact of your reservations and sales.



## Hotel Re-positioning

From the development and architectural design of a new hotel unit, to re-position in the market, we undertake the preparation of the start-up and we set the standards and operating procedures based on the requirements of the modern guest.



**With specialized partners we transform wellness and recreation departments into profitable points of sale within the hotel**

The services include:

- The selection of the right services
- The transformation and decoration of the area
- The selection of materials and consumables
- The selection and training of the staff
- The PR and advertisement about the Spa's services



**The experience of the Spa is one of the strongest memories of the guest, and adds value to the overall image of the Hotel**

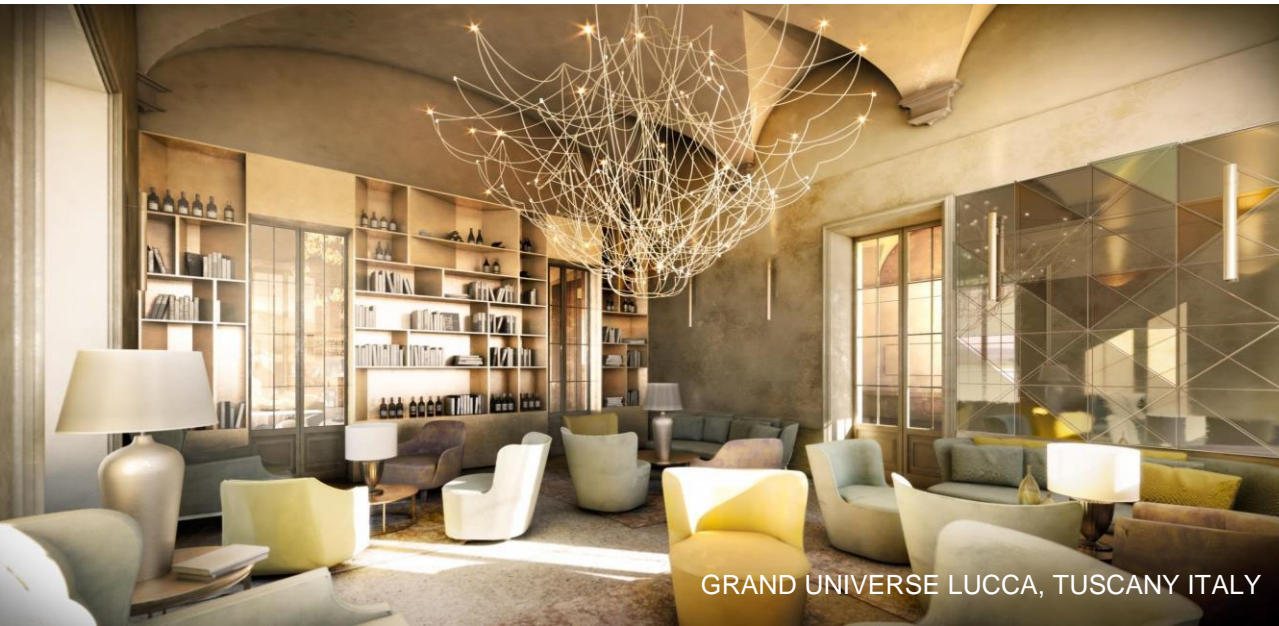
# CONSULTING SERVICES

## Controlling Operation and Supporting decision making

We work with you to determine the short-and-long term goals. We review all operating areas, and we prepare a strategic plan in order to modify where appropriate, the organization chart, the workflow, the weak links in the chain. We implement the new operational structure that will lead to the development of the business.



LOTUS VILLAS MYKONOS



GRAND UNIVERSE LUCCA, TUSCANY ITALY

Depending on the needs of each property, we indicate the best scenario for restructuring the Hotel.

If you prefer we can fully undertake the reorganization of the Hotel, having full responsibility for the implementation of our proposals and their performances.

# HUMAN RESOURCES

## ORGANIZATIONAL DESIGN

The approach used, is based on the most successful international practices that is adapted to the environment and characteristics of each Hotel.

Organizational services include:

- Structure of Human Resources
- Staffing Plan of the Hotel
- Description of work positions
- Standard operating procedures
- Duties and responsibilities based on performance reports



## SELECTION OF STAFF-Hospitality Professionals

We make our choices a) from a broad list of personnel with whom we have worked in the past and b) from the local market after we apply a series of scientific assessment procedures.

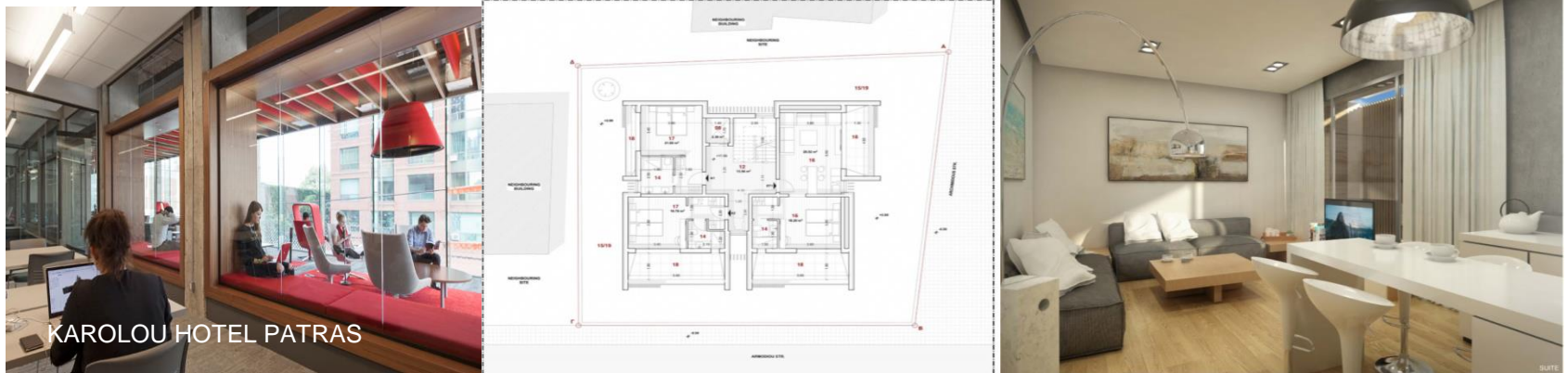
## EDUCATION AND PROFESSIONAL DEVELOPMENT

We select candidates with passion and ambition and we support them with training and proper motivation. We provide on-going training for all employees, old and new.

# DEVELOPMENT & PREOPENING

## RIGHT PARTNERS. RIGHT PLACES. RIGHT PROPERTIES. RIGHT NOW

Hotels are different from other types of real estate investments primarily due to their daily occupancy and revenue fluctuations, the requirement for specialized Hospitality Management, and labor intensity. Understanding the cyclical nature and dynamics of hotel markets are critical to good investment decision-making. An initial analysis of market and financial feasibility is perhaps the most important aspect in hotel investment decision-making.



## PRE-OPENING EXPERTISE

Our Management team has years of experience in hotel development and operations management. The services we provide are unique for each project we undertake, and are therefore tailored to meet each client's individual needs. Our experience makes us ideally suited to assist you with your hotel development project, from feasibility study to pre-opening and opening.



# Main Contacts

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