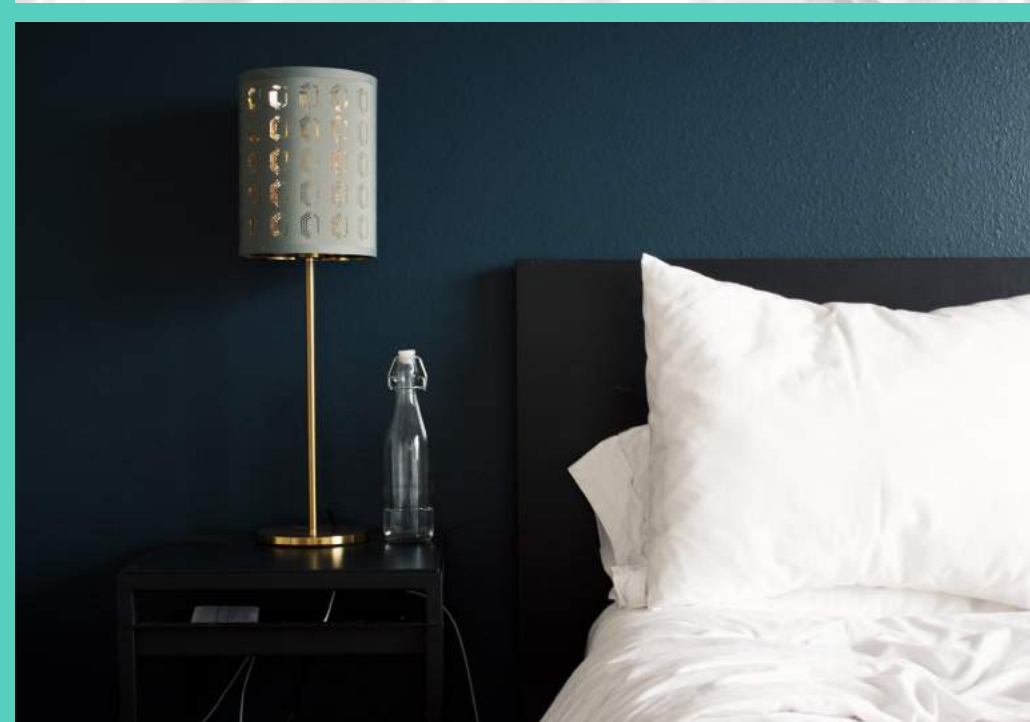
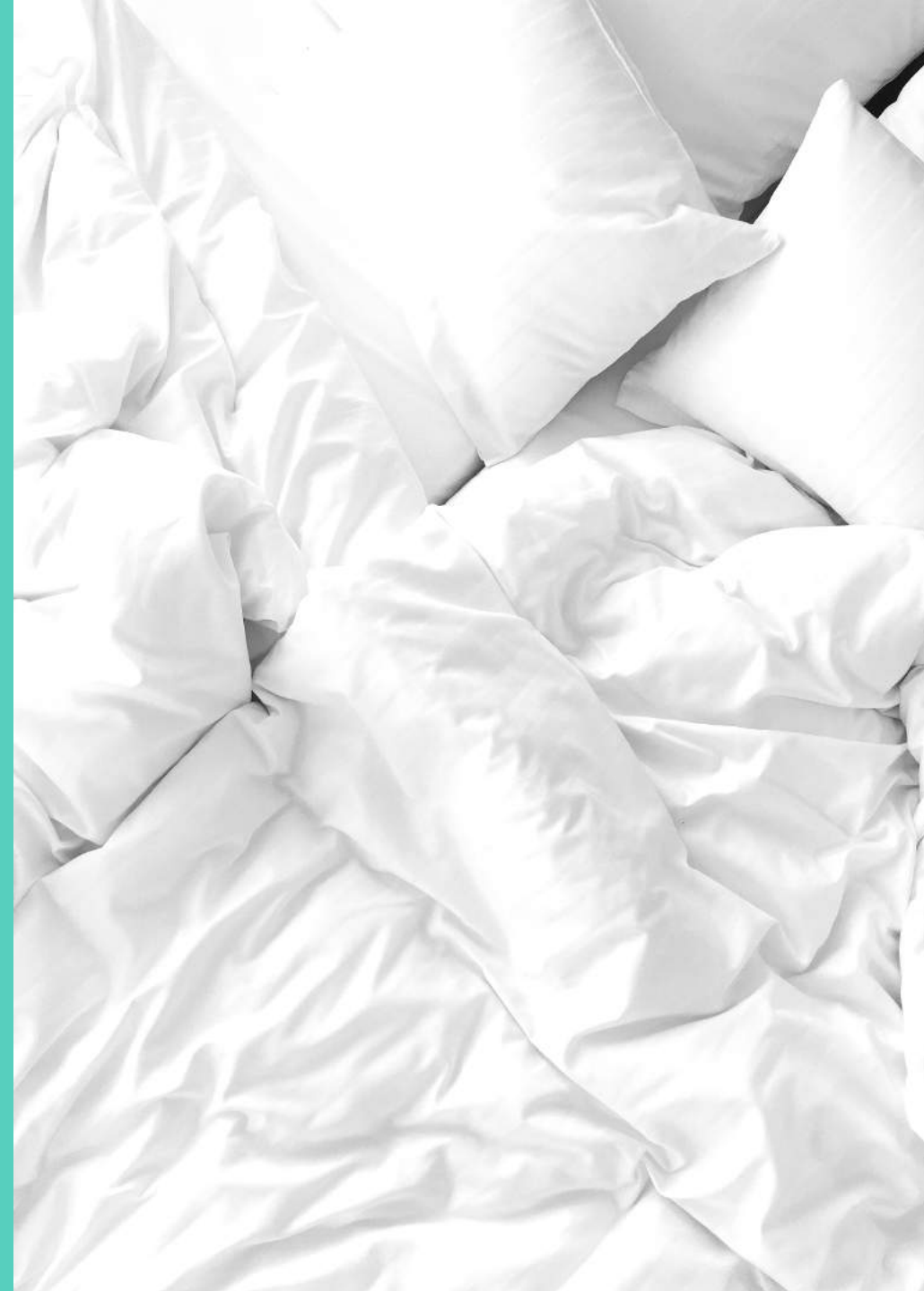


CRYSTAL HOTELS MANAGEMENT

At the heart of investment potential

We are driven by two objectives: to increase the long-term asset value and maximising the return on investment of the hotels managed for the benefit of the owner's.





Crystal Hotels Management

has an experienced team of motivated people providing the investor with in-depth commercial and operational expertise in the acquisition and development of hotels, designed to add value to your investment.



What services do we offer?

- MARKETING & SALES
- HUMAN RESOURCES
- OPERATIONS
- FINANCIAL MANAGEMENT



SALES

THE SALES DEPARTMENT IS RESPONSIBLE FOR MAXIMISING REVENUES AND PROFITS THROUGH PRECISE MARKET POSITIONING AND WELL THOUGHT OUT TACTICAL SALES PROGRAMMES.

MARKETING & PR

OUR TARGETED MARKETING PROGRAMMES OFFER OUR HOTELS GREATER FLEXIBILITY IN CHANGING MARKETING CONDITIONS AND ARE THE REASON WHY OUR MANAGED HOTELS CONSISTENTLY OUTPERFORM THE COMPETITION.

HUMAN RESOURCES

WHAT SETS US APART, EVEN MORE THAN THE MANAGEMENT SERVICES WE PROVIDE, IS HOW OUR MANAGERS AND EMPLOYEES CONTRIBUTE TO THE HOTELS' PROFITABILITY. THE EMPLOYEES AT OUR HOTELS ARE OUR MOST IMPORTANT ASSETS AND WE STRIVE TO SELECT THE BEST.

FINANCE

OUR HOTEL MANAGEMENT SERVICES ARE DESIGNED TO MAXIMISE REVENUES AND TO BOOST PROFITABILITY. CRYSTAL HOTELS' FINANCIAL SYSTEM ALLOWS MANAGEMENT TO CLOSELY MONITOR EACH PROPERTY'S PERFORMANCE, IMPROVE CASH FLOW AND REPORT TO THE OWNERS.

ON-LINE BOOKINGS

DUE TO OUR EXPERTISE WHICH BOOSTS CONVERSION FROM ONLINE ENQUIRIES ALONG WITH OUR MANAGEMENT OF SOCIAL MEDIA PLATFORMS, WE DRIVE INCREASING TRAFFIC TO OUR ONLINE BOOKING RESULTS.

OPERATIONS MANAGEMENT

THE OPERATIONS DIVISION AT CRYSTAL HOTELS MANAGEMENT PROVIDES SUPPORT AND DIRECTION FOR EVERY ASPECT OF HOTEL MANAGEMENT. EACH HOTEL IS PROVIDED WITH SPECIFIC OPERATIONAL STANDARDS WHICH ARE REGULARLY EXPECTED.

Delivering profit





Acquisitions & Asset Management

CRYSTAL HOTELS MANAGEMENT WILL IDENTIFY PROPERTIES FOR INVESTMENT THAT WILL FIT THE BUSINESS MODEL AND GIVE THE BEST RETURNS.

OUR MANAGEMENT TEAM HAS EXPERIENCE IN EXECUTING RENOVATION PLANS ON A COST-EFFECTIVE BASIS WITH MINIMAL INCONVENIENCE AND LOSS OF SALES. THE GUEST ROOMS AND PUBLIC AREAS OF SUCCESSFUL HOTELS NORMALLY DETERIORATE WITH HIGH VOLUME OF GUEST TRAFFIC. OVER THE YEARS, HOTELS NEED THAT 'FACELIFT' TO ALLOW THEM TO STAY COMPETITIVE AND ACHIEVE THE HIGHER REVPAR.

IF THE PROPERTY IS WELL MAINTAINED IT HAS THE ADDED ADVANTAGE OF ACHIEVING A HIGHER SALE VALUE SHOULD THE INVESTOR WITH TO REALISE THE ASSET.

Let's talk!

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