



# Your property in good hands

## HOTEL MANAGEMENT



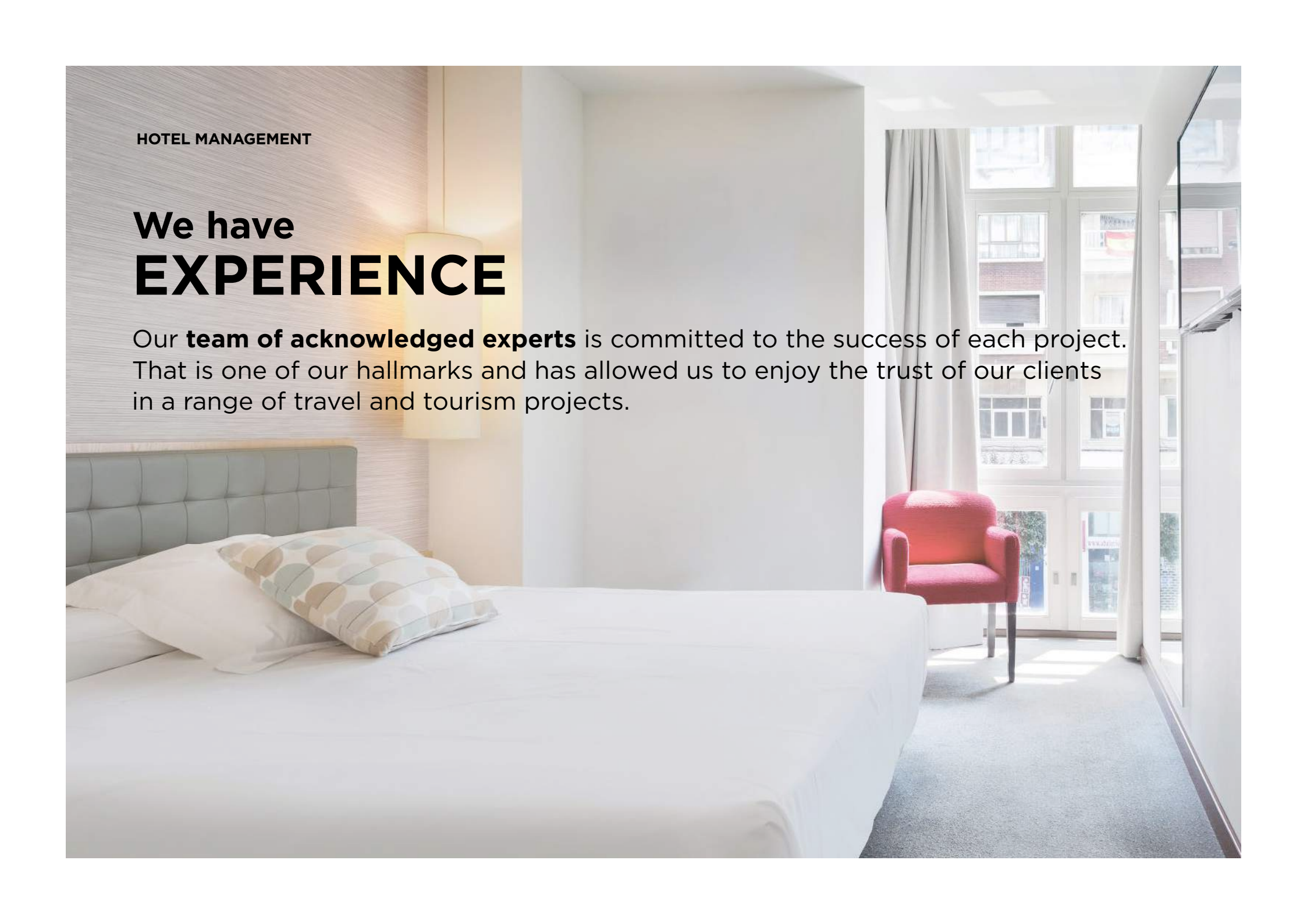


At **abba Hotels** we work hard to give each project a unique personality that sets it apart and represents added value. We offer strategic solutions to protect investors' interests.

We are **a business that specializes in the management, creation and positioning** of different products through the application of current models of management and operation.





A modern hotel room with a bed, a red armchair, and a large window. The room is bright and clean, with a white bedspread and a patterned pillow. A red armchair is positioned near a large window with white curtains. The room has a contemporary design with a tufted headboard and a pendant lamp.

HOTEL MANAGEMENT

## We have **EXPERIENCE**

Our **team of acknowledged experts** is committed to the success of each project. That is one of our hallmarks and has allowed us to enjoy the trust of our clients in a range of travel and tourism projects.

## HOTEL MANAGEMENT - WE HAVE EXPERIENCE

We are **constantly and proactively searching out and assessing opportunities** in the market. We create the right conditions for the implementation of projects with **potential high yield and growth.**

We specialize in finding **the best way to maximize the value of hotel assets** and we make the changes required to prepare a building **for a new phase or possible sale.**

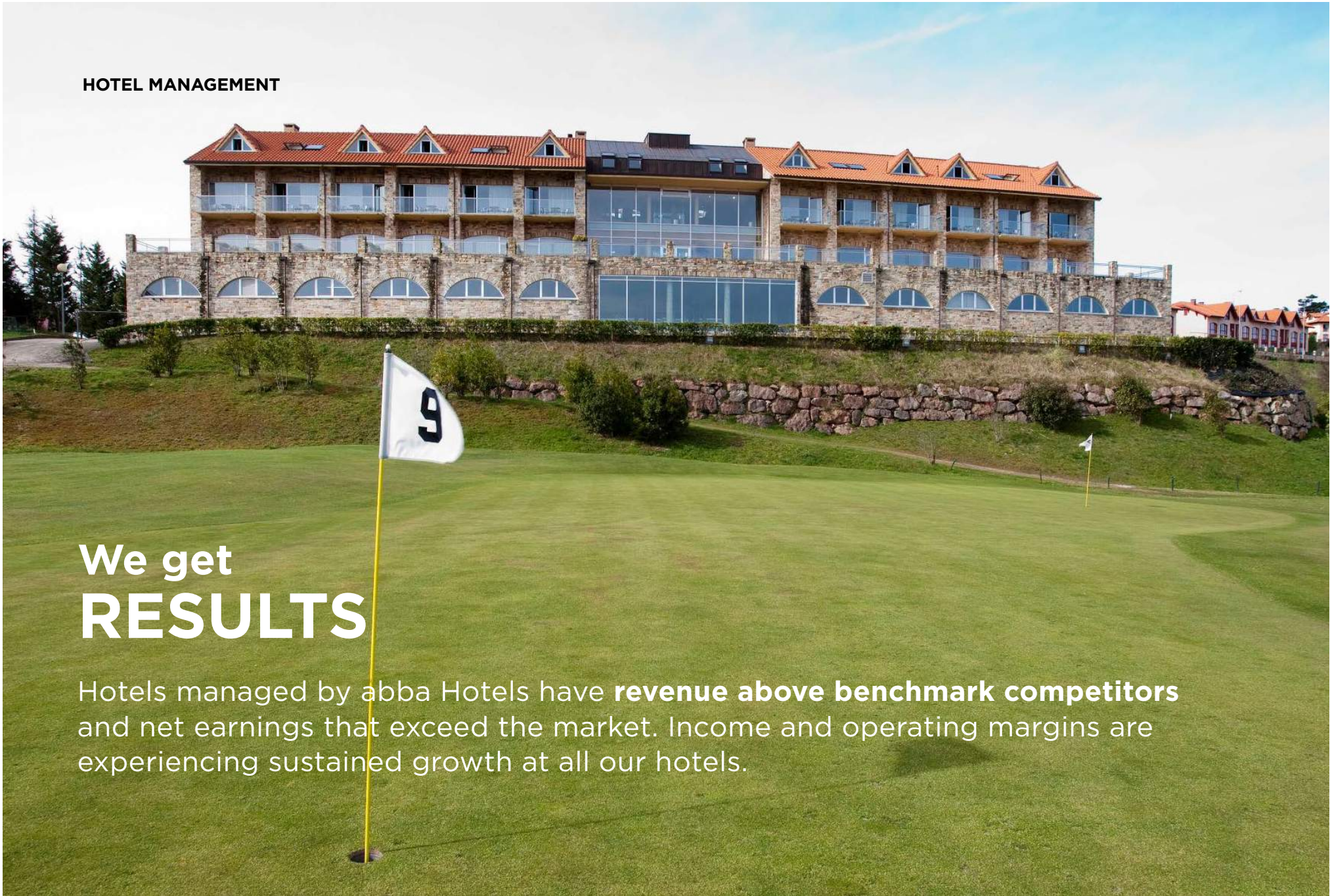




## HOTEL MANAGEMENT

# We get RESULTS

Hotels managed by abba Hotels have **revenue above benchmark competitors** and net earnings that exceed the market. Income and operating margins are experiencing sustained growth at all our hotels.





## HOTEL MANAGEMENT - WE GET RESULTS

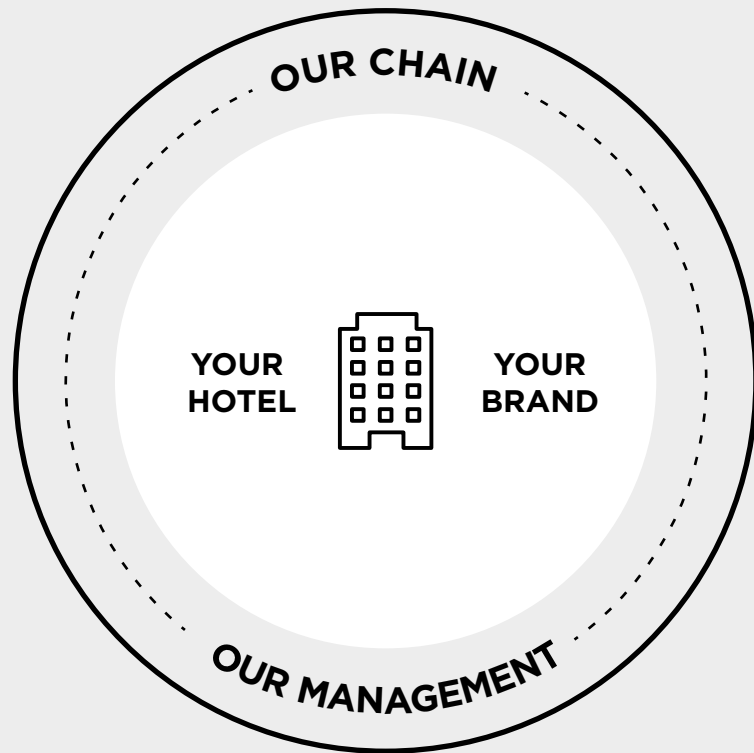
Our deep knowledge of the **hotel market and our close relationships with different players in the industry** allow us to select the most appropriate option based on our professional judgement and realistic assessments of long-term business opportunities.

In situations of uncertainty like restructuring, reorganization and change of brand **we support owners for specific periods** to help them to overcome short-lived issues.

Quick understanding of demand and quality of response are what set us apart, with **solutions that provide added value** to a product and a hotel business alike.



## GESTIÓN HOTELERA



We create **hotels with their own character.** That means that each hotel managed by the chain is unique and stands out from the competition at the destination.

HOTEL MANAGEMENT

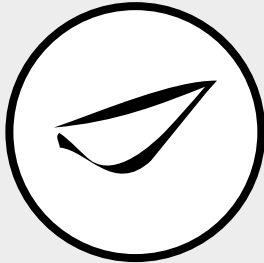
# SERVICES

Take advantage of **the strength of a hotel group** to maximize revenue, capitalize new opportunities and increase profits. Respond to an ever more demanding market with the strength of a **group at your service**.



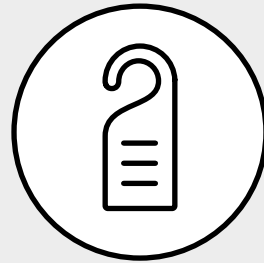


**ABBA HOTELES - SERVICIOS**



**BRANDING**

Reputation analysis  
Online and offline marketing  
Social media management  
Trade Fairs and Events  
Advertising



**CORE BUSINESS**

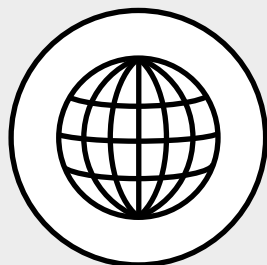
Rooms division  
Food and Drink  
Customer Experience  
Activities and Entertainment  
Maintenance  
Human Resources  
Finance Services  
Purchasing and Stores  
Training



**CORPORATE SERVICES**

Corporate Communications  
Compliance  
Owner Relations  
Internal Audit  
Management Oversight  
Administrative Oversight  
Strategic Management

**ABBA HOTELES - SERVICIOS**



**DISTRIBUTION**

- Online Sales
- Corporate Market Sales
- Customer Relationship Management (CRM)
- Loyalty Program
- Intelligent Revenue Management
- Demand Business Intelligence
- Contact Center (Customer Service and Bookings)
- Manager Channel
- Booking Engine
- Website



**IT**

- Implementation of PMS - ERP
- Telephony Management
- Automation Design
- Software Architecture
- Hardware Architecture
- Network Maintenance
- Hosting Management



**OTHER SERVICES**

- Pre-Opening Protocols
- Technical Services
- Construction and Refurbishment
- Asset Management
- Legal
- Tax
- Finance
- Human Resources
- Quality and Environment







[www.abbahoteles.com](http://www.abbahoteles.com)