

1st Anniversary:

TUI Hotel Consulting



Berlin, 11th of March 2010

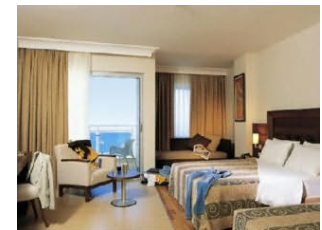
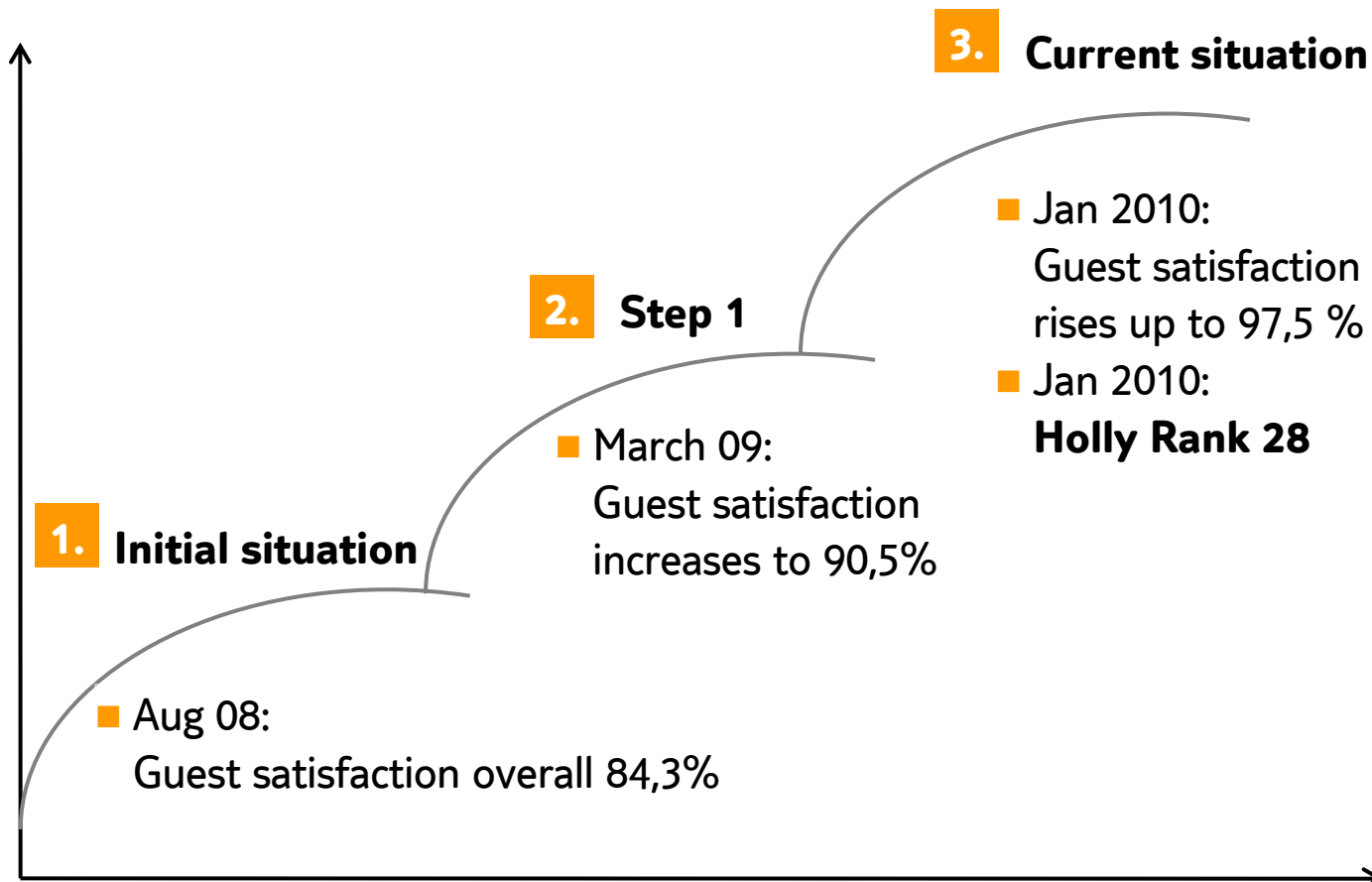
One year experience as TUI Hotel Consulting...



Antayla: Hotel Kirman Leodykia



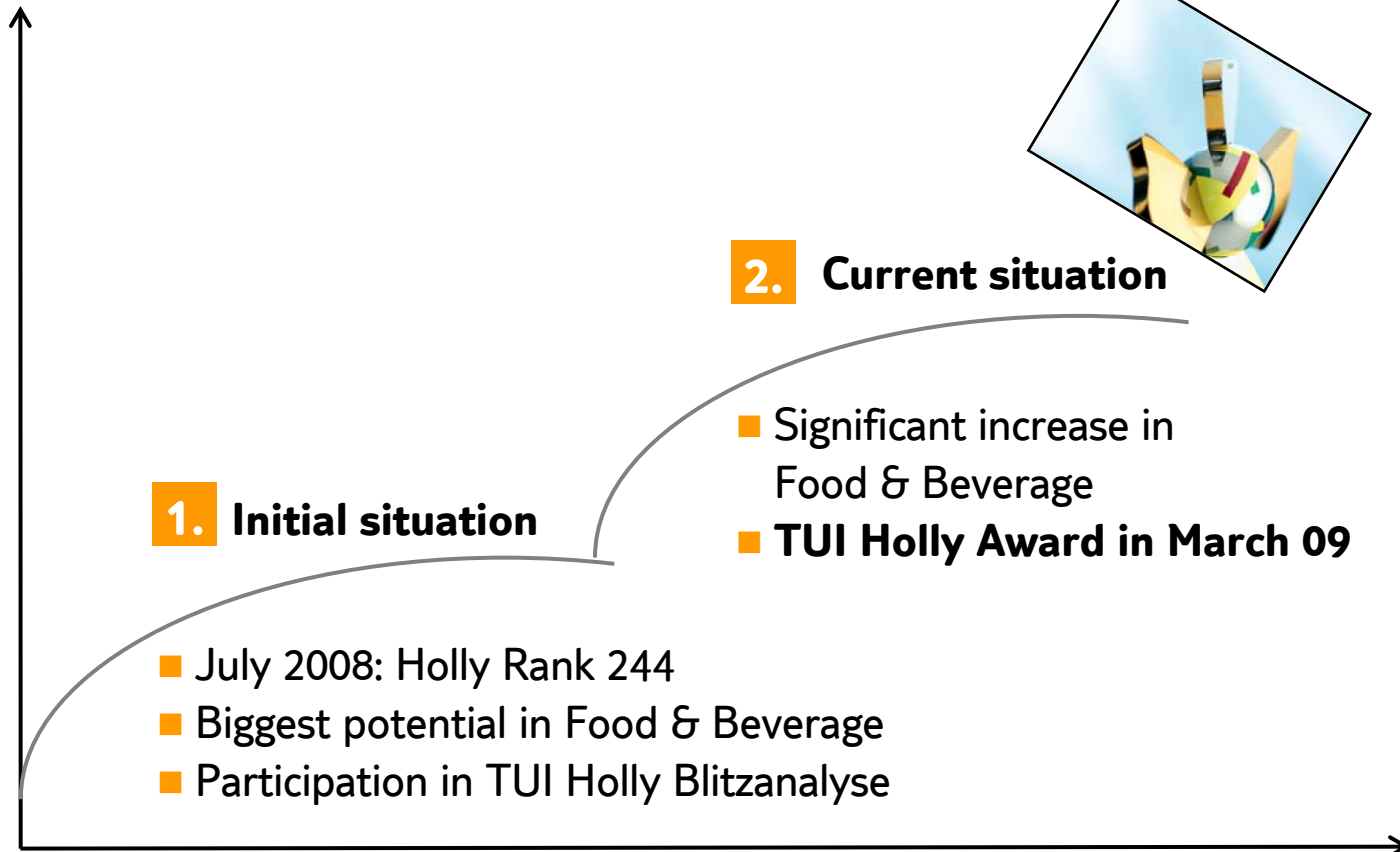
Hotel Kirman Leodykia: increasing guest satisfaction and on course to the TUI Holly 2010



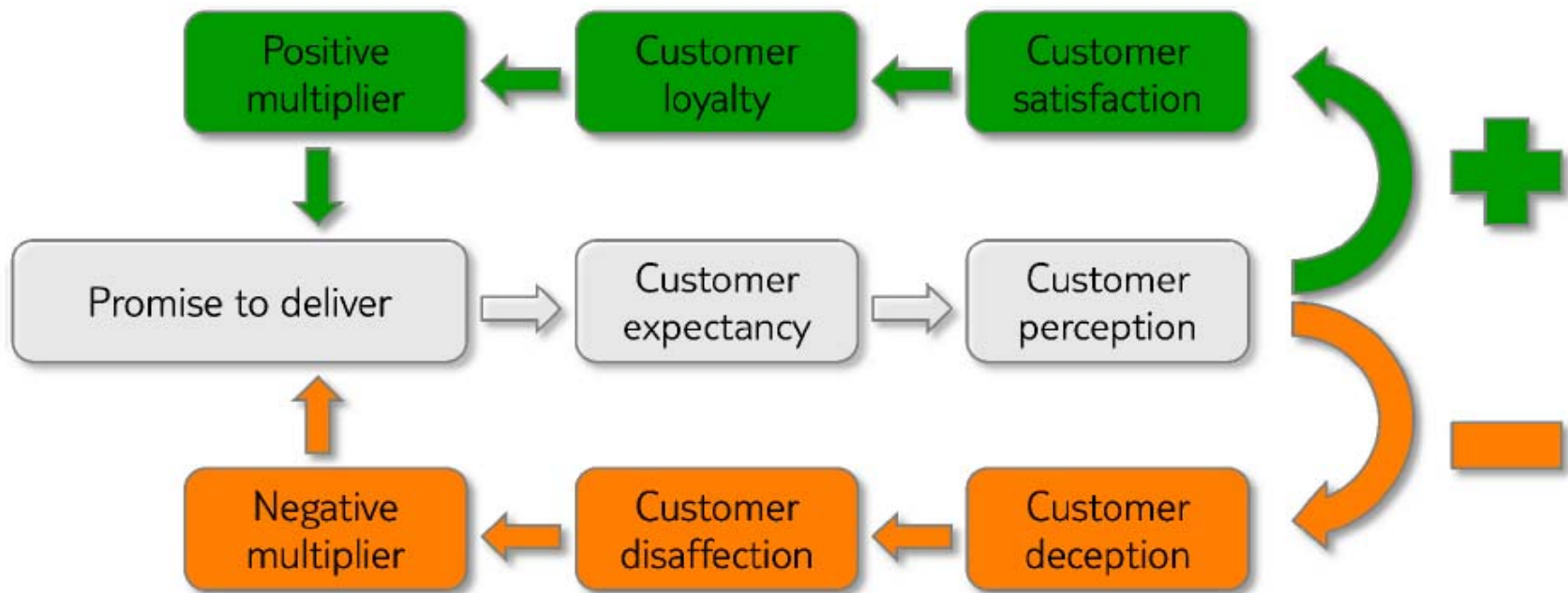
Tenerife: Hotel Gran Tacande



The Hotel Gran Tacande in Tenerife boosted its guest satisfaction in a significant way and gained a TUI Holly 2009



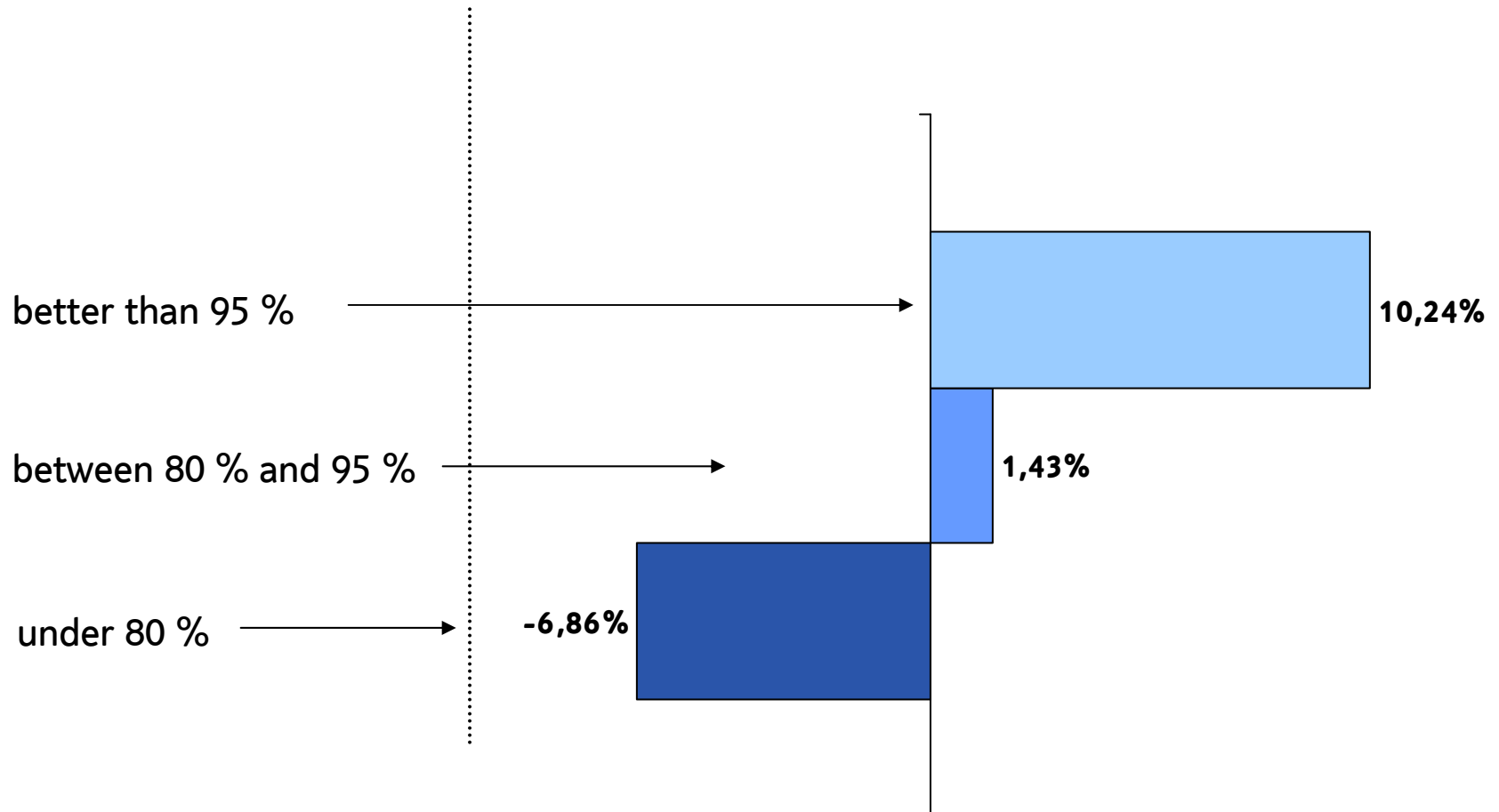
Meeting or exceeding customer expectations leads to higher returns



Booking development in view of customer satisfaction

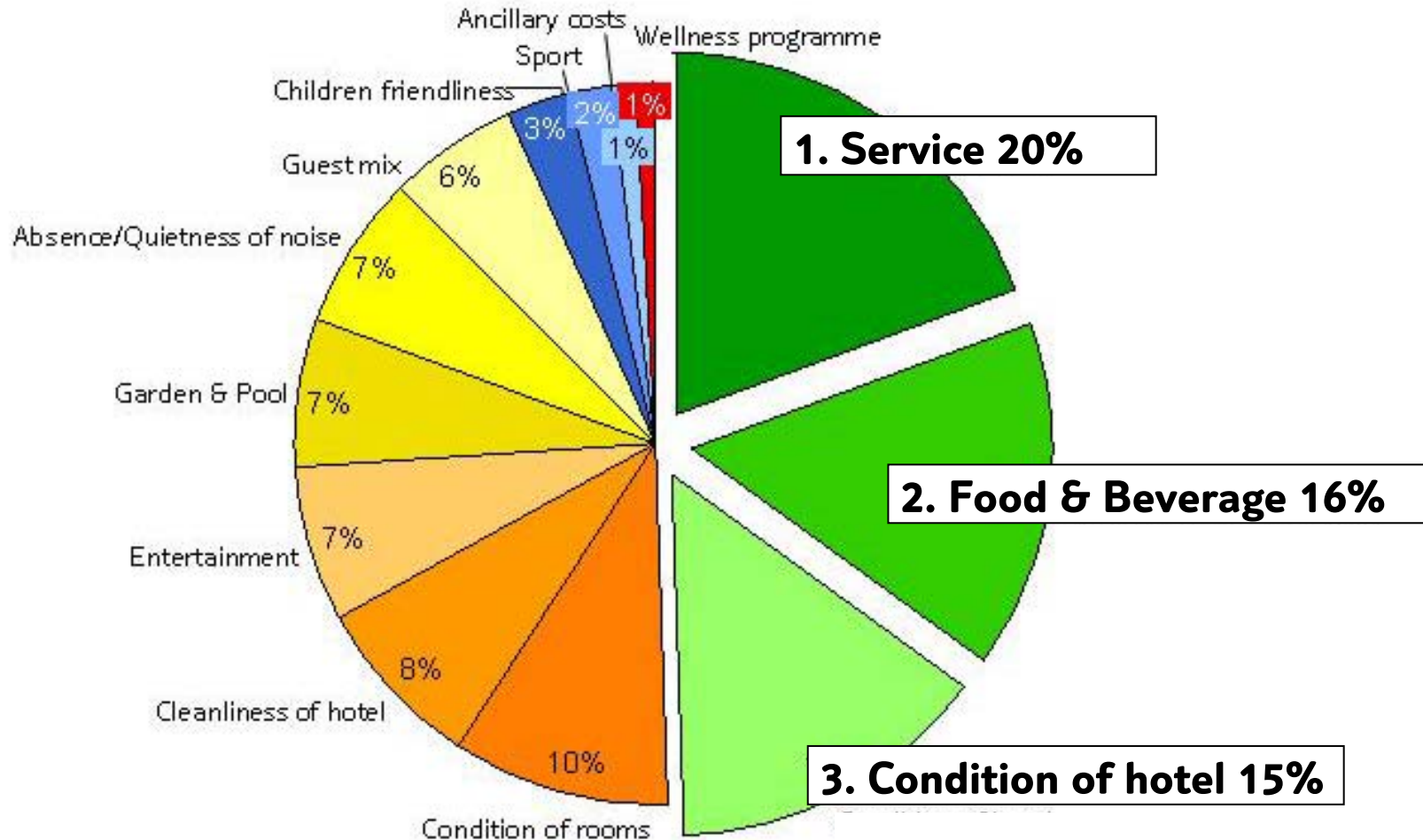


Average booking development medium haul



**Investing in quality
is one of the
most effective marketing tools
for your hotel.**

Do you know your main satisfaction drivers?

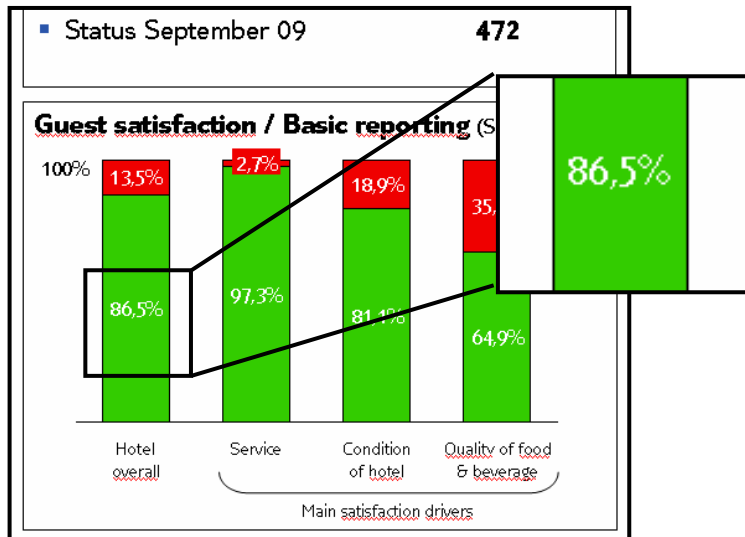
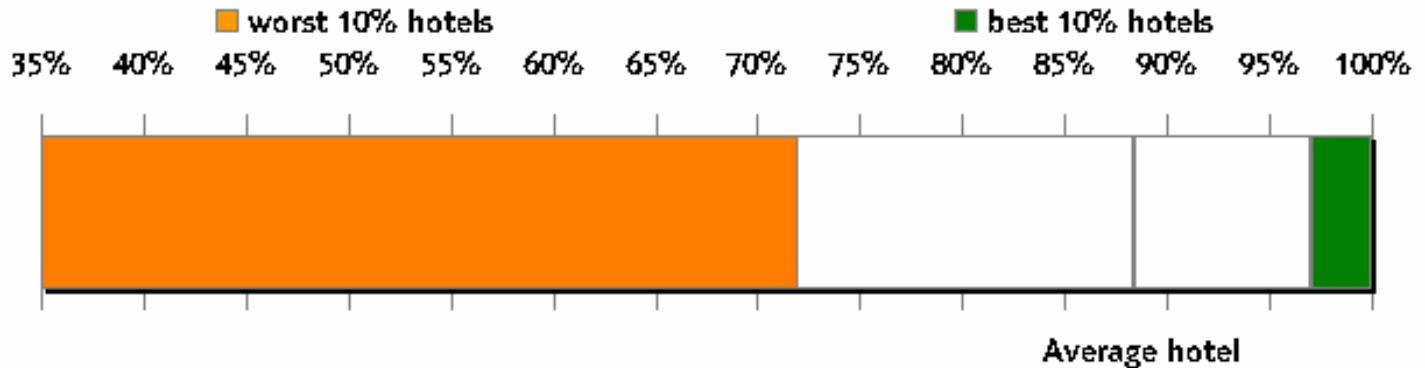


Benchmarking Medium Haul

Compare your data with the benchmark data



All Hotels Medium Haul



88,4

Findings

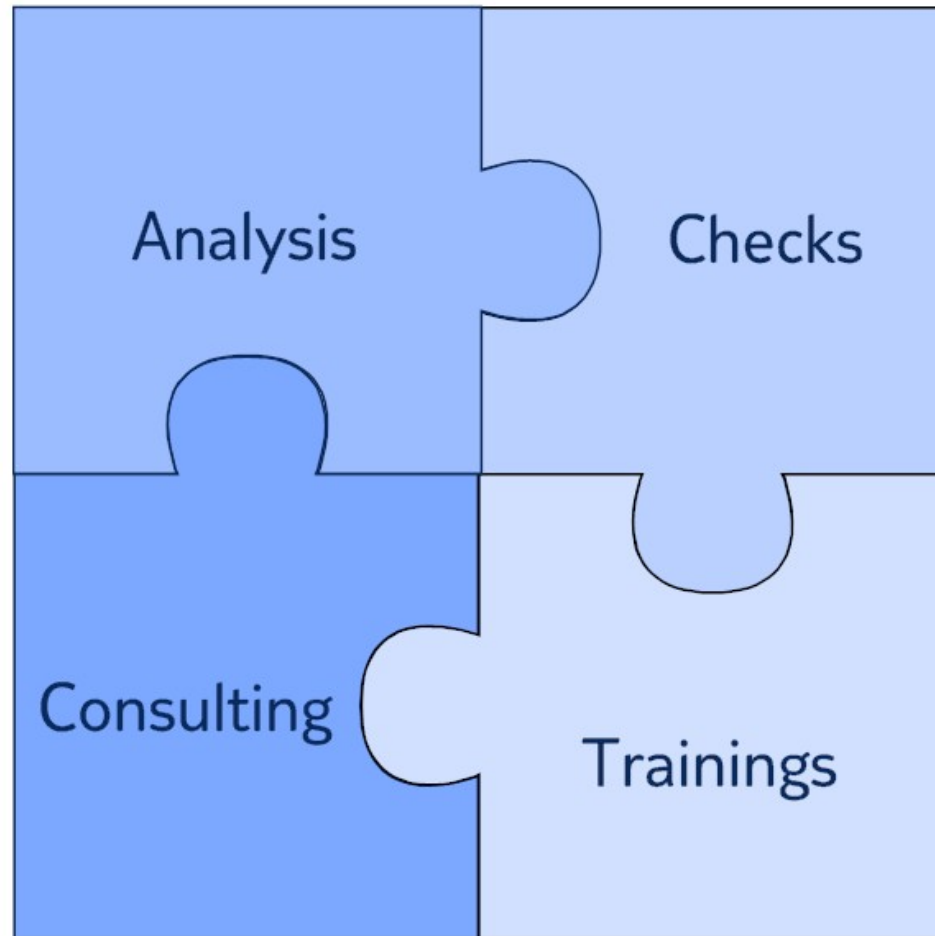
- Hotel reaches a total Guest Satisfaction of 86,5%
- 86,5% is below the average

Is there a need for action?

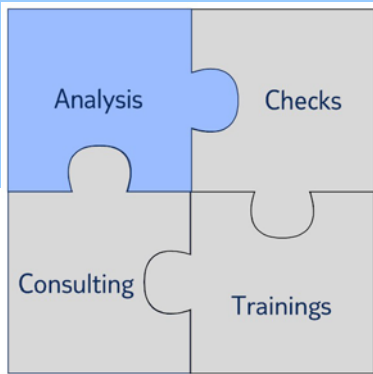


- Do you know your potential for increasing quality?
- What can you do to attract more guests?
- How can you withstand the difficult economic situation?
- How can you become a winner even though competition is strong?

We can support you!

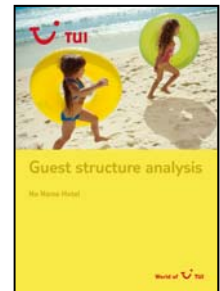


We offer you a choice of individual Quality Analysis

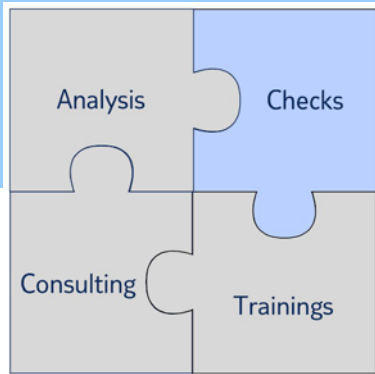


Do you know...

- your position in the Holly Ranking?
- the strengths of your competitors?
- your intra-seasonal weaknesses?
- your target group and their booking behavior?



TUI Holly Blitzanalyse. TUI Blitz Benchmarking. Guest Satisfaction Analysis. Complaints Analysis. Guest Structure Analysis.



Think how guests think



Have you ever looked at your hotel through the eyes of your guests?

- trained staff test all areas of your hotel
- written and photo documentation and analysis
- concrete recommendation for improvement

Our co-operation partner:



TÜVRheinland[®]

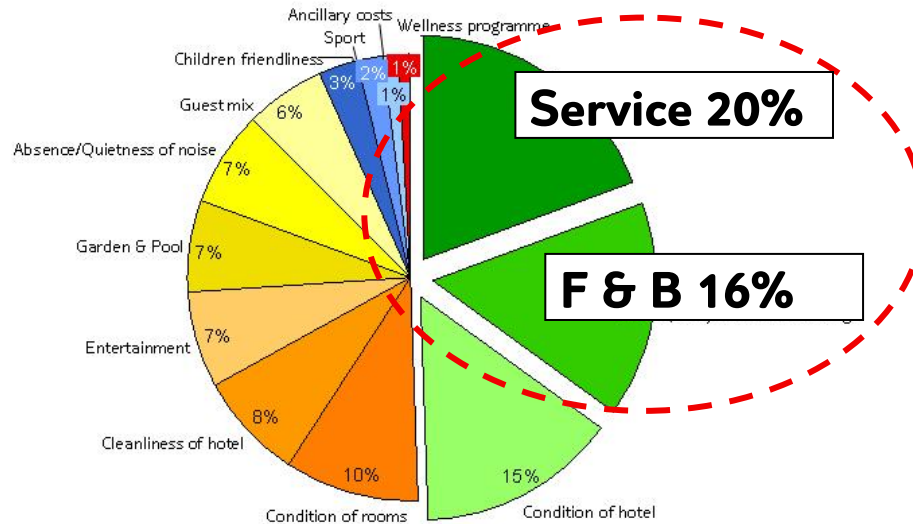
Genau. Richtig.



Profit from our tailor-made trainings



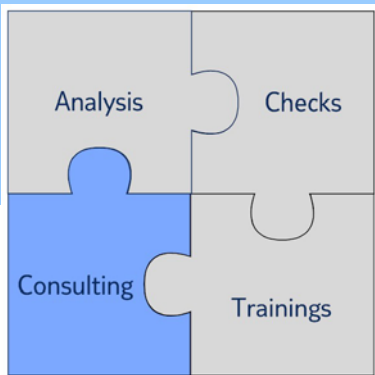
Concentrate on your essential things!



Five different trainings will help to boost your guest satisfaction in the short term.

Our co-operation partner: **NCM** – No Complaints Hotelmanagement





From Analyses to Implementation



Do you have the right Solution Menue on your way to excellence?



- professional support in in the main action fields
 - e.g. Process Optimization
 - Customer Segmentation and Hotel Positioning
 - Product Portfolio
 - Hotel Controlling
 - ...

Our co-operation partner:



Please take the opportunity for more detailed information at the pinboards

