

LEWEL

HOTELIER





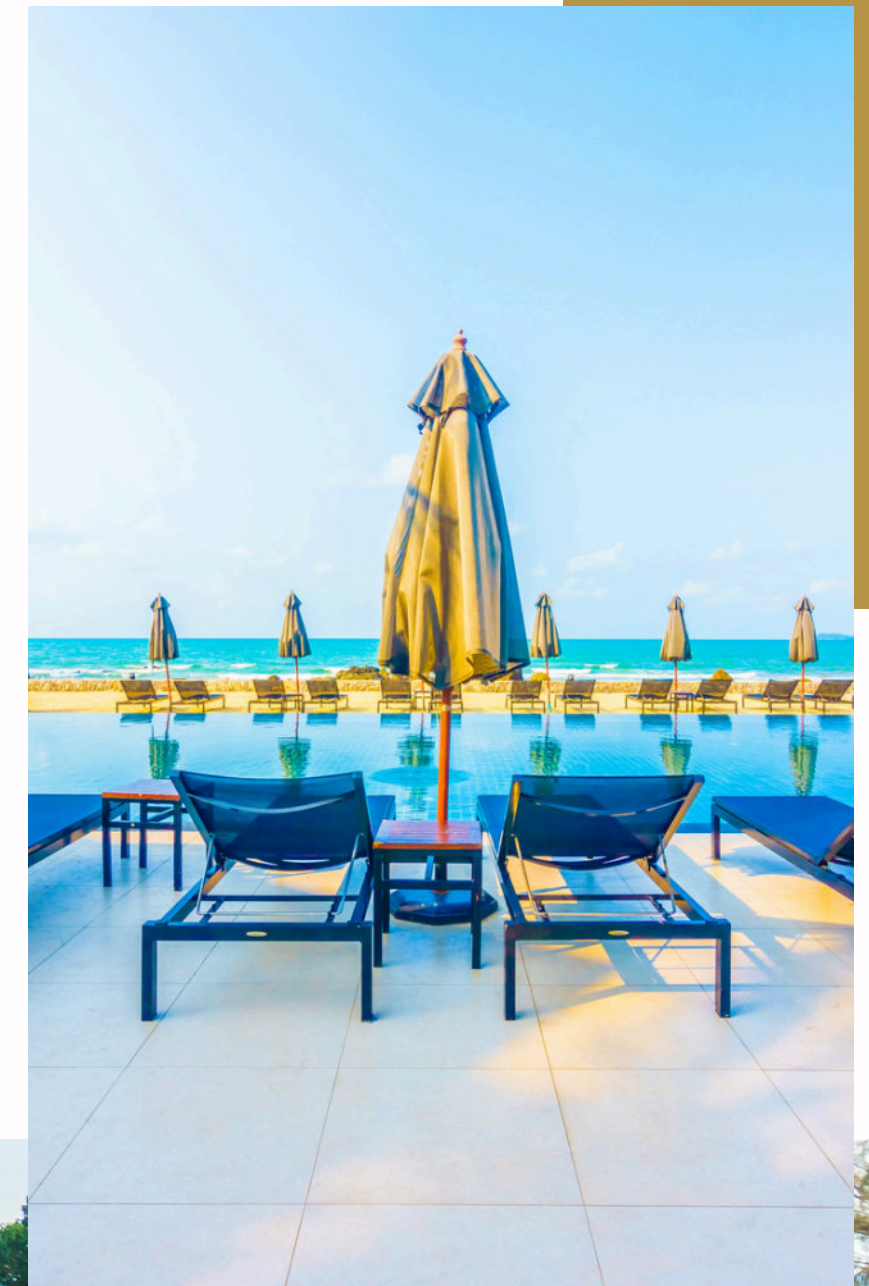
Let us build your future together in the hotel industry. With **LEWEL** as your partner, you can be sure that your hotel is on the way to top success.



Our Mission

Our expertise lies in providing personalized consulting services to improve all aspects of your business. With an in-depth understanding of the hotel industry and a team of experienced professionals in sales, marketing, finance, and training, LEWEL is your true partner in achieving your goals and growing your hotel.

We offer comprehensive solutions to make your hotel an irresistible destination for guests and investors. With a focus on innovation and ongoing support, LEWEL is there to assist you every step of the way toward success.



OUR KNOWL EDGE

SALES OPERATIONS MARKETING EDUCATION

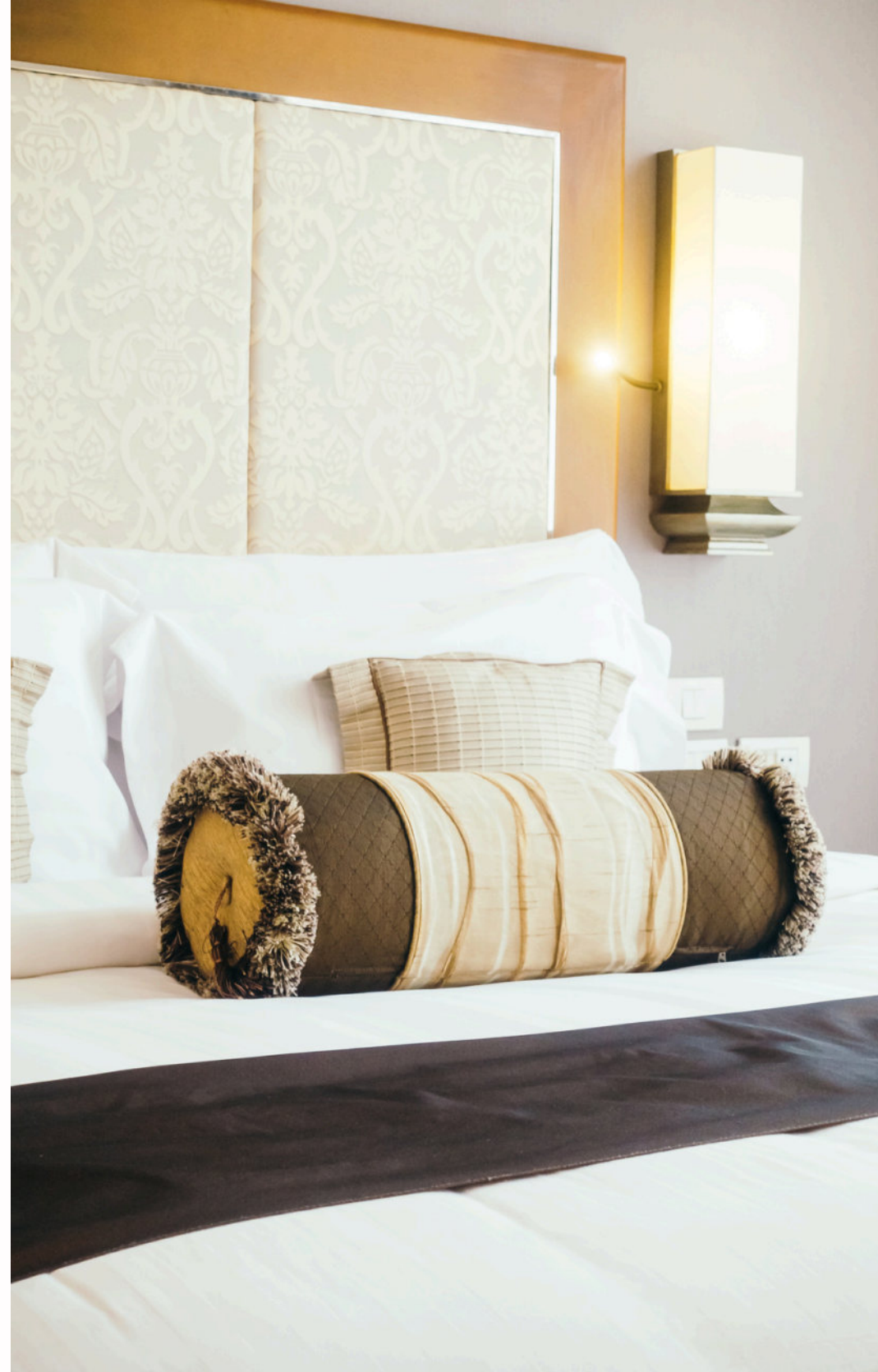
REVENUE

SUPPORT

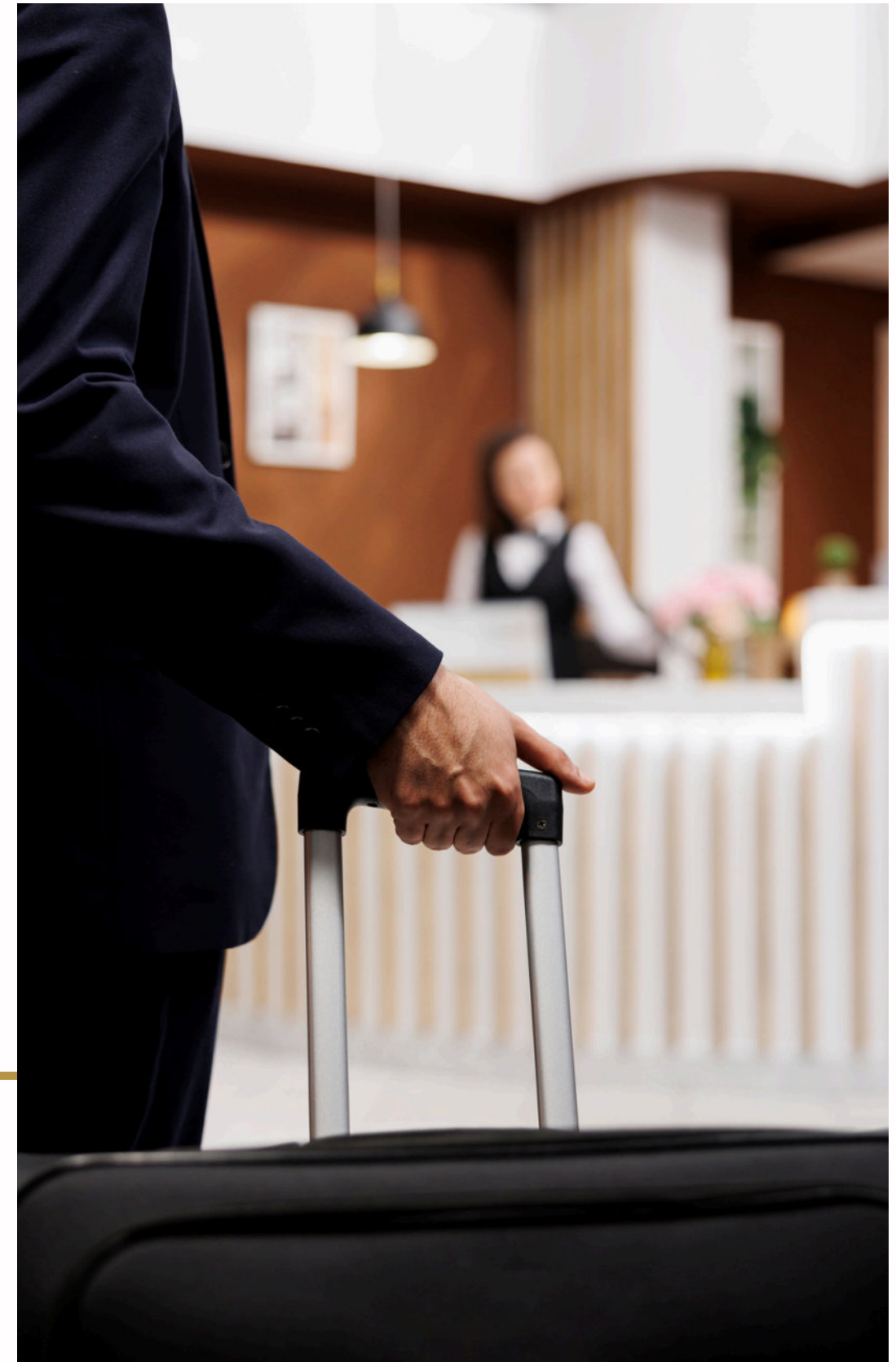


Our many years of experience and personalized consulting services aim to provide concrete value for each hotel we work with.

OUR SERVICES



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1.Set up – OTA channels: description, photos, rates, and review follow-up

- o We optimize your OTA profiles with attractive descriptions, high-quality photos, and competitive prices.
- o We also manage reviews to enhance guest satisfaction and improve your hotel's reputation.

2.Tour operators worldwide – contracts

- o We establish favorable contracts with tourist operators worldwide to build long-term partnerships that create a steady flow of guests and boost your global visibility.

3.Concierge agencies – contracts

- o We're partnering with Concierge agencies to promote your hotel and offer exclusive deals to their clients.
- o Our support helps agencies create personalized guest experiences, leading to greater loyalty and return visits.

4.Daily market analysis and targets

- o We analyze the market daily to identify trends and competition, set achievable sales goals, and adapt our strategies to dynamic market needs.
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1. **Structure and organization of the operations department:** Overview of all departments with their functions, duties, and responsibilities
 2. **Standard Operating Procedures (SOP):** What they are, why they're important, and how to implement them.
 3. **Education and training of employees:** The Hotel staff training process is designed to equip employees with the necessary knowledge, skills, and competencies to perform their roles effectively
 4. **Successful hotel manager:** Each sector must have its own manager who will lead their team towards a common goal.
including Daily tasks, tasks, checklists, cost control, inventories, line staff education, daily control, and relations with guests.
 5. **HR training:** an important part of the operational team - satisfied employee = a satisfied guest.
 6. **Operating budget:** budgeting, monitoring, control, rebalancing.
 7. **Mystery Guest:** evaluate the quality of the hotel's services and overall guest experience, satisfaction, and maintain a competitive edge.
 8. „One team – One dream“: Overview of the entire operational business in the hotel, cooperation of all sectors, communication between sectors, and the importance of the operational manager in the entire business chain.
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1. Home and foreign market

- o We cater to both domestic and foreign markets by utilizing customized strategies tailored to meet the needs and preferences of our guests.

2. Advertising on social networks

- o We use social media platforms to target audiences with quality content and advertisements to promote your hotel.

3. Google advertising and optimization

- o We optimize your hotel's website content and visibility on Google using targeted keywords and advertising.

4. Newsletters

- o We send newsletters to keep in touch with guests and share hotel updates, promotions, and special offers.

5. Email marketing

- o We utilize email marketing to directly communicate with potential guests, providing them with personalized information and incentives to make reservations.

6. Guest satisfaction

- o We continuously gather guest feedback to improve our marketing and ensure high satisfaction and loyalty.
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EDUCATION

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FOOD & BEVERAGE



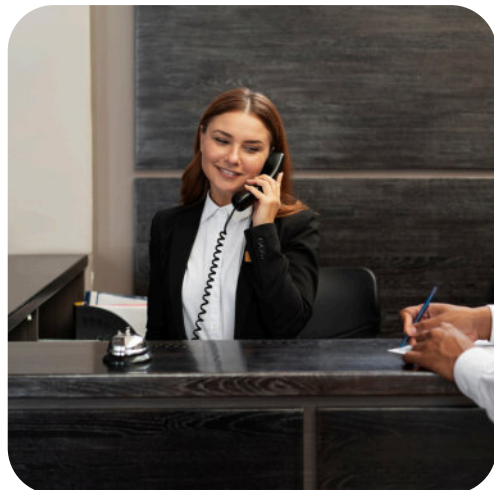
HOUSEKEEPING



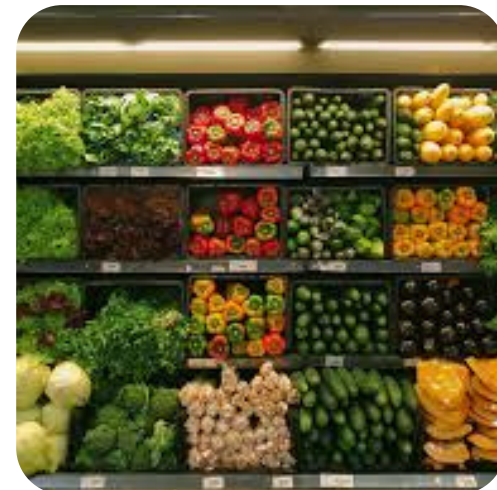
MAINTENANCE



HR



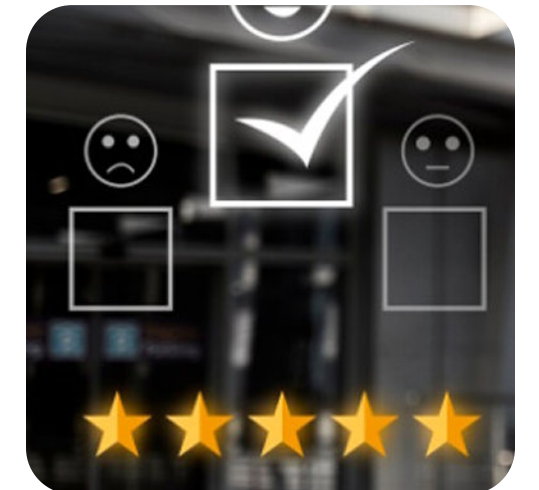
FRONT OFFICE



PURCHASING



WELLNESS
&
SPA



GUEST
EXPERIENCE
&
SATISFACTION

1. Financial statement analysis

- o Reviewing and analyzing a hotel's financial data to identify key performance indicators and areas for improvement.

2. Budget planning

- o Creating a detailed budget that aligns with the hotel's financial goals and enables efficient cost management and revenue generation.

3. Cost optimization

- o Identifying and analyzing hotel costs to find opportunities for reducing expenses and improving cost management.

4. Revenue growth

- o Develop strategies to increase the hotel's revenue through various channels, such as pricing, packages, services, and additional activities.

5. Price and competition analysis

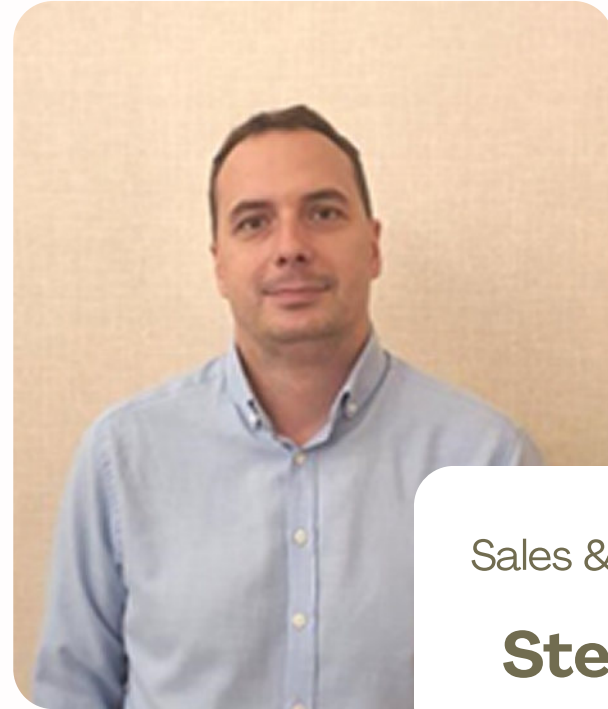
- o Monitoring the prices of competing hotels and adjusting the hotel's prices to maintain competitiveness in the market.

6. Financial planning and projections

- o Developing financial plans and projections to forecast future revenues and hotel profits.
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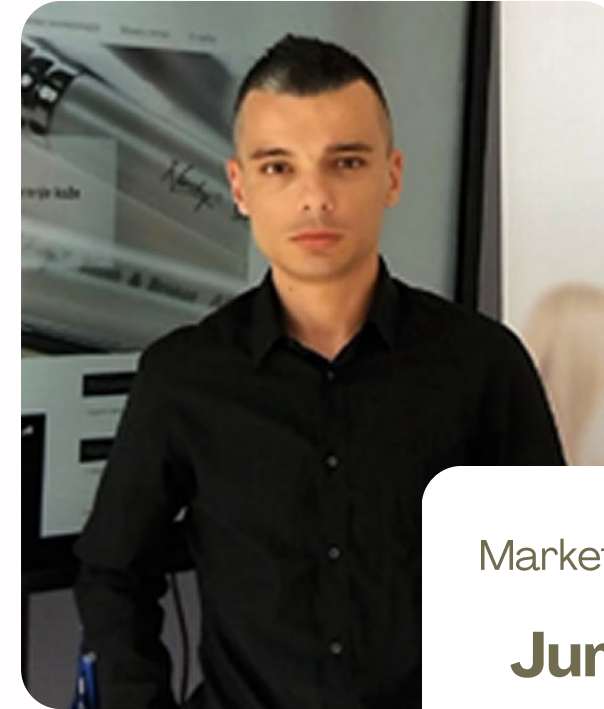
1. **Operational Support:** Assisting in the daily operational activities of the hotel, which includes managing all operational sectors in the hotel (reception, F&B, housekeeping, controlling the facility, maintenance, and the operational areas).
 2. **IT Support:** Providing support for the implementation and maintenance of information technologies and software necessary for efficient business operations.
 3. **Quality of Service and Guest Satisfaction:** Monitoring guest satisfaction, gathering feedback, and implementing improvements to ensure that guests have a positive experience during their stay.
 4. **Operational Efficiency:** Identifying and implementing procedural improvements to increase work efficiency and reduce business costs. Setting up and implementing all SOPs for a successful operational business in the hotel.
 5. **Strategic Counseling:** Providing strategic advice and planning long-term strategies for hotel development and achieving business goals.
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OUR TEAM



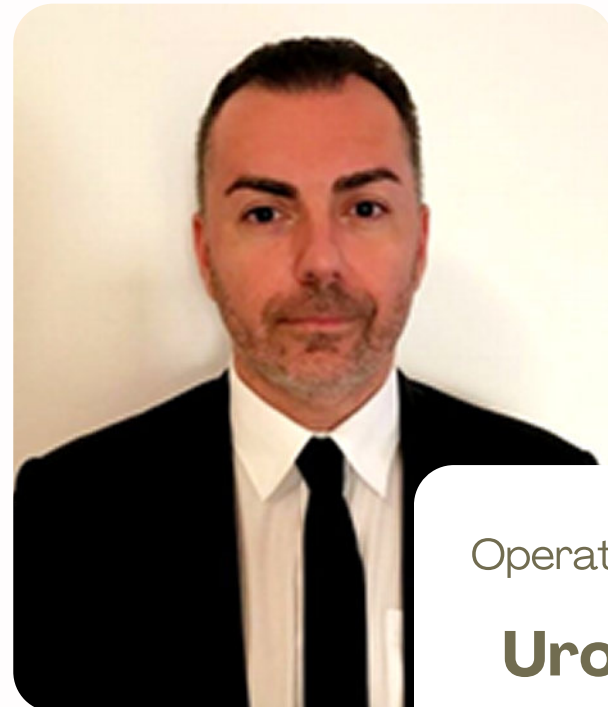
Sales & Business Development

Stevan Merlini



Marketing & Customer Experience

Jurica Radovic



Operations Development

Uros Milovanovic



Financial & Revenue Development

Gordana Markovic

OUR BACKGROUND

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BENEFITS

Our services provide a comprehensive approach to improving the hotel business through multiple benefits. Make your hotel the first option for every traveler – with us, your vision becomes reality!

SALES

- INCREASED REVENUE
- NEW PARTNERSHIPS
- IMPROVED OCCUPANCY RATES
- COMPETITIVE ADVANTAGE
- OPTIMIZED RATES AND REVENUE
- OPPORTUNITIES FOR UPSELLING
- DATA-DRIVEN DECISION MAKING
- INCREASED MARKET SHARE
- RELATIONSHIP WITH CLIENTS
- WORLDWIDE RECOGNIZABILITY

MARKETING

- ENHANCED BRAND VISIBILITY
- INCREASED OCCUPANCY RATES
- IMPROVED DIRECT BOOKINGS
- TARGETED AUDIENCE ENGAGEMENT
- POSITIVE GUEST EXPERIENCE
- EFFECTIVE ONLINE PRESENCE
- REVENUE DIVERSIFICATION
- DATA-DRIVEN INSIGHTS
- LONG-TERM GROWTH

OPERATIONS

- ENHANCED SERVICE QUALITY
- INCREASED EFFICIENCY
- IMPROVED GUEST SATISFACTION
- ENHANCED SAFETY & SECURITY
- COST SAVINGS
- CONSISTENT BRAND STANDARDS
- ADAPTABILITY TO CHANGE
- POSITIVE REPUTATION
- OVERALL PERFORMANCE



BENEFITS

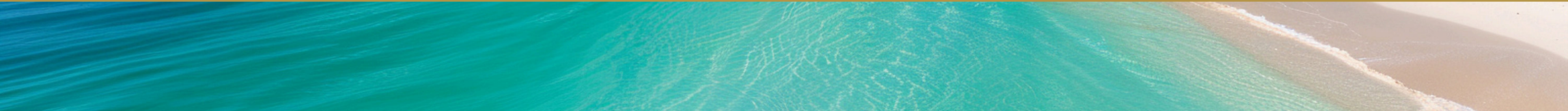
Hotels play a significant role in the global economy, society and travel industry, providing valuable services, experiences and opportunities for individuals, businesses and communities.

REVENUE

- INCREASED REVENUE GENERATION
- OPTIMIZED RATES STRATEGIES
- REVENUE DIVERSIFICATION
- IMPROVED YIELD MANAGEMENT
- BETTER REVENUE FORECASTING
- COST REDUCTION AND EFFICIENCY IMPROVEMENT
- ADAPTABILITY TO MARKET CHANGES
- OVERALL BUSINESS GROWTH
- CROSS DPT COLLABORATION

SUPPORT

- EFFICIENT OPERATIONS
- COST CONTROL & BUDGET MNG
- COMPLIANCE & RISK MANAGEMENT
- EMPLOYEE RECRUITMENT & DVL
- TECHNOLOGY INNOVATION
- FACILITIES MAINTENANCE & UPKEEP
- EMERGENCY RESPONSE & CRISIS MANAGEMENT
- BRAND REPUTATION AND IMAGE
- TRAINING & DEVELOPMENT PROGRAM





"The journey is the only thing you buy that makes you richer!".





**LET'S
GROW
TOGETHER**

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