

SHORELINE

HOSPITALITY



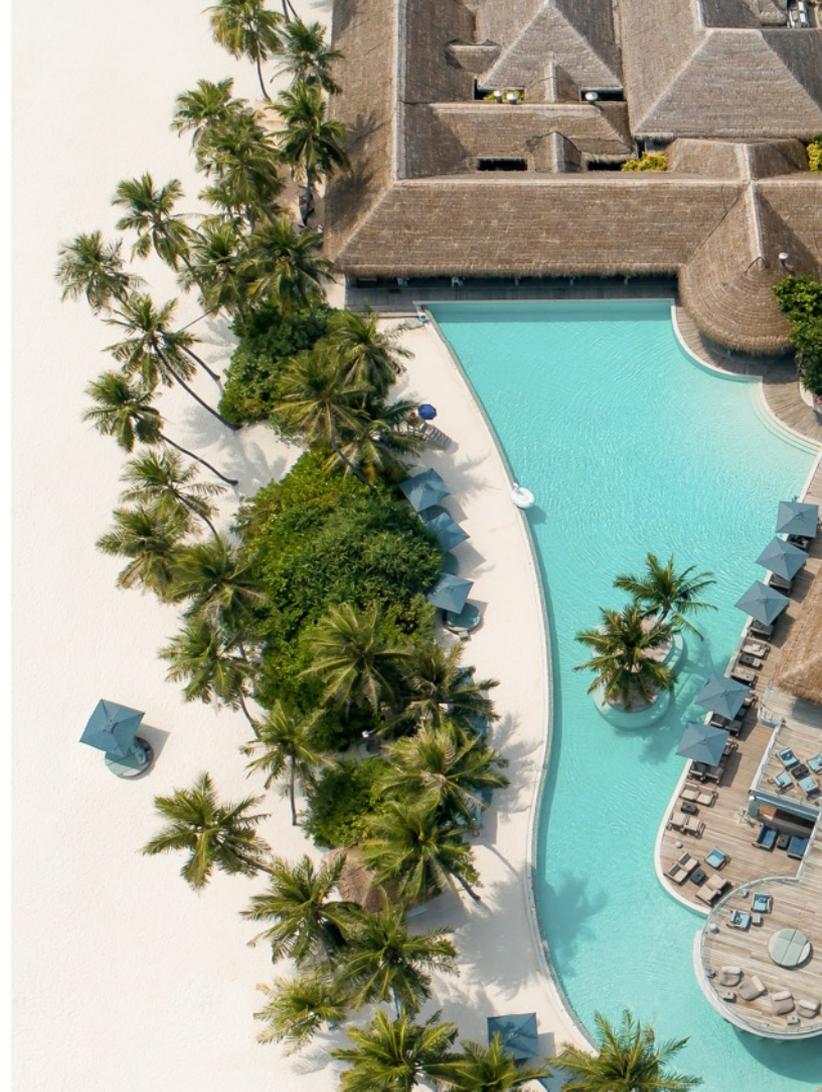
WHO ARE WE?

Specializing in the provision of comprehensive consultancy, Shoreline Hospitality works with leisure hotels and resorts to consolidate their strategy and operations.

“Shoreline - the definitive link between land and ocean.”

Much like its geographical function, Shoreline serves as a connecting link between property owners and management.

We work hand in hand with your team to collaboratively enhance performance and services.



HOW CAN WE HELP?

With a passion for enabling our clients' properties to reach their full potential, we use a holistic approach to evaluate current performance and carry forward work that meets your goals.





Our extensive background in hospitality means that we recognize the importance of guest experience and attention to detail in the context of your wider strategy.

At Shoreline we are aware of the rapidly evolving nature of the industry and keep on top of global trends to ensure our recommendations provide you with unique opportunities to differentiate from your competitors, both in regards to concept and positioning.

Andreas Acker

Over 20 years of experience in the hospitality industry within Europe, United States, South East Asia, China, the Middle East as well as the Caribbean.

During the past decade, Andreas has been involved in the opening, reflagging and extensive renovation of various properties in senior managing positions across various regions; lately as the General Manager of a newly opened luxury property in China.

His areas of expertise are: Rooms Division, Revenue & Performance Management, Spa, Finance and Project Management.



David Nuenemann



With almost two decades of managerial experience in the hospitality industry within Europe, United States, the Middle East, China as well as the Caribbean, David spent a total of 10 years in a remote island environment managing the operations of an ultra-luxury and complex resort.

His last stint being a General Manager post, which subsequently led into an Owner's Representative / Asset Manager position overseeing multiple properties.

His specialties are: Food & Beverage, Sales and Finance / Asset Management.

Benefits of engaging Shoreline Hospitality

We understand that nobody knows your business as well as you do. However, when it comes to curating your strategy this is not always advantageous. Whilst we work collaboratively and strive to foster long lasting partnerships with your team, we are able to approach your project objectively and make timely suggestions that may otherwise be overlooked.

We are adept in promoting effective leadership and leveraging new skills; as well as enhancing processes and procedures. Our suggestions consistently aim to develop and expand upon your existing infrastructure.



At Shoreline we understand that each property has unique goals and requirements and can offer tailored support to meet your needs.

As a reference to our price points and how we work, details of our most popular solutions are to follow.





Hotel & Resort Covid-19 Support Package

You have reopened your hotel or restaurant after the lockdown, but have doubts about how you can continue to work with the existing concept and under the new requirements in the long term?

Do you need a professional opinion? We are here to go through this phase of reorientation with you.

Here are just a few of the points that we will analyze with you and, if necessary, adapt to the new situation:

- Best possible implementation of hygiene measures (from a design and financial aspect), since it has to be assumed that these are not temporary conditions
- Possible concept change to adapt your operation to the new situation
- Analysis of existing and potential new marketing & distribution channels
- Revenue & expenditure revision for 2020 and 2021
- Adaptation to variable cost structures



Hotel & Resort Covid-19 Support Package

We are very confident that an objective review will be delivering an invaluable service to your property, particularly at this critical time.

The above package can be executed remotely or onsite, according to individual needs & requirements as well as current travel regulations.

If you want to know more about the opportunities & details linked to this package, feel free to get in touch with us for an initial consultation.

Price on request

Financial Review

We are able to offer the following:

- Analysis of financial statements with focus on monthly revenue and expenditure.
- Identification of areas for cost consolidation and revenue enhancement.
- Compilation of a detailed independent report outlining opportunities to improve overall performance and growth.
- Suggestions based on unique property context, geographical and market specific economics.

Monthly
Annual

EUR 1,350
EUR 13,500





Review of Sales Activities & Online Visibility

Full review of existing sales framework including but not limited to market mix, rate structure, booking channel distribution, contracts with travel agents, tour operators & corporate accounts and online visibility & activities.

Based on this assessment, a detailed analytical report will be provided, outlining opportunities to improve performances.

This assessment also includes a detailed hospitality outlook for the specific region by one of the research market leaders, which are used as a benchmark tool in the global hospitality industry.

EUR 3,750

Hotel & Resort full 360° Review

Shoreline Hospitality's bespoke 360 degree review is an innovative solution, which aims to enable owners to identify whether their property is generating sufficient revenue without exceeding budget. Along with financials, we audit operations and administrative departments to ensure full compliance with current standards. Our review process covers the following key areas:

- Hotel or Resort mystery shopping
- Assessment of Sales Activity and Online Visibility
- In depth analysis of financial statements of the past 12 months
- Auditing of operations department
- Auditing of administrations department
- Monthly financial review for the next three months after the audit

Further to auditing, you will be provided with a comprehensive report outlining the status quo of your property and highlighting all identified opportunities for growth, together with a detailed list of suggested actions.

With our combined expertise and experience, we are very confident in delivering an invaluable service to your property. We are able to assure that our audits will be beneficial for overall property performance, with all suggestions stemming from our teams extensive experience and an objective exploration of your existing infrastructure.

EUR 14,500



Owner Representation

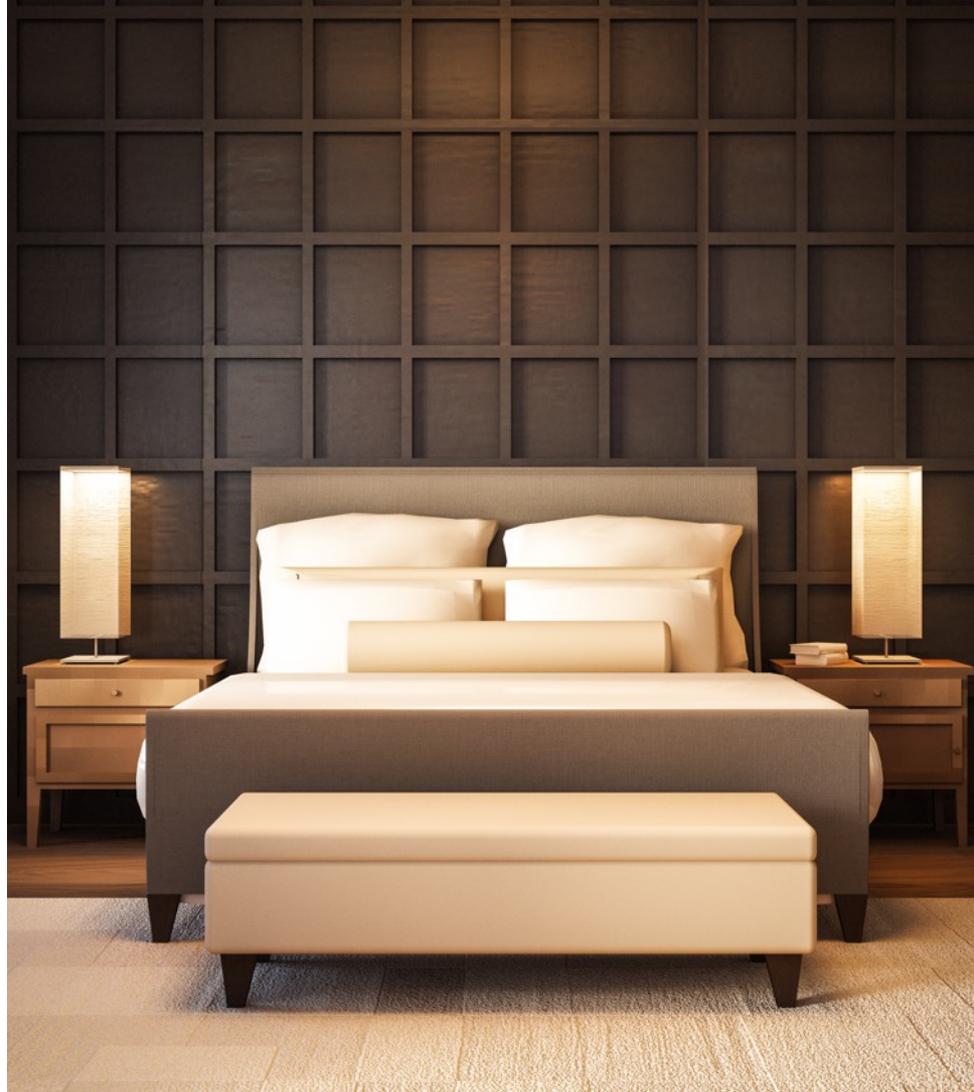
Operations of Hotels and Resorts are growing increasingly complex in the context of current markets. We understand the importance for you, as an owner, to protect and cultivate your asset and investment. We offer an independent resource to facilitate the same.

Property owners can benefit from the following:

- Monthly P&L review
- Monthly tri-monthly forecast review
- Annual Budget and capex review
- Quarterly on-site business review
- Business compliance review

Annual

EUR 29,500





Interim Management & Project Management

Shoreline offers bespoke Interim Management and Project Management solutions, tailored to the variables of your property or project.

Price on request

Restaurant Audit

Thanks to our many years of experience, the successful repositioning of numerous international restaurant concepts and the sense for global trends, we are convinced that we can also give your company new impulses. Our extensive restaurant audit includes the following:

- Definition of offering and product range
- Budgeting
- Review of sales & marketing activities as well as social media and web presence
- Review & potentially introduction of all required SOPs (including hygiene & safety measures as well as all service procedures)
- Menu engineering
- Competitor analysis

We would be very happy to develop a plan for further cooperation after our audit so that we can actively support you during the implementation process.

EUR 3,250





Food and Beverage Menu Engineering

Menu engineering is a critical component to both a restaurant's competitive edge and long-term financial health. We will review and curate your existing menus, whilst keeping your vision & guest expectations in mind.

- SWOT analysis.
- Introduction of market lists to on-site team to get down to costing of each and every menu item
- Categorize menu items according to profit and popularity
- Conduct a comprehensive review of current selling prices and subsequent recommendation of revised price points

Assessment is conducted per outlet, with a maximum of three food menus (e.g. breakfast, lunch and dinner in addition to wine list, beverage & cocktail menus).

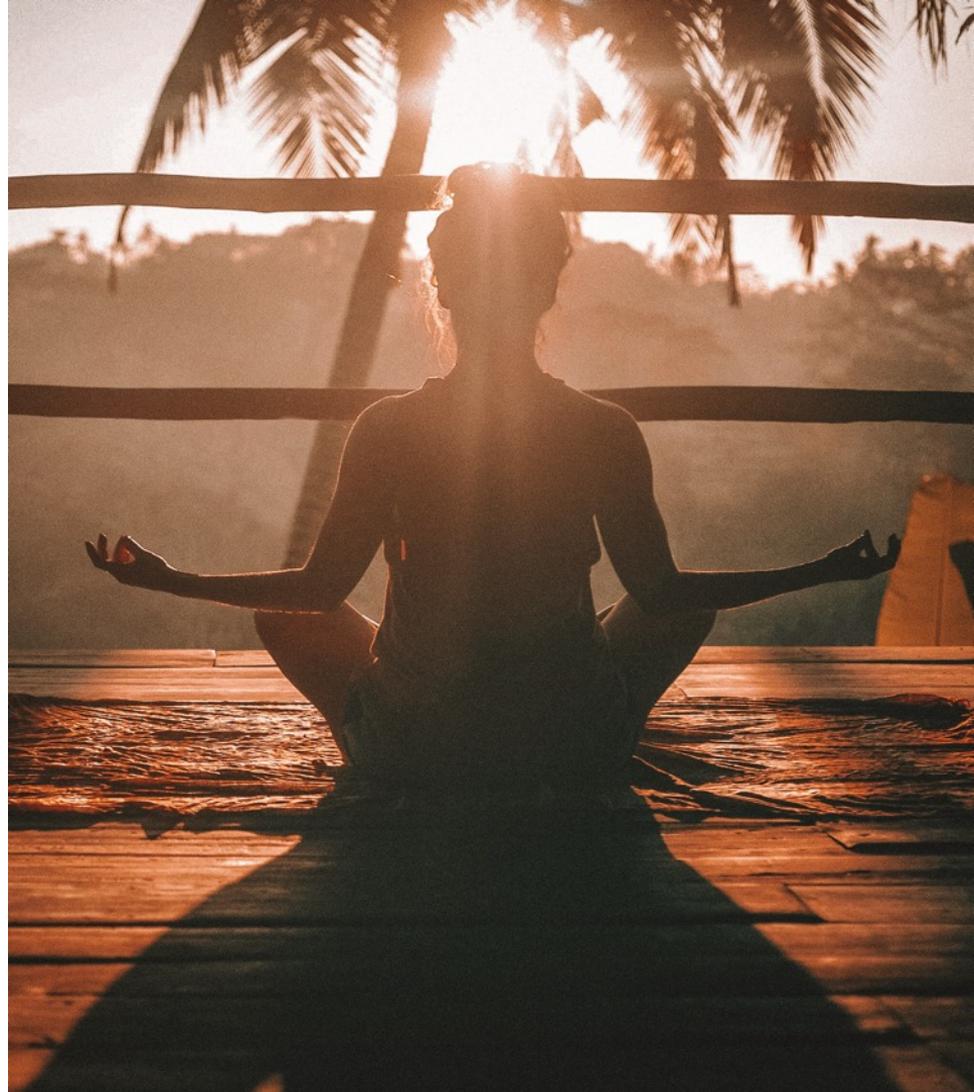
EUR 1,350

Spa Menu Engineering

In alignment with the increasing demands and rapidly evolving nature of the spa and wellness sector, we are able to offer review and development of existing spa treatment menus with focus on the following:

- Analysis of current cost and selling prices
- Curation of spa treatment options to reflect industry trends
- Balancing of treatment offerings to align with both trend and consumer need
- Ensuring financial viability of spa treatment offerings

EUR 850



“One Cannot Swim for New Horizons until they
lose sight of the shore.” – William Faulkner

Preferred Partner

LAYAN

LAYAN is an international design consultancy with a primary focus on the development of luxury hospitality projects.

LAYAN offers discerning clients and development partners a fully inclusive design process encompassing Master planning, Architecture, Interior Design, Lighting Design, Furniture Design and OS+E design.

MQ[®] studio

MQ Studio was founded in 2006. They are an interdisciplinary, boutique architecture practice, which has naturally made Shanghai their home.

MQ specializes in luxury transportation, hospitality, and residential and retail projects all over the world with a focus in South East Asia.

Preferred Partner



Van Isacker Exclusive offers representation services for luxury hotels and resorts, focusing on the UK and European markets. They currently represent a unique collection of hotels and resorts that truly specialise in going the extra mile for their clients and where delivering epic hospitality is their passion and foundation. They hope to expand their collection with only those properties that deliver such hospitality.



VIP Worldwide is a leading virtual reality, video production and social media agency for luxury hotels, resorts and destinations. Bringing luxury to life through state-of-the-art cinematography and digital storytelling that engages and influences, leading to an increase in bookings and revenue.



Contact us to discuss your requirements

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www.shoreline-hospitality.com