PHILIPS
HOTELS & RESORTS
A UNIT OF PHILIPS HOSPITALITY

HOTEL MANAGEMENT & CONSULTING

PHILIPS
HOTELS & RESORTS

Redefine. Elevate. Inspire Success.

Management & Consulting Services for Hotels, Resorts & Hospitality Assets

EXPERIENCE | **EXPERTISE** | **EXCELLENCE**

STRATEGY • OPERATIONS • COMMERCIAL GROWTH

WWW.PHILIPSHOSPITALITY.COM



01 / WHO WE ARE

About Philips Hotels & Resorts

Your Vision. Our Expertise. Shared Success.

Philips Hotels & Resorts, a unit of Philips Hospitality, is a professional hotel management and hospitality consulting company providing strategic, operational and commercial solutions to hotel owners, investors and hospitality businesses.

With a strong focus on **operational excellence, revenue growth, guest experience and profitability,** Philips Hotels & Resorts works closely with owners and management teams to transform hospitality properties into more efficient, competitive and commercially successful businesses.

Our expertise spans hotels, resorts, boutique properties, convention centres, malls, food and beverage operations, and diverse hospitality assets. By combining hands-on hospitality experience, strategic thinking and disciplined execution, we deliver practical solutions that create sustainable business value.

ASSETS WE MANAGE & ADVISE

- Hotels
- Resorts
- Serviced residences
- Apart hotels
- Boutique properties
- Convention centres
- Malls
- Food & beverage operations



OPERATIONS

Stronger systems and service standards



REVENUE

Commercial focus and growth



EXPERIENCE

Memorable guest journeys



PEOPLE

Leadership and team capability

02 / OUR SERVICES

Our Services

Integrated expertise across the hospitality lifecycle



01

HOTEL & RESORT MANAGEMENT

Comprehensive management solutions designed to enhance operational efficiency, elevate guest experiences, strengthen revenue performance and maximise profitability.

02

OPERATIONS MANAGEMENT

End-to-end operational management encompassing systems, controls, service standards, workforce productivity and continuous performance improvement.

03

CONVENTION CENTRE & MALL OPERATIONS

Professional management solutions for convention centres, malls and integrated commercial destinations, covering operations, facilities management, events, tenant coordination, customer experience, safety and commercial performance.

04

HOTEL INVESTMENT & ASSET ADVISORY

Strategic advisory services for hospitality investments, asset evaluation, business planning, ownership structures and investment opportunities.

05

HOTEL ACQUISITION & SALE ADVISORY

Professional assistance in the acquisition and sale of hotels, resorts and hospitality assets, including property evaluation, market positioning, transaction support and coordination between owners and prospective investors.

02 / OUR SERVICES

Our Services

Integrated expertise across the hospitality lifecycle

PRACTICAL SOLUTIONS MEASURABLE PROGRESS SUSTAINABLE VALUE

PEOPLE • PERFORMANCE • LONG-TERM VALUE

06 

PROPERTY DEVELOPMENT & ENHANCEMENT

Strategic guidance to strengthen property positioning, upgrade facilities, improve functionality, enhance market appeal and maximise long-term commercial value.

07 

PRE-OPENING & PROJECT MANAGEMENT

Comprehensive support throughout the project lifecycle, from initial planning and recruitment to procurement, SOP development, staff training, commissioning, soft opening and operational readiness.

08 

REVENUE OPTIMISATION

Strategic pricing, inventory management, market segmentation, distribution planning, forecasting and revenue-generation initiatives designed to improve financial performance.

09 

SALES & MARKETING

Integrated sales and marketing solutions covering corporate sales, MICE, events, travel trade, digital marketing, market development and strategic partnerships.

10 

BUSINESS DEVELOPMENT

Identifying new markets, developing strategic partnerships, unlocking revenue opportunities and implementing sustainable business-growth strategies.

11 

BRANDING & POSITIONING

Creating distinctive brand identities, strengthening market positioning and developing strategies that enhance visibility, brand recognition and competitive advantage.

12 

FOOD & BEVERAGE MANAGEMENT

Comprehensive food and beverage management covering outlet operations, menu strategy, service standards, cost control, profitability enhancement and exceptional guest experiences.

13 

HR & TRAINING

Strategic human resource management, manpower planning, recruitment, employee development, structured training programmes, leadership enhancement and service excellence.

03 / MANAGEMENT & CONSULTING SERVICES

Hotel management, consulting and operational support

Philips Hospitality helps owners and investors improve hotel performance, guest satisfaction and profitability, either by running the hotel or by supporting the team already in place.

HOTEL MANAGEMENT

Full operation of your hotel by Philips Hospitality, with on-site leadership and clear accountability to ownership.

- Day-to-day operations and management oversight
- Performance monitoring against budget and brand standards
- Monthly owner reporting and review meetings

HOTEL CONSULTING

Independent advice for owners who want to keep control and lift results.

- Operational and service audits
- Business improvement plans with clear actions
- Profitability reviews and owner advisory

SALES & MARKETING

Building the business mix that fills rooms, banquets and restaurants.

- Corporate, MICE and group sales
- Key account management
- Annual sales and marketing plans

REVENUE & YIELD MANAGEMENT

Selling the right room at the right price through the right channel.

- Room pricing and rate strategy
- Occupancy and demand forecasting
- Distribution channel management

FINANCIAL MANAGEMENT & COST CONTROL

Budgets, reporting and controls that protect the bottom line.

- Budgets and monthly P&L reporting
- Payroll and expense controls
- Financial analysis for owners and lenders

HR, RECRUITMENT & TRAINING

The right team, trained to consistent service standards.

- Recruitment and team building
- Service standards, SOPs and management training
- Guest satisfaction programmes

PRE-OPENING & HOTEL DEVELOPMENT

From first idea to opening day, and every refurbishment after.

- Market research and feasibility studies
- Pre-opening planning and opening assistance
- Refurbishment and development planning

ACQUISITION & INVESTMENT SUPPORT

Clear numbers and sound judgement before you buy, invest or sell.

- Acquisition assessments
- Investment analysis and returns
- Strategic planning for owners and investors

DIGITAL MARKETING & ONLINE DISTRIBUTION

A strong direct channel and well-managed online travel agencies.

- Website, SEO and booking engine
- Online travel agency (OTA) management
- Booking channel optimisation

04 / OWNER VALUE

Clear standards. Daily follow-through.

DEPARTMENT ACCOUNTABILITY

Every department works to clear daily priorities, with regular checks that agreed standards are being met.

OWNER VISIBILITY

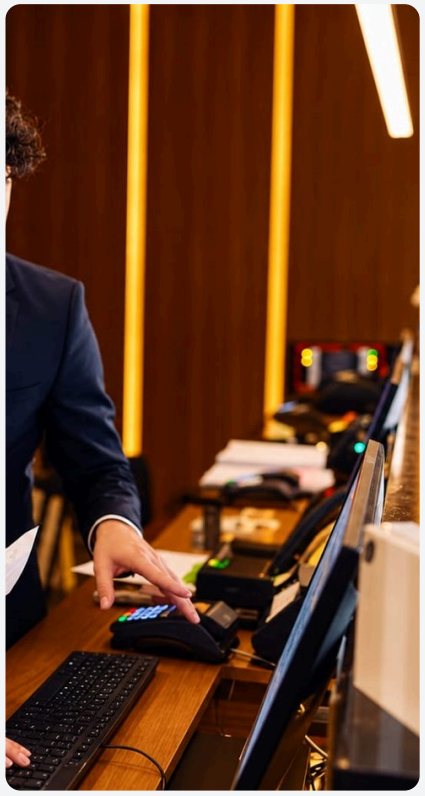
Revenue, costs and guest feedback reported daily, weekly and monthly, in a format owners can review from anywhere.

THE RIGHT TEAM

We recruit the team your property needs, or train and develop the team you already have.

TOOLS FITTED TO THE PROPERTY

Operations, accounting and sales tools adapted to each hotel rather than a one-size template.







Across the hospitality lifecycle

FROM SITE TO STABILISED ASSET

INVEST
Feasibility, asset advisory, acquisition support

DEVELOP
Property development, design input and enhancement

OPEN
Pre-opening, recruitment, SOPs and commissioning

OPERATE
Management, F&B, HR, accounting and training

GROW
Revenue, sales, branding, repositioning or sale



05 / OUR APPROACH

How We Work

Collaborative, practical and performance-focused

01 UNDERSTAND
Assess the property, market, ownership priorities, team, systems and operating realities.

02 PLAN
Define priorities and build a practical roadmap aligned with business goals and available resources.

03 IMPLEMENT
Work alongside owners and teams to execute improvements with clear responsibilities and standards.

04 REVIEW
Monitor operating performance, guest feedback, revenue, costs and progress against agreed objectives.

05 IMPROVE
Refine actions, strengthen accountability and support sustainable long-term business value.

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Redefine. Elevate. Inspire Success.

WAYS TO WORK WITH US

Full management

Philips Hotels & Resorts leads the property and its team end to end, with monthly owner reporting.

Consulting

You keep control. We provide an expert review and a written plan to lift performance.

À la carte

Choose the services you need, from one department to several, for as long as you need them.



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YOUR VISION. OUR EXPERTISE. SHARED SUCCESS.