



Consuhotel

Management · Consulting · Training · Recruitment

management

consulting

training

recruitment



What is Consuhotel?

We are a specialized boutique firm providing professional services of consultancy, management, recruitment, training, sales & marketing management and outsourcing marketing for hotels and tourism companies.

We provide our services by establishing a genuine partnership with each of our customers regardless of their size or the stage of their project.



MISSION

Provide to our commercial partners: hotels and tourism companies; professional services of excellence in the form of comprehensive solutions that achieve maximum profitability, quality, success and competitiveness in the international market where they compete.

Leading all our operations with integrity to all parties, with a continuous improvement process towards excellence.

OUR VALUES:

INTEGRITY
in all our relationships
and activities

COMMITMENT
with our customers, our
team and our continuous
improvement

**HONEST
COMMUNICATION**

RESPECT
for our environment,
our community and
the people

**PROFESSIONAL
ETHICS**



SERVICES

OFFERED BY CONSUHOTEL

SEVEN FAMILIES OF SERVICES



Consulting AREA

We provide our services by establishing a genuine partnership with each of our customers regardless of their size or the stage of their project.

MAIN SERVICES:

- Elaboration of feasibility or viability studies for hotel projects.
- Hotel building designs in line with international and local hotel construction standards.
- Integral consulting on hotel pre-opening projects.
- Hotel Business Plan.
- Annual operating budgets.
- Annual Sales & Marketing Plans for Hotels.
- Sales & Marketing Action Plans.
- Media Plans.
- Public Relations Plan.
- Consulting services for Hotel Franchises, preparation of studies and documentation.
- Compliance audits for local ICT and international hotel standards.
- Touristic Declaratory (declaratoria turistica), ICT.
- Development, establishment and operational creation of new points of sales (Hotel Banquets and weddings department, animation, concierge service, bars, souvenir shops, etc.).
- Financial, Operations and Marketing Diagnostics for hoteles.
- Hotels Audits according to the Institute of Chartered Accountants of Costa Rica.

2

Management AREA



MAIN HOTEL MANAGEMENT SERVICES:

- Exclusive Consuhotel training and coaching - style management program for hotel sales and marketing managers.
- Development of policy, service and procedures manuals according to international standards.
- Development and establishment of quality and service standards at international level.
- Outsourcing sales and marketing services for hotels and tours.
- Outsourcing sales and marketing department management.
- Outsourcing reservations management in English, French, German and Spanish.
- Outsourcing accounting management, as well as tax and financial advice for hotels.

2.1 Commercial Management.



Comprehensive Marketing and Sales "Outsourcing" Services or by Market Segments:

- Tour & Travel Costa Rica Incoming Agencies
- Tour & Travel USA, Canada and Europe Agencies selling Costa Rica
- Revenue Management for Hire
- E Commerce
- OTAS management
- Web SEO and SEM
- Social Media
- Hotel counters segment
- Corporate Segment
- Medical Tourism Segment
- Vacation Rentals Segment

This is a comprehensive solution as you hire our outsourcing services and only wait for the results of our commercial management, giving you time to focus on your company's management and not concerning about the commercial management that requires so much dedication, knowledge and sound business contacts to be successful. Our solution provides you:

- A commercial team to run the Commercial Strategy of the Sales and Marketing Plan.
- The coordination of implementing strategies, negotiations, plans and actions by a Hotel Sales & Marketing Manager with 25 years of experience in successfully marketing and selling hotels and tourism companies.
- An experienced and well trained commercial sales rep responsible for your account.
- A Graphic Design Manager to communicate professionally, with an avant-garde style and assertively your advertising messages in different media including multimedia and web page with an appropriate management of the brand and the corporate image.
- All business contacts with decision - makers and travel agencies databases as a result of nearly 25 years working in the sector.
- Sales & Marketing Plans.
- Business Plans.
- Public Relations Campaigns Publicity.
- Competition and benchmarking studies
- Training, programs, courses as well as sales and motivation talks for your marketing team and the hotel points of sale.
- Organization of opening events and hotel and tours inaugurations .

MORE SALES & MARKETING MANAGEMENT SERVICES:





- Revision and creation of commercial contents, advertising and promotion.
- Production of all support material for the comprehensive sales management: contracts, price listing, sales material or sales kits
- Implementation of professional direct sales presentations so that the decision makers in your target market get to know all the necessary key messages of your company for an appropriate marketing.
- Fam Trip, Press Trip organizations and conduction.
- Travel agencies site inspections. • Management of your IDS and OTAS extranets, your hotel inventory for sale in the 700 most powerful in the world.
- Comprehensive and expert management of extranets.
- E- Marketing.
- Management diagnoses of Yield Management or Revenue Management, Internet visibility and segmentation.
- Revenue Management to sell the right product to the right customer at the right time and at the right price
- Creating website optimized contents for hotels, restaurants and tours.
- Promotions via mass emailing or megamailing to more than 20,000 travel agents marketing Costa Rica in Europe and North America.



- GDS Hotel registration and management.
- SEO and SEM optimization.
- Social Media.
- Blogging.
- Internet visibility.
- Administration of Yield or Revenue Management.
- Hotel, tours GPS maps registration.

Production of Sales Kit material: production of brochures, mini CD and all the contents and visual material required for a marketing impact in each market segment.

- Reservations management through outsourcing: we manage your hotel reservations in Spanish, English, French and German.
- Phone sales and telemarketing campaigns.
- Emails, megamailing or mass marketing campaigns.
- Yield Management / Revenue Management Diagnoses.
- Internet visibility and segmentation diagnoses.

Multiple Search Engines



Multiple Platforms



Social Media



HERRAMIENTAS

Plan de Marketing Digital



2.2. Hotel Management Service:

Consuhotel “coaching –style” training and management exclusive program for hotel managing directors:

This Consuhotel unique model is an innovative and personalized solution for the hotels and resorts successful management, regardless of its size or current stage.

Through a permanent process of consulting by doing and professional and operating support to the hotel General Manager, our model offers all the management tools to successfully manage the hotel based on the widely-proven model of international hotel chains administrative management.

In an 18 month period, we work on creating and setting up all the strategic management or administration matters, including financial and accounting control, operations analysis, creation of all the relevant reports and documents to ensure a controlled and optimal performance of all key operating indicators; food, beverage, and restaurant management ,marketing, revenue management on a monthly calendar basis. We create all forms of operation, quality and service standards, safety, sustainability and management of each area and department of the hotel always based on successful international chain models completely adapted to your hotel. Leadership and Strategic Management.

It is a “learning by doing” solution where all the unique and differentiating elements of the hotel keep their essence while being incorporated, implemented and properly documented within the definition of standards and procedures.

Among other aspects, we also work competencies required for a hotel General Manager, management styles, time management techniques and of course knowledge and key functions for a profitable direction in a long-term success strategy.



UNIQUE ADVANTAGES OF OUR HOTEL MANAGEMENT MODEL:



- Knowledge and business techniques proved by successful international hotel chains at your disposal and adapted entirely to your hotel operation, regardless of the size and category at a minimal cost.
- No commissions on sales
- No charges before the GOP
- No percentages after the GOP
- No mandatory investment in licenses, software, hardware
- No investments in use of brand or franchise “fees”
- No mandatory investments in marketing and sales
- No deposits or compulsory expenditure of working capital
- All knowledge, development of standards, formats, reports, manuals and procedures are owned by the hotel at the end of each stage of the process.
- Unlike the traditional models of franchise or management, the General Manager is an employee of the hotel payroll reporting to the property.
- International standards of operation and services to ensure success in an international market.
- A comprehensive hotel management system adapted to the reality of your hotel and your market.
- Maximum use of time and productivity
- Analysis and control of all indices of measurement and financial variables, service and quality for the efficient and cost-effective control of the hotel.
- Guided by professional Hotel Managers with extensive local and international experience of proven professional success instead of non-academic individuals without real experience in the management of international hotels.
- Guided by Costa Rica based hotel directors to support the hotel demanding operation, instead of to long distance or “remote control” partial solutions.
- Guided by hotel directors with a sound university preparation in the hospitality business and proven successfully extensive experience managing hotels.

3

AREA OF Graphic Design



MAIN SERVICES:

- Design and creation of contents for sales kits:
 - Brochures
 - Newsletters
 - Price lists
 - Banners
 - Technical data sheets
 - Invitations
 - Tent cards
 - Business cards
 - Posters
 - Among others.
- Creation of logos.
- Corporate identity manuals.

4

RECRUITMENT AND CONSULTING SERVICES FOR THE HUMAN CAPITAL MANAGEMENT IN TOURIST COMPANIES



MAIN SERVICES:

- Selection in key positions such as managers, operation managers, chefs...
- Recruitment and selection on operations departments positions for opening or launching hotels, tours and travel agencies.
- Technical interviews and psychometric tests.
- Salary studies for hospitality positions in Costa Rica.
- Objectives-based remuneration systems
- Aptitude testing and psychological profiling of staff.

5

QUALITY AREA



"The quality of information determines the quality of decision making"

William Pepperell Montague

MAIN SERVICES:

- "Mystery Guest" audits: evaluating service, construction and internal security standards according to local and international requirements.
- External audit of quality benchmarks and guest satisfaction levels.
- Audits to obtain quality and customer satisfaction indices.
- Service audits of food and beverage companies as well as service to the public departments.
- Audits of compliance with local ICT and international hotel standards.
- Investigation into false sick-leave claims
- Controls for drug and alcohol abuse
- Development of the Integrated Emergency Plan in line with current legal requirements.
- All necessary micro-biological and chemical analyses for HACCP audits.
- External HACCP audits in F & B sales points
- External audits of occupational risk management inside the hotel.

6

TRAINING AND PROFESSIONAL DEVELOPMENT PROGRAMS AREA:

*"If your company is doing well,
double your training budget; if your
company is not doing well, quadruple it."*
Thomas J. Peters



Courses for hospitality and tourism businesses. Specialized courses for Hotel Managers and Hotel Sales and Marketing Managers:

- Management Tools Seminar for Hotel Managers
- Management tools course for sales and Sales & Marketing Managers
- Consuhotel exclusive training and coaching - style Management Program for Hotel Managers.
- Consuhotel exclusive training and coaching - style Management Program for Hotel Sales and Marketing Managers.
- Guest & Customer Service Course: A 5 Star Service
- Course: Investment Plan Analysis for Hotel Managers
- Seminar: The Hotel Manager Agenda as a Management Key Component
- Course: 100% Effective Meetings: The Technique to Change your Company. Excellent and productive work meetings
- Successful Management of Hotel Direct Costs: purchasing, storage, carte cost structure, menu design
- Comprehensive Training Course for Sales Representatives of the Hotel Product
- Comprehensive Training Course for Hotel Front Desk Managers
- Comprehensive Training Course for Hotel Reservations Managers
- Comprehensive Training Course for Hotel Housekeepers
- Comprehensive Training Course for Hotel Laundry Managers
- Comprehensive Training Course Bellboys
- Comprehensive Training Course for Hotel Concierge Managers
- Hospitality Industry Financial Accounting
- Talk: Digital Marketing for Hotels and Restaurants



- Contemporary Hospitality Marketing
- Hospitality Sales & Marketing
- Comprehensive Training Course for Hotel Chambermaids -Maids
- Integrated course for Receptionist
- Preparation of Marketing Strategy and the Annual Marketing Plan
- Preparation and Management of Annual Publicity Plan (Media Plan)
- Maximizing online sales (Internet and OTA)
- Talks on:
 - The importance of segmentation
 - Hotel key Financial Controls and Marketing Indicators
 - Managing Complaints Professionally
 - Up Selling in F & B
 - Selling: much more than a profession
 - Making the Emergency Plan for the Hotel
 - "We all sell " and Sales Marathon
- "Who sells your hotel? Key factors to Successfully Sell your hotel"
 - Internet: the new frontier in hotel marketing management
 - Sales Closing Techniques
 - Basic Elements to Achieve Visibility on the Internet
- Organizing hotel weddings
- All you need to know to Organizing Banquets and Social Events in hotels
- Food handling Carnet by Ministerio de Salud
- Basic Sales and Marketing Techniques Applied to the Tourism Industry I
- Sales and Marketing Techniques applied to the Tourism Industry II
 - For Supervisors: Efficient Supervision
 - Wine knowledge & Wine Up Selling
- Training Course for the Preparation of the Strategic Marketing Plan and the Annual Marketing Plan.
- Talk: The Importance of Segmentation
- Talk: Financial Control and Marketing Indicators for Hotels
- Workshop: "Sales closing techniques"

7

**CONSULTING AND
ADVISING ON LOCAL
ENVIRONMENTAL
LEGISLATION AND
TOURISM LEGISLATION,
LEGAL ADVICE ON
PROPERTIES AND REAL
ESTATE MANAGEMENT:**



MAIN SERVICES:

- Permits paperwork.
- Hotels tax advice.
- Litigation and administrative procedures for hotels and tourist companies
- Legal advice in business management (ISO – CST standards certification) systems.
- Permits obtaining: (ICT Declaratoria Turistica (Costa Rican Tourism Institute), SETENA (National Environmental Office), SENASA (National Animal Health Service), Ministry of Health, Municipal Authorities, DGTCC (General Directorate of Transportation and Commercialization of Fuels), Water Board, Occupational Health Council, etc.
- Development of environmental general guidelines:(Wastewater, drinking water, waste, hazardous materials, environmental impact, occupational health, response to emergencies, food security etc).
- Attention of administrative procedures for complaints before the “Tribunal Ambiental Administrativo” (Environmental Administrative Tribunal), SETENA, Ministry of Health, “Comisión Nacional del Consumidor” (National Consumer Commission), among others.

Who are we?



We are a team of professionals with experience and long career in the following professional areas:

- National and international hotel`s management
- Environmental law and legal advice in property management in Costa Rica and real estate
- Marketing and sales of national and international hotels, tourism and service businesses in the different market segments: Internet, corporate, local and international Tour & Travel, e commerce, web marketing, revenue management and medical tourism.
- Quality and processes of international quality certification and accreditation (ISO - UNE-EN-ISO)
- Professional training and support for the Hospitality Industry and Quality International Standards Certifications
- Graphic design

Members of Consuhotel:

SUSANA GUEVARA,
MBA. Senior Consultant
and Founder



With 25 years' experience in the hotel industry and tourism sector, she has held multiple operational and management positions in luxury mega-resorts in the Caribbean, four and five-star hotels in Europe and hotels in Costa Rica.

She has worked with quality and management systems of prestigious European and North-American chains such as the Sol Melia Group, Intercontinental Hotels Group, Choice Hotels International as well as with international quality standards such as ISO 9001 and the worldwide standard for food and safety UNE-EN-ISO 22000:2005 among others.

From 2008 to today: Foundation of Consuhotel, Independent Consulting Firm (for tourism business industry) Some customers: Hotel Casa Chameleon, Hotel Beacon Escazú de K- Hotels, Diursa-Cortijo Los Laureles, Intercasa, Hotel Rincón del Valle & Suites, Dequisa, Hotel Arenal Lodge, Plataforma Hotelera Special Ticket, Studio Hotel, Hotel Hermosa Heights, Hotel Monterey del Mar, Hotel Beach Club La Tortuga, Trainforest Monteverde, Tropical Gardens, Hotel Chalet Tirol, Hotel Plaza Real, Hotel Playa Palmas, Hotel Fleur de Lys, Hotel Flor de Tortuguero, Villas Leona, Hotel Vista Las Islas, Hotel Sol Samara, Hotel Monarch, Grupo Leumi-Proyecto apertura Hilton Garden Inn Sabana, Capitales Consultores, Grupo Hoteles Roland, ADP Consultores Holiday Inn San Jose-Escazu, Arenal Volcano Inn, Cinco Ceibas Rainforest Reserve & Adventure Park, , Hotel Makanda by the Sea, Hotel Oxygen Jungle Villas Eco Resort, Osa Mountain Village Eco Resort...

From 1997 to 2007, she held managerial positions in major hotels, part of the Sol Melia chain in Spain and the Caribbean, first as Director of Operations: Meliá Puerto Vallarta 4 Star sup .1999 (488 rooms), Meliá Bavaro 5 Star, 1998 (800 rooms) , and then as General Director in Spain of City and Vacation Hotels 4 Star superior and 5 star : Sol Elite Menorca (188 rooms) , Director of Melia's Industrial Laundry division supplying up to 2.000 rooms for all Melia's hotels in Menorca, Tryp Bosque (271 rooms) , Tryp Port Cambrils (156 rooms, banquets capacity 600 pax) , responsable as well for its opening , Sol Cala Blanca (180 rooms) , Melia Antillas Barbados (757 rooms) , Sol La Palma (307 rooms) and Melia Palas Atenea (361 rooms, banquets capacity 800).

From 1992 to 1997, she held operational and managerial positions in Costa Rica: Hotel Melia Playa Conchal Resort, Hotel Finca Rosa Blanca, Hotel Rincon del Valle & Suites and Quality Centro Colon.

Other professional achievements include winning, when Managing Director of the Sol Elite Menorca, in Spain, the prestigious European Thomson Gold Medal Award as best hotel in its category (4 stars superior) for excellence in service and management.

Educational qualifications:

Masters degree in Business Administration, specializing in Management.

Bachelor's degrees in Marketing, Tourism and Real Estate Management.

Completion of several training courses in hotel management, real estate and sales: investment, finance, marketing and sales, quality control, HACCP and industrial risk management in the United States, Mexico and Spain.

Susana Guevara will work with you to determine your objectives, sharing all her experience and know how to create added value for your company.

LYANA ALVARADO,
MLA. Senior Consultant
in Environmental Law.
Associate lawyer



With over 25 years of experience in environmental legal matters, she has been associate lawyer for three of the major law firms in Costa Rica: Facio & Cañas, Pacheco & Coto and KPMG Legal. Lyana Alvarado is also founding partner of Ecolegal Consultores. During those years, she participated in national impact projects such as the INTEL environmental impact, the first mining activities with Placer Dome, and the ICE (Instituto Costarricense de Electricidad) Miravalles Geothermal Project.

For 13 years she has been a member of the Environmental Protection Committee of the Costa Rican - American Chamber of Commerce (AMCHAM) and the Commission on Sustainable Development of the Union of Chambers (UCCAEP in Spanish) where she has represented the Costa Rican private sector in national and international forums on environmental management, cleaner production, preparation of environmental regulation and policies, among others. She has also worked as a consultant at the level of Minaet Deputy Minister Office (2000 - 2002) where the Canadian funding helped develop and implement a project for the optimization of SETENA processes.

She has a degree in Law from the University of Costa Rica and a Master's degree in Environmental Law from the University for the International Cooperation and Public Notary.

VIRGINIA VALVERDE,
MBA. Partner,
Consultant and Trainer in
Quality and Service



More than 15 years working in processes, systems and certifications of quality (ISO), customer service and hotel management. She has participated in the implementation processes and quality audits for ISO 9000 certification of major national companies and is the Quality Auditor of Banco Popular for all the national territory.

Since 2009, she has been a Consuhotel trainer in Quality and Customer Service for executive and operational teams of tourist companies.

PETER VAN HUSSEN
Associate and Trainer in Hotel
Management.
Hotel Real State specialist.



Bachelor's Hotel Management degree University of Hosta Leissyn Switzerland by Cornell University and hotel management studies from Boca Raton College, United States, as well as in the Netherlands Breda School of Tourism.

He has nearly 25 years of professional experience in the hotels and tourism sector at national and international levels with international chain hotels, boutique hotels, cruises and aparthotels in the United States, the Netherlands and Costa Rica where he grew from operating to managing positions, also managing his own boutique hotel for 12 years in the Costa Rican Pacific Coast. His resume is supplemented by hotel management, positions in local governments, pro - environmental groups and community relations as well as real estate.

Including his Dutch native language, Peter speaks Spanish, French, English and German.

He has teaching experience with Universidad Interamericana in Heredia, Costa Rica and as a Consuhotel trainer.

PATRICIA BARRANTES

**Licentiate Degree in Nutrition.
Associate in Consuhotel
providing training and
certification on Carnet de
"Manipulador de Alimentos"
onsite on the hotels and
Restaurants in all the Costa
Rican territory**



She has worked for 14 years in human nutrition as teacher and consultant in food service. She is a member of the Nutrition Professionals College; Food - safety advocate (PIA in Spanish) awarded by the National Center for Food Science and Technology (CITA in Spanish) of the University of Costa Rica since 2008.

With extensive experience in the educational field, Patricia Barrantes worked for 6 years in the University of Costa Rica School of Nutrition, is a Professor at Saint Joseph's University, American University (UAM in Spanish), Universidad Latina de Costa Rica as Professor of Food and Beverage Operation for the career of Tourism.

She is a Delegate Teacher Supervisor of the Ministry of Public Education Council of Higher Education in Food Handling and Assurance of Food Safety and Quality.

Since 2009, she has taught Food Handling courses as an instructor authorized by the Ministry of Health, and accredited by the Instituto Nacional de Aprendizaje (INA in Spanish) to teach the new Food Handling Module (20 hrs) and the new Advice on Hygienic Handling of Food Module (10 hrs).

LIC. RICARDO IZQUIERDO

CPA. Associate Consultant
and Trainer at Consuhotel



Certified Public Accountant and Attorney at Law. With extensive experience in finances, accounting, administrative and financial auditing, with emphasis on the design and implementation of budgets and control systems. Evaluation, monitoring and analysis of the impact of the company's financial results. Active participation in strategic groups to define the financial guidelines for the short, medium and long term. Ability to develop models for financial evaluation with the support of different computer tools. Work experience complemented by his degree in Law, which further empowers him to resolve major legal concerns that arise in the operation of a business.

Over 22 years of experience in financial-accounting management of tourism companies. CFO of companies in Grupo Colon from 1999 to date.

He is financial adviser for several companies as well as the Costa Rican Association of Tour Operators.

He works as a university professor and at Consuhotel since 2011.

ALEXANDER KRAUSE

Business Management graduate,
ORT University, Uruguay

Technician in International Trade,
German College, Uruguay



Revenue Management expert with over 15 years of experience; for international hotel chains and independent hotels, business partners of Consuhotel. Over thirteen years as Revenue Manager for Marriott Hotels in Costa Rica, Argentina and Honduras. He has also served as Director of Revenue Management for Hilton International Hotels in Costa Rica.

Responsible for planning and executing strategies and management actions and maximizing revenue for international chain resort, urban and boutique hotels.

Expert user of hotel software programs. In addition to Spanish as his native language, he is fluent in German, English and Portuguese.

DORIS BUCARO
Licentiate degree in
Computer Science and
Hotel and Tourism
Business Administration.
Associate, Consultant
and Trainer in Revenue
Management



She is specialized in hotel management in the area of Rooms Division and Revenue Management.

With 10 years of experience, she has worked with systems of Revenue Management of leading international hotel chains such as Hilton International and Intercontinental Hotels Group.

She has held management positions as Revenue Manager, Reception Manager and Reservations Manager.

Doris B has a degree in Computer Science and Tourist Companies and Hotels Administration, graduated from Universidad Galileo of Guatemala and currently continues to specialize in Cornell University, one of the most renowned hotel universities worldwide for a Master's Certificate in Revenue Management.

She has great analytical skills and is also a trainer in systems management, statistics and forecasting.

Doris will manage your inventory of rooms and Revenue Management to achieve the maximum level of income for your hotel.

Lic. MARIA CRISTINA ROJAS
Personal and business image consultant



ALEXANDRA ROJAS



CARLOTA VAN DER EIJK,

Associate. Manager of Tour & Travel International Agencies with offices in Florida, USA and Paris, France.

She has successfully managed commercial teams of international tourist companies like Intercontinental Hotel and "Leading Hotels of the World" for more than 27 years. One of her most important consultancies includes the launching of the Panama Chamber of Tourism with a budget of over US\$10 millions for the North American and Canadian markets.

Her experience and international contacts include the segments of tour & travel, incentives and corporate in North America and Europe.

She is a graduate of the Florida International University and speaks Spanish, English, French and Portuguese.



LICDA. ALINA FALLAS ZELEDÓN

She obtained her law degree J.D. (Juris Doctor) Degree in Law from the University of Costa Rica, a specialization in Notary Law and a Master Degree in Legal Business, of the University for International Cooperation. Consuhotel Associate.

Alina Fallas is a Notary Public and lawyer and has ample experience with real estate developments in Costa Rica, providing timely advice on the acquisition, development and sale of real estate, as well as in matters of foreign investment to small, medium and large scales. Her areas of expertise are real estate, notary and registry law, corporate, civil and commercial law. She has extensive experience in the private sector as legal counsel in matters of private contracting, purchase and sale agreements, trusts, escrows agreements, due diligence process, contracts in general and the creation of condominium rules and regulations. She also provides legal advice in intellectual property, being responsible for the preparation, processing and monitoring of applications and obtaining registration of trade names, trademarks, logos, and more. She has oral and written English skills, facilitating business transactions where any of the parties involved in the contracting is a foreign.



MARIANELLA CORDOBA.
Corporate Segment

ASTRID GUERRERO.
Corporate Segment



MARÍA VARGAS

JENNIFER FALLAS,
Consultora Asociada Consuhotel
Recruitment and Human Resources Management



CLAUDIA MARCATO,
Licentiate Degree in Psycho pedagogy and Professor, both at the
University John F. Kennedy of Argentina. Consuhotel Associate in
the Areas of Recruitment and Training.

More than 14 years of experience in delivering clinical and psycho pedagogical support in interdisciplinary teams in various public institutions and private companies in Argentina. As teacher and developer of vocational guidance processes, she applies her experience, analysis, planning, development and feedback in processes of selection and recruitment supported by psychometric tools, proficiency tests and technique interviews to ensure suitable collaborators who reach their maximum productivity and satisfaction in tourism enterprises. Her working life in the field of tourism started in Argentina and has been more than 4 years in the business sector in Costa Rica.

EDUARDO FOURNIER

Degree in Hotel Administration
Associate Consultant, Specialist in Food &
Beverages, Events and Hotel Operations.



Over 16 years of experience in operative positions in hotels, mostly as Executive Director of Food & Beverages in prestigious international hotel chains such as Sol Melia, Sheraton, Swiss Hotel, Radisson, Occidental and consultant for independent hotels.

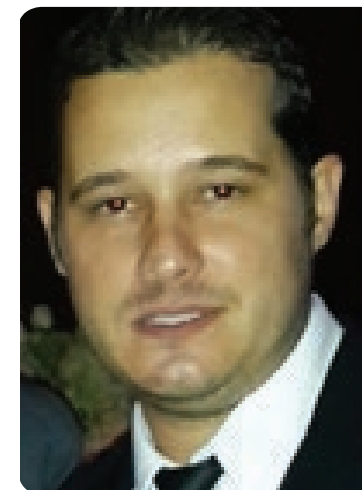
He has served as Executive Director of Food & Beverages and consultant in Costa Rica, as well as in Mexico, Guatemala, Panama and Peru, being team coordination and strong commercial focus, one of his main strengths.

He also has extensive training in Food Safety, Skills Development for Effective Management, Sales Techniques, Wines, Congress and Convention Organization and Menu Creation and F&B Controls. Eduardo is also bilingual and fluent in English.

Over 8 years working as a Community Manager for different companies related to the Costa Rican tourism industry and Consuhotel's business partners.

Over 15 years working in the Hotel and Food & Beverage industry both in administrative and operational positions. Has performed management and supervisory duties in American Food & Beverage coffee franchises.

Has also worked as a translator and writer of travel and photography blogs.



JAVIER NAVAJAS

Associate's degree in Tourism and
Hotel Administration
Community Manager, Translator and Blogger

What our customers say about our services?



Their services helped us achieve over +10.000% increase on sales since last year. Dave La Barre, owner, Hotel Monterey del Mar



"More sales and reservations in all the market segments"

Consuhotel believes that more than customers, we have commercial allies, because their success is our success. Our relationships are on a win – win basis; these are some of their testimonials about our services:

With the Consuhotel services we achieved more than the 3.000% sales growth in OTAS segment every year, our main current market segment.

**Marco Dennis, Operations Manager and
Cinthya Cooper, Reservations Manager, Arenal Lodge Hotel**

Susana's work during this time was crucial during our pre-inauguration phase, the launch and branding of the hotel.

Some of the more important duties under her responsibility were:

- Competitive market research to prepare tariff rates strategy.
- Annual business plan and marketing plan.
- Selection, contracting and training of sales executives.
- Implementation of sales and reservations department procedures and standards.
- Drafting of publicity material for the hotel.
- Creating the client portfolio strategy.
- Ongoing market monitoring.

Susana proved herself to be an executive with great strengths in the area of strategy and drafting action plans, both essential for the healthy development of a successful hotel. Her perseverance, dedication, self-discipline and attention to detail have enabled Susana Guevara to create the solid bases and strategies that helped the Holiday Inn San José-Escazú take off and position itself in a competitive and dynamic market, more important since this was a new opening. At all times she showed herself to be a loyal and dedicated professional.

Oliver Schuschner, Director Hotel Holiday Inn Escazú.



“Leaders in comprehensive solutions for income generation for hotels in Costa Rica”



I would personally and on behalf of our business group, like to thank you and your firm Consuhotel for your Consulting Services, Feasibility Study and Business Plan prepared for the clients under my representation.

Your consultation and efforts were a fundamental contribution to our hotel project, as well as the timely satisfaction of the required deadlines.
Thank you for your involvement and professionalism.

Stanley Rattner, León Bibas Merenfeld, Desarrolladora Parque de la Sabana D.P.S. S.A.. Proyect Hotel Hilton Garden Sabana in San José.

Our work team has received the Consuhotel Customer Service training with good achievements for our employees and excellent results with our customers when implementing the techniques learned.

I recommend Consuhotel as trainer of this important Customer service tool”.

Jonathan Villalobos Rodríguez.
Gerente General. Hotel Monterey del Mar

I recommend the services of Consuhotel; they are providing us advice in the areas of marketing, sales and quality.

Their contributions and innovation have been instrumental for our company; we hope to continue with their services in the future. I also wish to stand out their great sensitivity, honesty and responsibility which make this company worthy of being recommended. We obtained more than one 100% sales growth through our website. Undoubtedly, any consultancy they provide will be an important value added for the company using the services of Consuhotel”

Maria Batalla,
Director owner Chalet Tirol Hotel



***“Most cost effective handling
of the revenue management
inventory”***



Susana Guevara managed the launch of my hotel Tryp Port Cambrils 4* Superior in Tarragona, Spain.

Ms. Guevara's duties during this period were varied multi-disciplinary. They included: being responsible for supervising the final completion of the hotel, its fittings and furnishings; recruiting, training and placing staff; the hotels' inauguration; dealing with suppliers; establishing and updating management directives and the hotel's internal policies (finance, quality control, publicity, food and beverages, human resources, reception, accommodation, environmental management); as well as negotiating with the property and the Sol Melia head office.

The hotel, which is open all year, caters to holiday and business guests and the organisation of events. Because of this, we believe it fundamental to have a strategic position in the market from the start. We regard Susana Guevara's performance as excellent; she was successful in placing Hotel Tryp Port Cambrils in a very solid position with good future perspectives as have been demonstrated over time.

My opinion of her results-driven approach has been more than satisfactory.

Joaquín Ricoma A.
Owner Hotel Tryp Port Cambrils, Spain

I would like to recommend the services of Susana Guevara for representation and management in the Hospitality field. Susana provided my Hotel, The Beacon Escazu, Costa Rica professional services from March to October 2009.

Her contribution on the opening marketing and operations were critical to our success. She organized the various departments and the management start up process for us.

She was willing to work irregular hours in order to accommodate the opening process. She demonstrated loyalty and integrity during this challenging period of operations.

Michel Palmer,
CEO, K-Hotels. www.k-hotels.com



"Creating effective high impact sales material"



"Consuhotel gives us consulting, management and marketing services since 2009. They are our main link with local agencies, international agencies and foreign OTAS. Together we have seen a significant growth in the occupancy of our hotel. Also, their advice has been instrumental in terms of customer service through the use of tools like fictitious client audits or "Mystery Guest" developing detailed reports with their recommendations.

They have assisted us with the development and distribution of our marketing material (brochures, advertisement, reports, etc.).

"I recommend the Consuhotel team very highly; I am sure they will succeed in fulfilling your objectives and expectations"

**Daniella Carazo Facio, Director, NP International,
Owners of Hotel Boutique Casa Chameleon**

Those who hire their services will have a great contribution in the development of the company

**Arch. Eduardo Reifer Z.,
Owner, Rincón del Valle Hotel & Suites.**

"I hereby wish to thank the services of the consultants from the firm Consuhotel and especially Mrs. Susana Guevara; who coordinated the process of bankable feasibility study and hotel design, among the main projects carried out for our group.

We are pleased with the level of commitment and service that was provided in the execution of all assigned projects, the information provided by the firm was crucial to making strategic decisions. Therefore, we recommend the services of the firm to any company in the hotel and tourist area."

**Lic. Santiago Poletto
Advice Legal Studio
Centro Empresarial Via Lindora**



"Consuhotel provide a variety of services for us, including recruiting our current manager who has being with us for six months now and who we are very pleased with. We were especially pleased with this as we were on a time constrain and Consuhotel provide us with multiple good candidates for the position.

We are very pleased with the professionalism and experience that Consuhotel brings to the table.

We would absolutely would use Consuhotel again for their recruitment services"

**Antoine Tardiff, CEO,
Oxygen Jungle Villas Boutique Resort**



Their services helped us achieve over +10.000% increase on sales since last year.

**Dave La Barre,
Owner, Hotel Monterey del Mar**



I would like to thank the level of commitment and professionalism as well as the extraordinary results Consuhotel has provided my hotels Fleur de Lys and Fleur de Tortugero which grew up to 20% per year and obtained top of satisfaction. I urge you to use the services of this consulting firm in all the excellent and varied services it provides.

**Daniel Cheziere,
President Hotels Fleur de Lys y Hotel Flor de Tortugero**

This letter is to express you all our appreciation for your work and effort to prepare and submit the Feasibility Study of our project.

We thank you very much for your responsibility and formality in this study. Hereby, we take this opportunity to express our satisfaction for the work you and the company Consuhotel performed throughout this project.

Franklin Giralte y Gabriela Loaiza,
Investors

The company Consuhotel and Susana Guevara prepared a Marketing and Sales Study for our hotel project in the Central Pacific, which met all our expectations. They provided a thorough analysis, well justified goals, strategies and due plan of action that were helpful in decision-making for the marketing of our hotel. We thank the high level of professionalism and commitment of this company for which we recommend their services.

Lonny Jiménez, Andrew Dalbo,
Hotel Tramonto



"Consuhotel gave new life to our marketing program; especially enhancing the participation with on line travel agents. After the first two and a half months (we were closed for vacation and remodeling for 2 weeks in October) we began to see an increase in our occupancy. We are more than two thirds thru this years high season and our occupancy has returned to levels not seen in five years. We look forward to continue experiencing success with Consuhotel as our marketing partners as we expand into new markets. Our occupancy has returned to levels not seen in five years.

Joseph Mc Nichols
Owner Hotel Makanda by The Sea



Marketing for Hotel Sol Samara has been carried out by Consuhotel for about the past 3 years both in the OTAS online agencies segment, as well as offline agencies, incoming agencies, with very good results.

We wish to emphasize that Consuhotel is an agency that has demonstrated professionalism, service and solidarity throughout these years, attributes we value at Sol Samara. That is why we recommend them.

Eng. Larry Alvarado
President, Hotel Sol Samara



I hereby wish to recommend the company Consuhotel, dedicated to management, consulting, training and recruitment of human resources for hotels and companies, given the positive experience we had when hiring their services.

During the recruitment process for the position of Commercial Director which we assigned to CONSUHOTEL, the professionalism in their service, from identifying needs, developing the profile and selection of candidates for the interviewing period, was clear and evident. The negotiations ended successfully with the hiring of a professional who has demonstrated meeting the expectations raised, generating full satisfaction from us.

Juan Ignacio Gonzales Arias
General Manager www.olleria.com



I hereby am pleased to report that the Costa Rican Association of Tourism Professionals, appreciates the training services provided by the company Consuhotel S.A.

Likewise, we state that the offer of seminars and workshops are highly appreciated by my client, regarding the level of renovation and methodology thereof; these contribute to improving the identity of the service that the hospitality industry needs in terms of strategies and implementation of new trends.

Also noteworthy, the professionalism and commitment of the team of facilitators at Consuhotel.

We are happy to recommend their work to businesses that operate in the tourism sector.

Jose Llaguno Granados
Executive Director ACOPROT



On behalf of Zürcher Arquitectos, we appreciate the input in architectural design provided by the company Consuhotel. We are very pleased with the ideas, functional feedback and personnel space management. We have considered each comment based on this company's ample experience, in order to make every area of hotels a functional place for guests and workforce alike.

We have received design related contributions in areas such as laundry, maintenance, management, storage, reception, spa, restaurant and rooms, for which we are very grateful and moving towards a more complete design, with the vision of a hospitality consulting firm.

Hazel Chan
Zürcher Arquitectos.

**Benjamin —
Garcia —
Saxe**

We at Benjamin Garcia Saxe Architecture have been engaged in a wide variety of building typologies and projects throughout the years. More recently, we began working on developing Boutique Hotels, and it is in this segment of industry that we engaged CONSUHOTEL for a technical and operational consulting in the design of a new and quite unique Hotel in the Guanacaste province of Costa Rica. The collaborative process of addressing key and important aspects of design and how those pair up with the short and long term running of the hotel was done in a very professional and expedited way.

CONSUHOTEL gave us important guidelines that affected our design decisions and guided us through a process, which in the end produced a world-class design with an extremely high level of competence and efficiency.

We were impressed in how even though their consulting was very practical and functional, in the end we were all looking to establish the right and most adequate customer experience for clients which is the benchmark for the success of a well designed hotel.

We would highly recommend CONSUHOTEL and their experienced team to those wishing to remodel, rebrand, or even design a brand new hospitality project.

Benjamin Garcia Saxe
Arquitecto - Director Ejecutivo



Thank you very much for sharing your experience and knowledge with us. The information provided will be of great use for our continuous improvement.

It was a pleasure meeting you, I learned a lot from you and respectfully will implement various actions like improving as a learning facilitator.

Finally, in all honesty, the course was not what I expected, and I say this in a positive way, as it exceeded all my expectations. I really liked it because it included the required theoretical basis, but was actually more focused on analysis, retrospection and dealing what we actually have and are. The workshop presented us the true perspective of what we have and made us ponder on the service we offer. It allowed us to define areas for improvement, build and implement our action plan.

For me this course was unlike standard courses or customer service workshops; it was more like training for strategic planning, management development and promotion of customer service. The course was a lecture on basic principles for a customer service company.

These two days were dedicated to diagnostics and planning for offering a true 5-star customer service."

Rosario Boza
Training & Development Manager
Tabacon Grand Spa Thermal Resort



I want to express my sincere appreciation for the services rendered by Susana Guevara as our lead “Back of the House” planner and principal hospitality consultant during our six-month design process for Amor Arenal a 5-star boutique hotel and wellness focused resort covering 8.2 hectares at the base of the Arenal Volcano.

I also want to offer my unconditional recommendation for the services provided by Susana and her Consuhotel staff during our ten-month due diligence process to build the business case for Hotel Amor Arenal

Susana is a true Pentathlete. She is a strong multi-skilled leader that first and foremost is a strategic and creative thinker.

Susana and her team at Consuhotel provided exceptional support throughout the planning process, gave sound timely advice, and validated critical planning assumptions.

Consuhotel's work during this time was crucial to our pre-design planning, architectural design, organizational planning, and branding of the hotel.

During the final three-month hotel construction plans phase our objective was to make every area of the hotel a truly functional place for guests and workforce alike. Susana and her staff provided a deep operational insight that was woven into every element of the hotel.

Finally, Consuhotel's delivery of a comprehensive hybrid market research-marketing-business operations study has truly set the stage for the development of a financially successful hotel. Should further references be required please do not hesitate to contact me.

Ricardo R. Riera
Director of Development
Solar Amor Inversiones S.A.

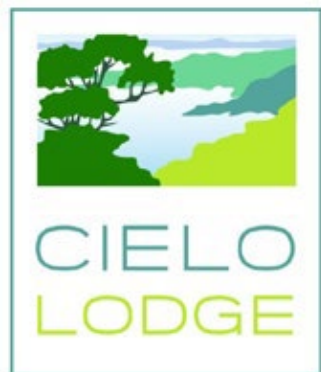


I hereby wish to recommend the services of the company Consuhotel in the areas of recruitment and revenue management . We have obtained solutions in a professional, satisfactory and timely manner; both in the recruitment of key positions for our hotel, as well as consulting and undertaking for revenue management with prompt and very good results. Consuhotel has been an excellent business partner and we appreciate their services.

Marianne and Jean Schans
Owners
Hotel Parador

We hereby wish to express our satisfaction with the work performed in the diagnosis of our hotel's accounting-financial, commercial and operational areas. The analysis gave us an excellent base information for decision-making in all areas; and was executed in a very profound and professional manner

Juan Riba
General Manager
Hotel Parador



With our backgrounds in Technology in California's Silicon Valley, we knew that there was a lot that we didn't know about the hospitality and hotel business, let alone in Costa Rica. When we needed a feasibility study for our business, a new luxury boutique eco lodge above Golfito, we were fortunate to engage with Susana and her expert team.

Consuhotel's comprehensive and detailed assessment of our opportunity far exceeded our expectations, especially in the depth of research about the nascent eco tourism industry in Costa Rica's Southern Zone.

We are thoroughly impressed with Consuhotel's expertise, experience, and professionalism and we look forward to partnering with Consuhotel to avail ourselves of their expertise and professional services that will enable us to reach all of our business and operational goals.

Keith and Nicole Goldstein

Owners

Cielo Lodge



"We appreciate the extraordinary integral solutions of Consuhotel crucial for the achievement of our current resounding success.

Susana Guevara and her team fully managed the stages of: Feasibility Study, Elaboration of Business Plan and Marketing Sales Plan, Advice in the Design of the Hotel jointly with the architectural firm, all Purchasing and Equipment management, Coordination with the signature of the Internal Design, Recruitment and Training, tramitology with the ICT, Conceptualization and suppliers for our Store-Market, Pre-Opening Sales & Marketing, and continue helping us achieve extraordinary results in the segments of Revenue Management OTAS, T & T as well as Publicity.

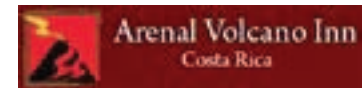
His work is of the highest professional level, on time and committed. A true integral solution for entrepreneurs and investors."

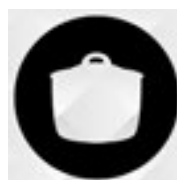
Jeff Grosshandler

Co-Owner and Director

Hotel Gilded Iguana

Some of our business partners





E L M A N G R O V E





Hotel Makanda
By the Sea



Jade ★★★★★
Boutique Hotel





Call us; we will be glad to give you a one - hour consulting free and without obligation.

**WE CAN HELP YOU INCREASE PROFITABILITY, SUCCESS AND COMPETITIVENESS
OF YOUR COMPANY IN THE INTERNATIONAL TOURISM MARKET**