

AUGUST
2022

Abs@lute

COLLECTION

DESIGN

RELAX

DYNAMIC

ABOUT US

Absolute Hotel Services is a hotel management company that does not only offer managed brands such as U Hotels & Resorts, Eastin Grand/Eastin Hotels, Resorts, Residences & Estates, and Travelodge; we also provide white label management under the Absolute Collection, where owners can have their brand name on the door while leaving the operational challenges to us.

We support independent hotel, resort and residential owners across Asia and focus on delivering memorable guest experiences and positive results for owners and investors under their name. Our passion for exceeding expectations ensures all properties in our diversified portfolio perform to their full potential.

THE ABSOLUTE COLLECTION IS DIVIDED INTO 3 TIERS

DESIGN

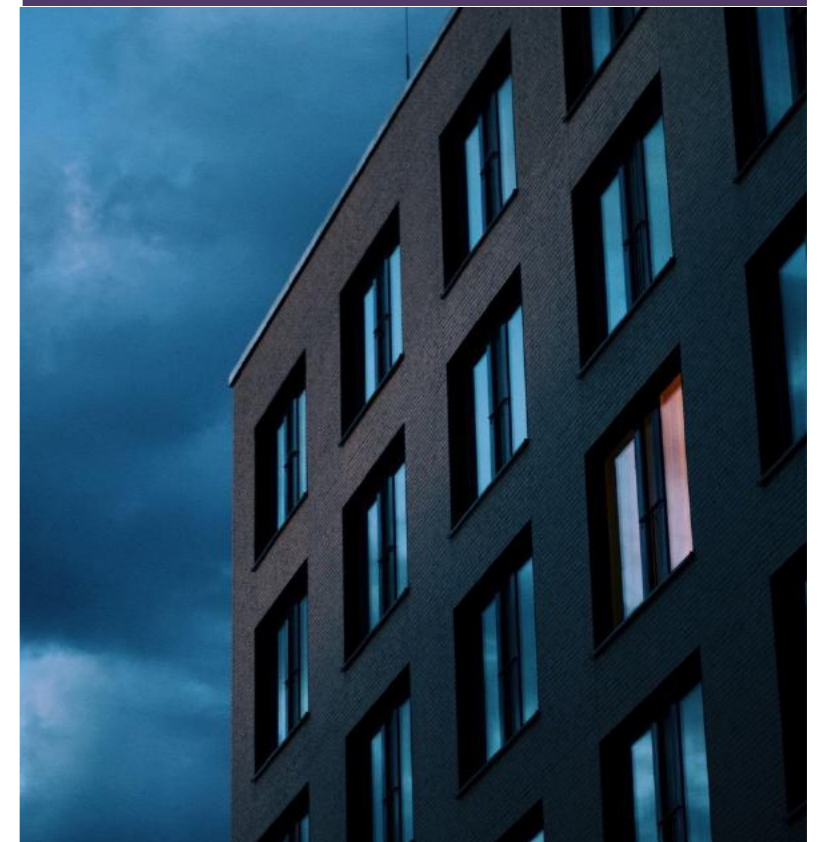
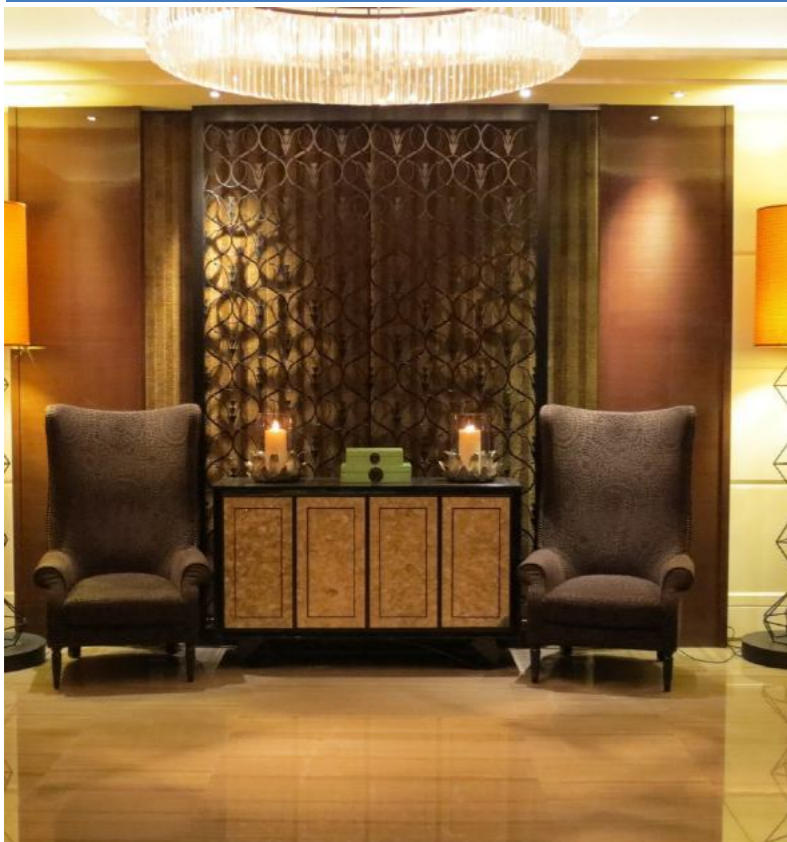
3 to 5 star remarkably-designed boutique hotels and resorts with creative touches in one-of-a-kind destinations

RELAX

3 to 5 star family-friendly leisure hotels and resorts that incorporate nature and reflect the unique personality of their local neighbourhood

DYNAMIC

3 to 5 star hotels in urban locations with convenient access to public transportation that can cater to meetings, conferences, and events



UNIQUE SELLING POINTS

The benefits of being part of Absolute Collection include:

- ❖ Flexibility in systems and processes,
- ❖ Shorter-term hotel management agreement (HMA)
- ❖ International standards of operations
- ❖ Direct access to the core management team
- ❖ Short decision-making processes

These factors help to drive owner returns on investment and adds more value to the asset. Owners are free of the burden of a long-term contract with a brand, enabling less restrictive repositioning and eventual disposal of assets.

For owners new to the industry having Absolute Collection operate your hotel allows you to build an independent property identity supported by the safety of a professional management company.

OUR IDEAL PROPERTIES

INDEPENDENT HOTELS IN OPERATION

- ❖ We offer a seamless changeover and continuity
- ❖ Our collection is adaptable to all existing systems
- ❖ Over time we will enhance profitability and rates
- ❖ Additional business is driven through the Absolute Collection website

HOTELS THAT ARE CURRENTLY CLOSED

- ❖ Our input begins with refreshing the product, looking at guest areas and the back of house
- ❖ We then build a strong operating team
- ❖ The hotels identity is crafted with the owner
- ❖ Our groups collective strength launches and operates the property

RECENTLY PURCHASED HOTELS

- ❖ An asset acquisition is often unencumbered and an owner is looking for a management solution for under 10 years
- ❖ Absolute Collection operates the hotel in line with the owner's eventual strategy (disposal, repositioning, rebranding etc.)

GREENFIELD PROJECTS WITH A PASSIONATE OWNER

- ❖ The industry is built on a foundation of passionate and involved hotel investors
- ❖ Absolute Collection works with family businesses and PLC's alike to craft their ideal vision of a hotel and operate is profitably

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CHARACTERISTICS



DESIGN

- ❖ Unique interior design/architecture in rooms / public areas. Can be of any style but should be unique with creative touches.
- ❖ Each property is a one-of-a-kind destination with a characteristic of its own.
- ❖ Provides a boutique sensation to the property.

RELAX

- ❖ The property can be in urban or resort destinations.
- ❖ Leisure guests will be the key target market and the property will offer suitable amenities and facilities for this segment.
- ❖ Relaxed design/aesthetics emphasizing nature/ reflecting the unique personality of the neighbourhood where the hotel is located.
- ❖ The atmosphere will be friendly and down to earth, not too formal and the property will welcome both couples and families.

DYNAMIC

- ❖ The property will be primarily in urban locations catering to MICE, corporate and FIT leisure segments.
- ❖ The property will be busy, and easily handle high volume including events.
- ❖ The property will be well located with ready access to transportation links.
- ❖ The design will be efficient and cater to shorter stays where clients will typically spend minimal time in the room.



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REQUIRED SYSTEMS & PROGRAMS

- ❖ Customer Relationship Management
 - ❖ Channel Manager
 - ❖ Yearly Audit
 - ❖ Rate Shopping Tool
 - ❖ PMS, POS, Back Office
-
- ❖ All properties will be featured and bookable on a dedicated AHS Collection website which includes a central reservation system with search engine optimization.

G Nimman, Chiang Mai, Thailand

CAPABILITIES

- ❖ AHS is a fast-growing operator focused on in depth market expertise in selected countries. Current portfolio of over 100 hotel properties and several golf clubs.
- ❖ 24 in Thailand, 17 in Vietnam, 13 in India, 2 in Indonesia, 1 in Laos, 1 in Hong Kong. Over 40 in Europe.
- ❖ Our over 100 corporate team members located in 5 offices.
- ❖ The AHS team provides sales & marketing, operations, training, finance, technical services, quality assurance, revenue management, distribution services.
- ❖ AHS provides Absolute Collection member hotels with the same management focus and attention as branded properties.

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AHS CORPORATE SUPPORT

1. Business Development: with in market teams and a focused development strategy.
2. Technical Services: with in market teams and range of specialties and skill sets.
3. Pre-Opening Services including Training and Recruitment.
4. Oversight and Support After Opening:
 - Daily, weekly and monthly department specific support from AHS corporate and regional operations, human resources, sales, revenue management, marketing and finance teams.
 - Monthly Reporting Process to Owners.
5. Groupwide negotiated rates with OTA's and suppliers.



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THANK
YOU

