



A MUST FOR EVERY HOTEL

"TOGETHER WE REACH THE GOAL"



HOLLAND CONSULTING GHANA



As hospitality specialists we understand the importance of a good online exposure which starts with a great website which makes your potential customers eager to come and stay with you. Especially in West African countries most of the existing hotel websites are of poor quality which results in negative marketing rather than increased sales.

We don't only build excellent websites with online booking engine, communication features and great graphics but we also work on the SEO and social media marketing to attract more visitors and therewith customers to your business.

Furthermore we can support with connecting to OTA, provide channel management and PMS software.

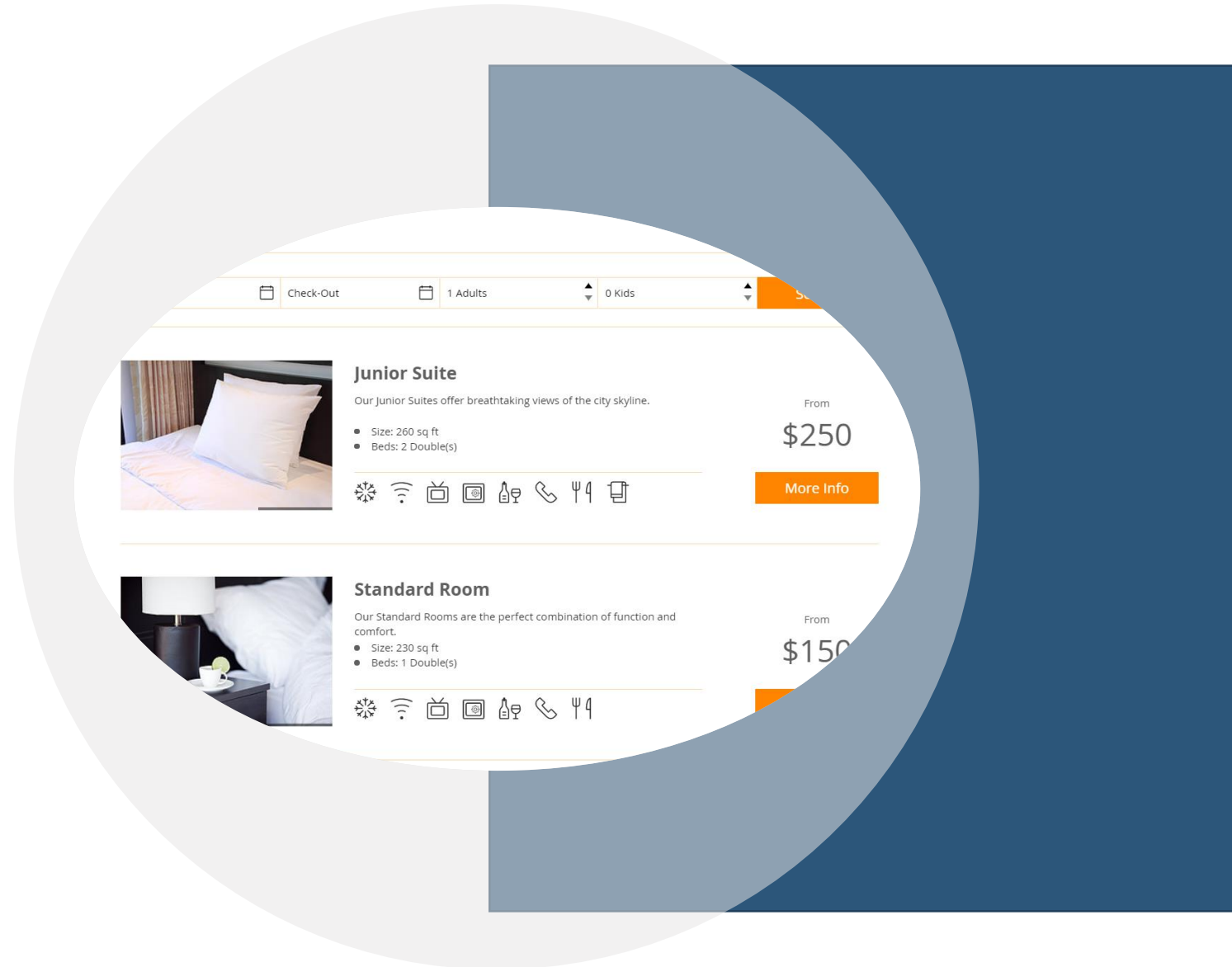


BOOKING ENGINE

The key component of a good hotel website is a proper booking engine.

Potential guest who visit your website are more likely to make a reservation if they can check prices, availability and pictures of the rooms online. If they make a reservation they receive an immediate confirmation by email.

Turn website visitors into paying customers.





GROW REVENUE – REDUCE COST

In Africa many hotels depend mainly on walk in guests. Therefore every day is a surprise which makes it difficult to plan staff, purchase F&B items etc.

Once you start getting advance reservations via internet you can start planning staff, improve purchasing which will reduce your cost.



OTA

OTA (online travel agents) are a tool to sell your last available room.

OTA take commission but an empty room doesn't bring anything.

Even if you sell your room at a lower rate you will have one or two guests in-house who will create extra revenue in your bar, restaurant and other facilities.

Once again, an empty room doesn't bring anything.



SOCIAL MEDIA



To improve the traffic to your website we link your website/hotel to the various social media.

The more visitors your website attracts, the more bookings you will receive.

The social media are also great to inform potential guests and others about your news, events, special offers and seasonal specials.



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HOLLAND CONSULTING GHANA

TEAM



SANDER WILLEMSSEN

Sander is the MD and founder of Holland Consulting Ghana.

Sander has extensive experience managing hotels, cruise lines, condo resorts in Europe, Middle East and Africa.



EVELIYNE DOLO

Eveliyne joined Holland Consulting Ghana in 2010 and is the F&B manager.

Eveliyne has years of experience in operational positions in hotels in Liberia and Ghana.



MIKE NILSSON

Mike is the web designer and IT manager of the company.

Mike has extensive experience acquired with companies such as Hilton, Marriott, Golden Tulip and Kempinski.



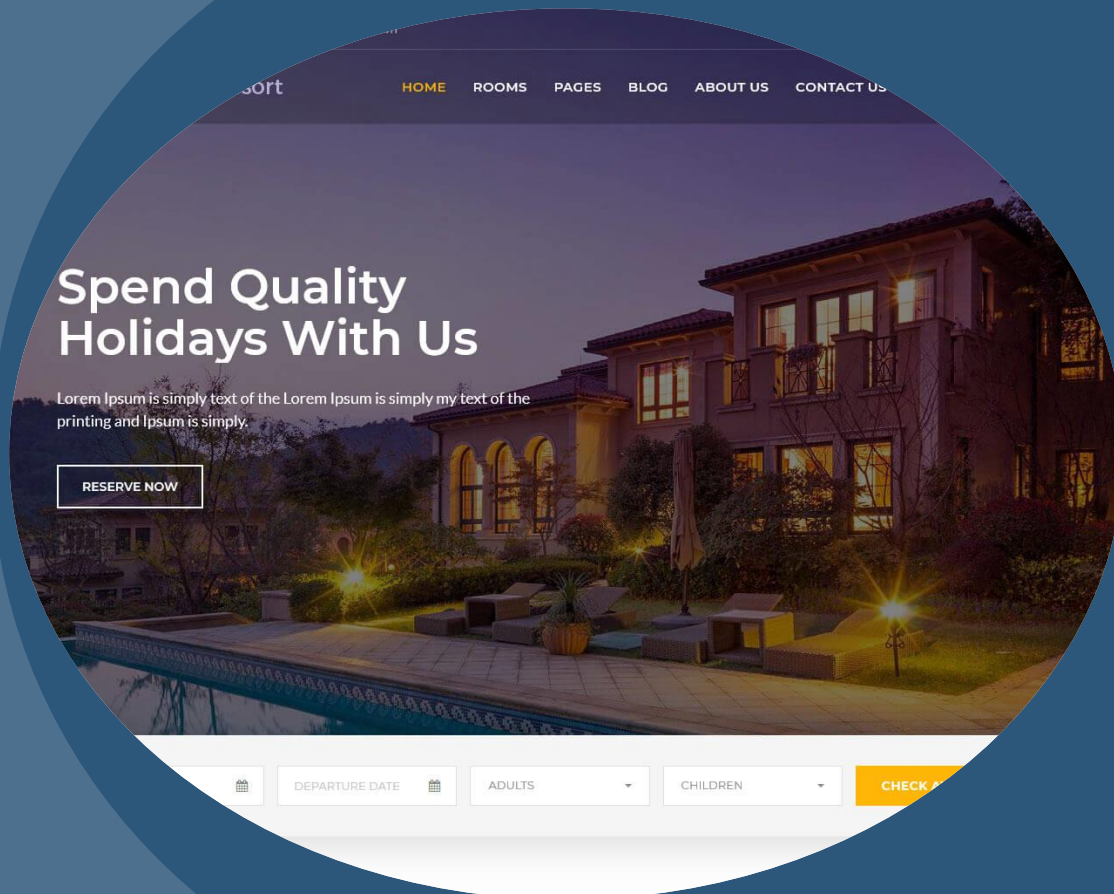
ANGELICA VAN DAM

Angelica is the HR manager of our company focusing on executive search and implementing HR structures and procedures in the hotels we manage.





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THANK YOU!



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