

EQUITY HOSPITALITY & TOURISM MANAGEMENT (EHTM)

HOTEL MANAGEMENT COMPANY

The **Equity Hospitality & Tourism Management** is a creative force in hotel management.

Our hotel management company assists independent hotels to outperform their competition and become market leaders.

We believe in the individual character and unique customer experience of the independent hotel. With an online market place driven by reputation and guest reviews, the success of an innovative local property can be leveraged to gain global reach and exposure.

We manage a portfolio with a wide variety of top performing hotels, ranging from small boutique hotels, luxury resorts to regional groups, local companies or international firms.

Our team of hotel management experts specializes in:

- **Revenue Management**
- **Hotel Distribution**
- **Hotel Asset Management**
- **Hotel Outsourcing**
- **Hotel Investment Management**
- **Hotel Pre-Opening Services**
- **Hotel Franchise**
- **Hotel Marketing**
- **Hotel Website Design**
- **Hotel Reservation Services (Dhaka & Chittagong Reservation Offices)**
- **Telemarketing Campaign**

We are result driven and will uncover the hidden revenue potential of your property.

WE WILL PROMOTE YOUR HOTEL by

B2B Promotions
B2C Promotions
Email Marketing
SMS Marketing
International Marketing
Telemarketing from our own Call Center
Promotional Campaigns

Do you want your hotel to become a marker leader? Just call us at 01712200632 or, 01534504641

EQUITY HOSPITALITY & TOURISM MANAGEMENT (EHTM)

15 Indira Road (3rd Floor), Farmgate, Dhaka – 1215, Bangladesh

Email: infor.ehtm@gmail.com | Web: equitybd.webs.com

Hotline: +88-0171-2200-632 or, +88-0153-450-4641 | Call Center: 09611080808

THE EHTM METHODOLOGY

To improve the REVPAR and GOPPAR of our client's hotels we use a strategic methodology. We implement unique developed best practices, best of breed hotel industry technology and a rudimentary structure to set the stage for solid revenue growth.

We focus on the following key areas to drive the success of your property:

- **Revenue Management**
- **Distribution**
- **Internet Marketing**
- **Online Reputation Management**
- **Social Media Marketing**
- **Hotel Website Design**

Revenue Management

Through a series of proven techniques we will optimize the financial results of your hotel or resort. Key action points include:

- Evaluation of the main competitors
- Benchmarking of rates over a year period
- Adopt a healthy market segmentation for the hotel
- Creation of demand calendar
- Assist with the annual budgeting process
- Develop a forecasting model for the hotel
- Creation of pricing grid with a transparent public rate structure
- Set strategic pricing for negotiated, corporate and group rates

We will basically handle all Revenue management tasks on a daily, weekly and monthly basis.

Hotel Distribution

Performing an analysis of the competitive distribution landscape of your destination we will determine which channels will be suitable for your property. Key action points include:

- **Distribution audit (online & offline)**
- **Channel content optimization**
- **Channel contracting**
- **Channel promotions**
- **Channel management**

With these action steps we will improve conversion of your current online and offline channels. And to expand your reach, exposure and demand we will be adding new key distribution channels for your hotel.

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Hotel Internet Marketing

The best sales are of course direct sales. Exclusively for our clients we offer strategic hotel SEO services to improve their positions for core keywords on search engines. We focus on keyword selection, content optimization and landing page definition to improve the relevance of your hotel within its destination.

Online Reputation Management

In the era of online guest reviews reputation is everything. People choose their hotel based on its reputation or review score on OTA and review websites. We will assist you in improving your review scores structurally by effectively managing guest feedback and setting up internal procedures to increase guest satisfaction.

WHY TO CHOOSE EHTM?

Backed by decades of experience running some of Bangladesh's most successful hotel operations, and emboldened by the experience of a team that spans the globe, EHTM is a leader you can trust. We have built strong networks that span the Asia-Pacific and Indian Ocean regions. Our expertise bridges the best of Asian hospitality practices with global precision and management acumen. We are launching innovative new brands and technologies to cover the changing spectrum of the evolving travel market.

EHTM is backed by key strengths, which form the foundation for our success:

- East-West expertise: Combining Asian hospitality excellence with Western business precision
- Strength: Solid foundations for continued success
- Clarity: Transparent and practical standards and procedures
- Inspiring: Pro-actively looking to the future

WHY EHTM?

In short, EHTM is an open, accessible partner committed to excellence – for today, tomorrow, and the years to come.

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EHTM Principles

Partnership:

We understand the needs of owners because we are owners ourselves. Furthermore, our owning family is one of the most respected in Bangladesh and apart from its investment in EHTM, also controls over international tourism industry.

On the side of owners

EHTM and its shareholders remain the largest single owners of hotels we manage. Beyond the EHTM portfolio, we also manage hotels for owners who wish to retain their own brands, as well as asset management of properties operated by major global hospitality brands.

Focus on financial returns:

EHTM is conservatively financed, having very little corporate or asset-level debt, and is privately owned. This means that we are not constrained by the short-term needs of any global stock market.

Passion:

Among the many brands and markets we cover, the common denominator remains a passion for doing what we do best. We always keep in mind that EHTM exists to make every owner's property a success, through reputation, profit and value.

Culture of Service:

Our employees are handpicked, trained thoroughly and imbued with a spirit of efficiency and an intuitive attention to detail, while still leaving them free to express their underlying warmth. Our local hotel management teams understand the need to harness this quality to surpass guest expectations.

Exciting F&B Concepts:

We have launched some of Bangladesh's most talked-about international dining concepts, It goes without saying that our restaurants are excellent, bringing one of the world's most popular cuisines to the world.

Performance:

Given the right products and the right locations, EHTM can compete with anyone in the industry for top-line performance and beat most in bottom-line generation.

Efficient Management:

We run tight hotels with a focus on strong margins. We have a proven track record in producing good paybacks on new projects.

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Strong Marketing and Sales Networks:

Tour operators, corporate entities and government networks are complemented by an award-winning e-commerce strategy that allows EHTM properties to be at the forefront of the new generation of sales strategies.

EHTM is expertise in promoting hotel/motel/resort and has strong regular local and international guest portfolio.

HOTEL REPRESENTATION COMPANY

EHTM is the smart alternative to the traditional hotel sales representation and the outdated franchise model. We offer independent hotels the creative solution they have been looking for:

- **Strong Results**
- **Low Cost**

Through our network of sales representatives across Europe we can assist you in driving more business to your hotel. Whether you need to attract corporate travel, be included in the multi-nationals preferred hotel programs or be included in the principal tour operator brochures, EHTM can support your hotel with sales representation.

With our local presence in the UK, Germany, France, Spain, Netherlands and Scandinavia, we have access to thousands of corporate travel buyers, IATA travel agents, tour operators, incentive houses, meeting and conference planners, and – not least - the headquarters operations of many international companies and national organizations. We will basically function as a local extension of your sales and marketing team, at a fraction of the cost of full company presence.

We will conduct personal sales visits to travel agencies, business travel management companies or the Managing Director's PA - on a regular and consistent basis, to build long term relationships. Industry sectors are not limited to hi-tech, software, manufacturing, fashion, banking, pharmaceutical, financial or communications. We have the aim to place your hotel on the Preferred Listings for all such sectors' corporate programs.

Other related services that we offer to our clients are:

- **Revenue Management**
- **Hotel GDS**
- **Hotel Internet Marketing**
- **Hotel Website Design**

Let us help you drive more business to your hotel and uncover the hidden revenue potential!

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GLOBAL DISTRIBUTION SYSTEM - HOTEL GDS



EHTM offers a Global Distribution System to feature your hotel to thousands travel agents, consortia worldwide and ODD systems.

Through the international GDS systems Sabre, Amadeus, Worldspan and Galileo (includes Apollo), EHTM Hotel GDS and CRS technologies will distribute your hotel to the vast network of international corporate and leisure travel agencies as well as OTA's (online travel agency websites).

With the easy to use interface of our Central Reservation system you will be able to quickly update your GDS availability and rates. It also allows you to manage our hotel website booking engine and reservations system from the same platform.

We offer low cost hotel distribution technology and hotel reservation solutions. And we charge only a low transaction fee plus the standard GDS pass-through fee.

Low Cost Hotel GDS

CHANNEL MANAGEMENT - RATE TIGER™

Rate-Tiger™ hotel channel management system and rate shopping software let you take control take control of your hotels' inventory.

Our distribution solutions make Rate Parity easy!

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RT Channel Manager

Manage rates and availability for all IDS and TO from one single system user interface. Update prices for all room types at the same time. Close all channels with one click.

RT Shopper

Compare your rates against your competition on various OTA. Get both real-time online rate reports and analytical weekly reports with our price comparison tool.

Save Time Make Money!

Social Media Marketing

Creating original content about your destination on a dedicated blog we are creating a virtual concierge for your hotel. We can in turn use this content to diffuse through social media networks. We will work the ripple effect and grow the social sphere of influence of your hotel in such a way that your property will become an authority within its destination.

HOTEL WEBSITE DESIGN

EHTM has developed a formula for optimized hotel websites. We take hotel website development beyond design and create the right balance between, navigation, usability, functionality, structure, visuals and content.

Your website design will have the look and feel that best fits with the image and style of your hotel or resort to communicate the experience guests can wait.

We don't just build a hotel website design that looks nice, we develop hotel website templates that include search engine optimization of content, meta-tags, keywords and site structure to maximize qualified traffic. Your hotel web site will be set-up according to the SEO specifications and template standards for search engines like Google, Yahoo and Bing. It will be well positioned for a broad range of keyword searches and market segments.

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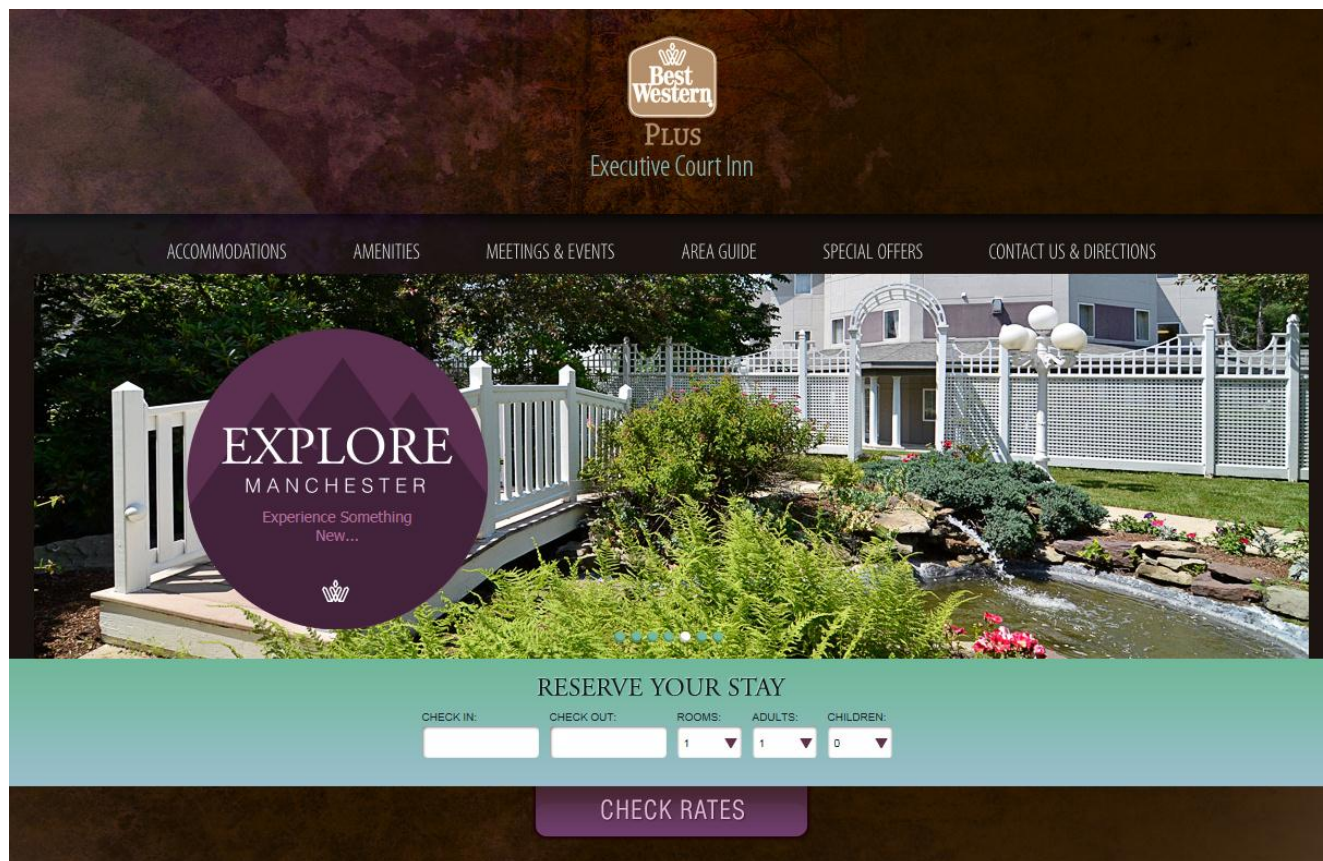
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Hotel Website Design

The user experience is fundamental in the success of your hotel website. Search engines use it as a key component of their optimization algorithms. For our hotel clients we develop ‘sticky’ hotel websites with optimized navigation. Visitors will stay on your website and look at the product you are offering. And an optimized reservations path will lead to increased conversion.



We put your Hotel Website in Pole Position!

As you can see, we are looking at all facets of hotel strategies to drive results. And our proven track record tells you enough. EHTM is the company to help you increase your bottom line.

So the question is, are you ready to invest and bring in the experts to truly improve the revenues of your hotel?

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