

CCS HOSPITALITY MARKETING COMPANY PROFILE

WWW.CCSMARKETINGSERVICES.COM



ABOUT US



CCS Hospitality Marketing is a Hospitality Marketing Consultancy catering to Homestays, Bed and Breakfast and independent hotels and small chains. A division of Corporate Concierge Solutions, CCS Hospitality Marketing offers consultancy services for Revenue, Marketing and Sales Management Services to independent hotels across India.



The growth of the online travel industry has given greater importance to the concept of Revenue Management and Digital Marketing in hotels. While luxury hotels have been implementing this concept for a long time, it is the independent hotels and small chains that have begun to understand the value of increasing the hotel's distribution channels. CCS Hospitality Marketing caters to the small chains and independent hotels which do not have the resources or the knowledge levels to implement the concepts of Digital Marketing, Revenue Management and Reputation Management.





MISSION STATEMENT

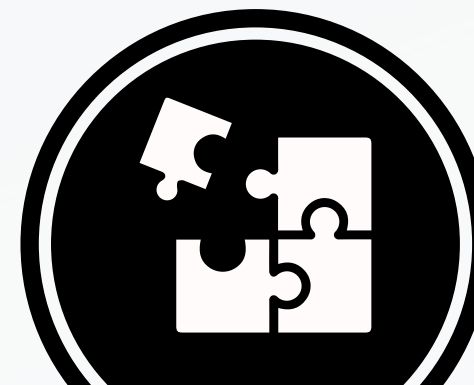
Objective n° 1

Having successfully implemented Revenue Management strategies in a number of hotels over the last few years, CCS Hospitality Marketing aims to be a leader in providing Digital Marketing & Revenue Management Services to Homestays, Bed & Breakfast and small chains.

Over the last few years, the Homestay segment has become a popular accommodation alternative to hotels especially in leisure segments. As most of these properties are family-owned and operated, they have little knowledge of online marketing tools to promote their homestays.

Objective n° 2

CCS Hospitality Marketing will create awareness in the Indian market about how Digital Marketing and Revenue Management techniques can assist homestays and hotels of every size and category to achieve their revenue objectives, thereby increasing profitability for the properties.



OUR EXPERIENCE

CCS Hospitality Marketing offers advantages such as consistent quality, reliability, ease of reservations and easy accessibility to the customer.

The growth and rapid development of the internet as a business tool has necessitated the need to understand the Digital Marketing tools that are available for businesses to grow their revenues while controlling costs. Our experience over the last 15 years in the online marketing industry provides us with a strong foundation in Digital Marketing.



HOW WE CAN HELP YOU



Unlike other hotel representation service providers, CCS Hospitality Marketing goes further in building relationships with hotels. In today's environment where online travel is the fastest growing segment in the tourism industry, the need to manage the growing number of OTA's has become a challenge for every hotel/homestay. While these travel portals offer hotels international exposure at no cost, the need to manage inventory allocation as well as rates has become the challenge. This is where CCS Hospitality Marketing is able to use its experience of online travel to provide a unique service to hotels.

CCS Hospitality Marketing offers hotels/homestays the opportunity to outsource their online travel relationship to CCS Hospitality Marketing which will assist the hotel/homestay in registering on the portal as well as managing the extranets for the numerous travel portals available in India. In addition, CCS Hospitality Marketing will assist the hotel in selecting those travel portals which will help the hotel achieve its objectives in reaching the desired target market.

HOW WE CAN HELP YOU

The need for Revenue Management in the hospitality industry has never been greater. With falling demand and rising costs, it has become imperative for hotels of all sizes to maximize their revenues in order to survive in the market. CCS Hospitality Services offers Revenue Management Services to budget hotel chains that do not have their own Revenue Management team or cannot afford to employ specialists to handle this responsibility.



BENEFITS TO THE HOTELS

- Low investment
- No need to open your own fully staffed Sales/Marketing Office
 - No need to spend heavily on marketing
- Professional support for reservations and marketing with local expertise
 - Rates controlled by the hotel
- Maximization of revenue for the hotel with little investment
 - Less pressure on the hotel to fill up the rooms

**CONSIDER THIS— A 1% INCREASE IN REVPAR CAN
YIELD A 10% INCREASE IN PROFIT!!**

LET US BECOME YOUR REVENUE MANAGERS!!

TESTIMONIALS

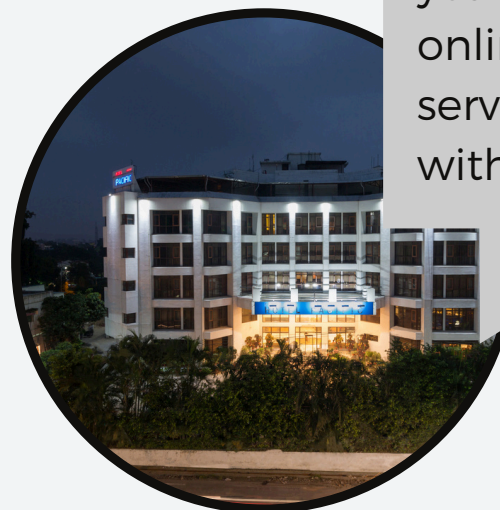
Nandini Homestay Dehradun ★★★★★

When we started in 2019, we were unable to generate bookings through the OTA's like MMT & Booking.com. CCS Hospitality Marketing helped us by upgrading the content and rate strategy and there has been no looking back since.

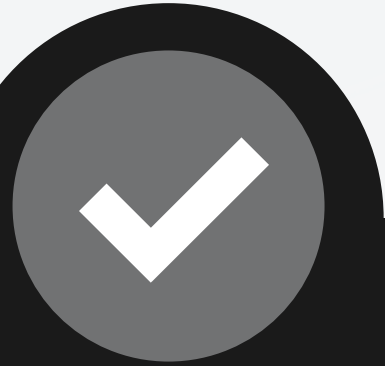


Pacific Hotels ★★★★★

CCS Hospitality Marketing has worked with us for over 7 years for both of our properties and have handled the online business very well. We are happy with the services provided by them and would be happy to work with them in the future.



SERVICES



- OTA Management Services
- Revenue Management for Hire
- Hospitality Audits
- Reputations Management Services

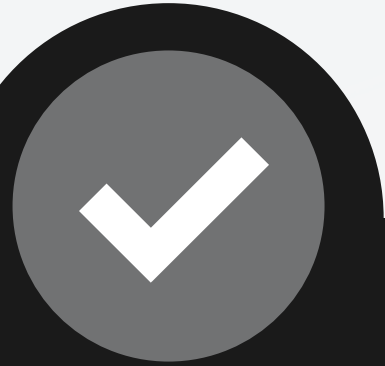


- *Website Development and Management*
- *Digital Marketing*
- *Social Media Management*
- *Email Marketing*



- Sales Representation
- Brand Management
- Central Reservation Department
- Business Process Audit

OUR CLIENTS (PAST & PRESENT)



- Hotel Vikram New Delhi (rebranded as Park Inn)
- Hotel Pacific Dehradun (4 Star)
- Hotel Pacific Mussoorie (4 Star) now Country Inn Pacific Premier



- *The Neem Bed & Breakfast New Delhi*
- *Nandini Homestay Dehradun*
- *Jasmine's Cottage Kasauli*
- *Signum Hospitality (hotels in Dehradun, Shimla and Jaipur)*
- Preferinn Gurgaon (3 Star) (rebranded as Treebo Hotel)



- Nishantam by Tranquille Experiential Living Mussoorie (rebranded as Nishantam Cottages by the Vyom)
- River Camp Cottages, Rishikesh

OUR TEAM



Sandeep
Arora
Consultant

Everest
Cantu
Geo Of Ingoode
Company

Remy
Mann

WE LOOK FORWARD TO WORKING WITH YOU!

*Sandeep Arora
Consultant*

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