Golden Collection Hotels hotel atelier

OCTOBER 2026 EDITION



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SHORT VERSION · SERVICES

Services Catalog

Six ateliers and one platform for the independent hotel.

2026

Giving independent hoteliers back the ability to dream.

OUR SERVICES

Six ateliers to commercialize your hotel.

01 B2B Sales Atelier

- Representation before agencies, tour operators and corporate accounts
- Sales calls and trade show attendance
- Negotiation of contracts and commercial agreements
- Corporate and group rates loaded in Musée
- Email quotes to travel agents (Hermie): public commissionable and net rates
- Key account management
- Monthly activity and production report

02 Revenue Management & E-commerce Atelier

- Rate strategy and a structured Rate Calendar
- Market, competition, demand and pickup analysis
- Forecasts and budgets
- Dynamic pricing with Fibonacci, our RMS
- OTA channel management and rate parity
- E-commerce: your own website first, online agencies second
- Biweekly performance meeting and monthly scorecard

03 Digital Marketing Atelier

- Hotel SEO
- SEM: Google Ads campaigns
- Metasearch: Google Hotel Ads
- Meta Ads, depending on the account
- Marketing analytics and reporting

04 Training Atelier

- El Taller · Hotel Academy: live program
- Revenue Management training
- Sales for hotel teams
- Front desk and operations training
- Training tailored to your team

05 Consulting Atelier

- Operations audit
- Pre-opening playbook
- Investment Report for investors
- Strategic retainer
- Tailored plans

06 Direct Booking Atelier

- Musée, your direct booking engine
- GCH Reservations Center
- Quotes with a payment link
- Payments: deposits, balances and refunds
- Guest CRM and campaigns
- Booking chat with Hermie
- Direct channel setup

atelier suite.

The proprietary platform that connects your hotel with our team in real time.

A private, bilingual portal where you work with your atelier from onboarding to the weekly report: revenue analyzed with artificial intelligence, a rate strategy with digital signature and direct bookings with your own engine.

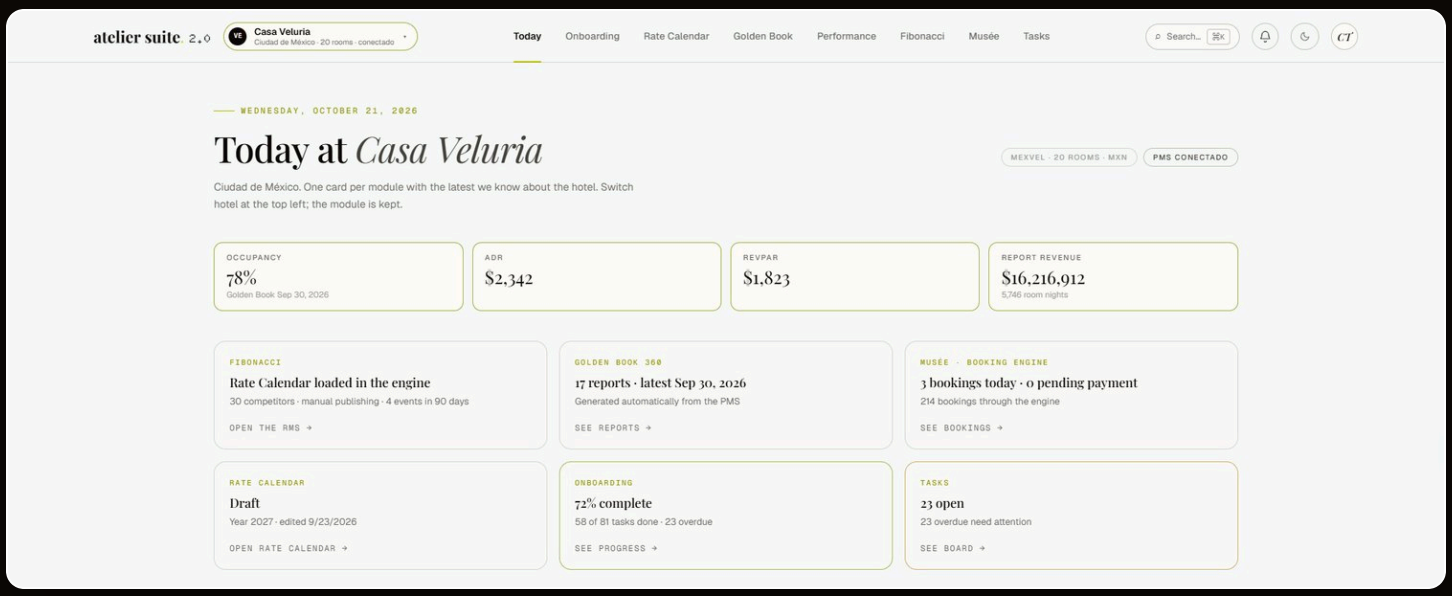
ATELIER SUITE. 2.0 · BETA FOR CLIENTS FROM OCTOBER 26, 2026

PRODUCTS

Onboarding Hub	Frictionless onboarding: a smart form, a visual timeline with automatic dates and invitation-based access.
Rate Calendar	Your rate strategy, from proposal to auditable digital signature: floor and ceiling bands, rules by day and season.
Golden Book 360	The weekly revenue report that owners actually read: executive KPIs, Pickup 360 and narrative analysis with AI.
Task Manager	All the work between your hotel and your team in one place: tasks, subtasks, attachments and requests.
Executive Dashboard	Your portfolio at a glance: weighted RevPAR, 8-week trends and all your documents.
Fibonacci	Our revenue management system: it recommends each night's rate based on pickup, destination demand and market prices.
Musée	The direct booking engine
Performance	Revenue, Marketing and Engine in one dashboard

AGENTS

Ada · Project manager	Keeps track of the team's tasks, status and reminders, and turns meeting minutes into tasks.
Leo · Revenue manager	Reads your data in Fibonacci, explains the patterns and proposes rate and promotion adjustments.
Hermie · Booking agent	Handles the Reservations Center and the Musée chat with real availability, and quotes travel agents by email (public commissionable or net rates).



HOW WE WORK

From the first coffee to results, in six steps.

01 **Discovery call**
We listen to your hotel, your goals and your moment.

02 **Diagnostic**
We audit your commercial operation: rates, channels, direct bookings and digital presence.

03 **Proposal with a clear ROI**
A plan with goals, scope and expected return.

04 **Onboarding**
Invitation-based access, a smart form and a timeline with dates in your Onboarding Hub.

05 **Execution**
Your atelier works the plan and you see every update in atelier suite.

06 **Results**
Golden Book 360 every week, a biweekly meeting and a monthly scorecard.

SERVICE MODELS

Consulting
We develop, hand in hand, a plan tailored to your hotel and advise you until you reach your goals.

Training
Training, courses and workshops for the sales areas and the digital platforms your team needs.

Full commercialization
We develop, execute and manage your property's commercial strategy with methods proven by years of experience.

Tailored services
If you need something specific, or you don't know what your property needs, we prepare a proposal made for you.

+20
hotels commercialized in 2025

+$200
million pesos commercialized in 2025

3,940%
average annual ROI

85%
client retention

Revenue Partner of the Year 2025
SiteMinder Partner Awards

Let's keep growing together.

Tell us about your hotel: book a free, no-obligation diagnostic and we will show you where the opportunity is.

SCAN TO TALK
TO OUR TEAM

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