Golden Collection Hotels hotel atelier

OCTOBER 2026 EDITION



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FULL VERSION · SCOPE OF EACH ATELIER

Services Catalog

Six ateliers and one platform for the independent hotel.

2026

Giving independent hoteliers back the ability to dream.



WHO WE ARE

A workshop for the independent hotel.

After more than 15 years with Mexico's most emblematic brands —Nizuc Resort & Spa, Grand Velas, Banyan Tree and Hotel Esencia— our founders felt the need to find the hidden gems: unique properties that reflect art, history and architecture.

That is how Golden Collection Hotels was born: a workshop to empower independent hotels. Our atelier puts technology, methodology and expert advice in Revenue, E-commerce, Sales and Marketing at the service of each property, in a simple, efficient and profitable way.

Made by hoteliers, for hoteliers.

RECOGNITION

Revenue Partner of the Year 2025

SiteMinder Partner Awards. For achieving 30% revenue growth across the entire portfolio with an agile response to the market.

+20
hotels commercialized in 2025

+$200
million pesos commercialized in 2025

3,940%
average annual ROI

85%
client retention

WHAT WE DO

Six ateliers. One platform.

Each atelier is a discipline of the workshop. Hire them separately or together; all of them are managed inside atelier suite.

01 **B2B Sales Atelier**
We represent your hotel before the people who decide: agencies, tour operators and corporate accounts.
SEE SCOPE · P. 4

02 **Revenue Management & E-commerce Atelier**
Dynamic pricing and distribution that maximize your RevPAR.
SEE SCOPE · P. 5

03 **Digital Marketing Atelier**
Traffic and campaigns that turn into direct bookings.
SEE SCOPE · P. 6

04 **Training Atelier**
Teams that master revenue and sales, using your own hotel's data.
SEE SCOPE · P. 7

05 **Consulting Atelier**
Expert strategy, with documented results.
SEE SCOPE · P. 8

06 **Direct Booking Atelier**
Direct bookings, fewer commissions.
SEE SCOPE · P. 9

atelier suite.

The platform that connects your hotel with our team: Onboarding Hub, Rate Calendar, Golden Book 360, Fibonacci, Musée, Performance and the agents Ada, Leo and Hermie.



01

B2B Sales Atelier

We represent your hotel before the people who decide: agencies, tour operators and corporate accounts.

SCOPE

Commercial representation

We present your property to our network of more than 25,000 agencies in LATAM, the U.S., Canada and Europe.

Negotiation

Contracts and agreements with agencies, tour operators and corporate accounts, protecting rate parity and profitability.

Quotes for travel agents

Hermie prepares quotes for travel agents, by email only, with public commissionable rates or net rates.

Sales calls and trade shows

Calls, visits and a presence at trade shows to position your hotel with the people who decide.

Corporate and group rates

With Musée we load the corporate and group rates of your accounts.

Key accounts and reporting

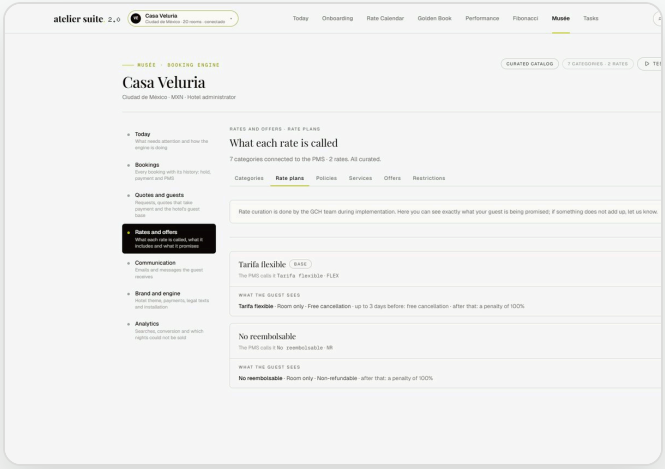
Monthly follow-up of each account with a scorecard of activity and production by channel, room nights and incremental revenue, visible in your Executive Dashboard.

WHAT YOU GET

- Representation plan with a room night projection
- Corporate and group contracts and rates loaded in Musée
- Monthly activity and production scorecard

HOW IT IS MANAGED IN ATELIER SUITE.

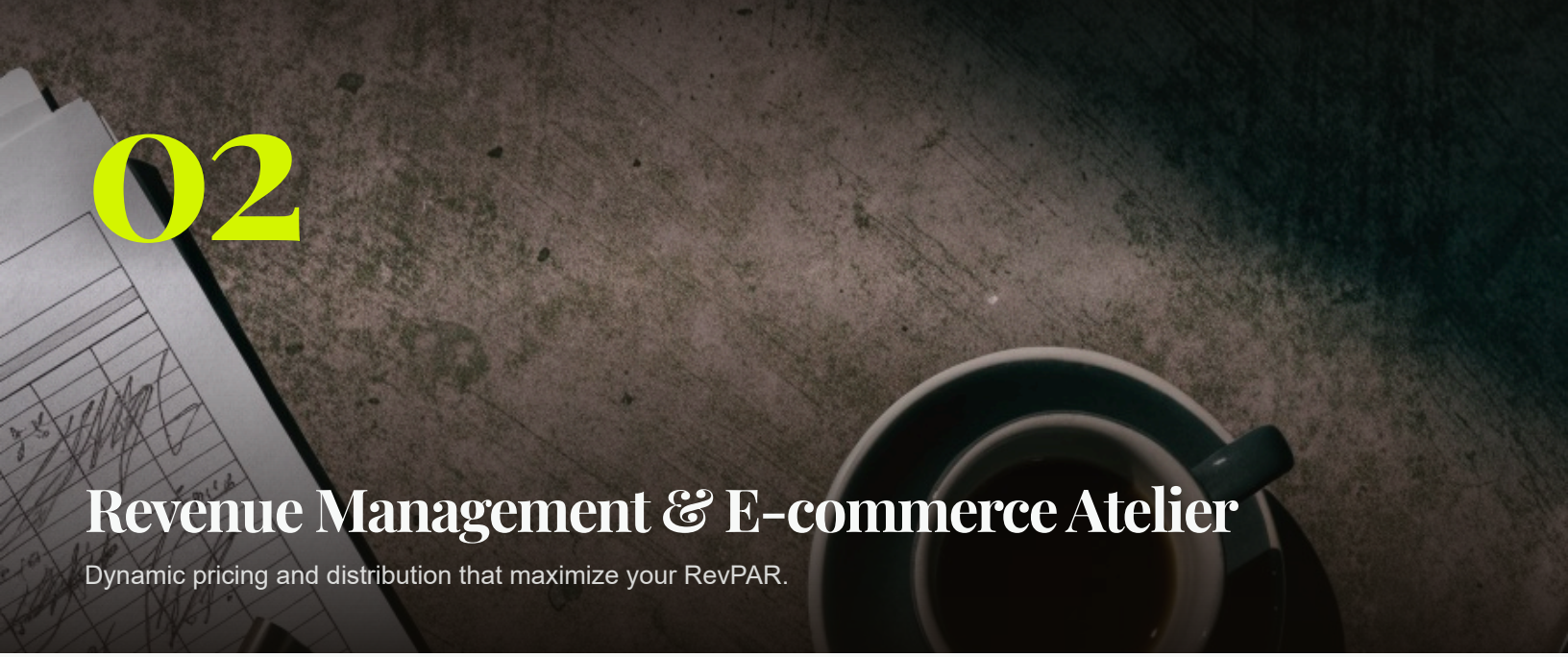
Musée · Hermie · Task Manager · Executive Dashboard · Ada



How it looks in atelier suite. · **Musée · rate plans**

IDEAL FOR

Hotels that want to diversify demand with agencies, operators, corporate accounts and groups without building their own B2B team.



02

Revenue Management & E-commerce Atelier

Dynamic pricing and distribution that maximize your RevPAR.

SCOPE

Rate strategy

Floor and ceiling bands by category and season, with day-of-week rules, digitally signed in your Rate Calendar.

Forecasts and budgets

An annual forecast month by month and follow-up on how it is met.

Distribution and parity

Channel mix, OTAs and rate parity under control.

Market and competition

Comp set, destination demand, events and pickup to decide with data.

Dynamic pricing

Fibonacci recommends each night's rate; Leo explains it and proposes adjustments that your team approves.

E-commerce

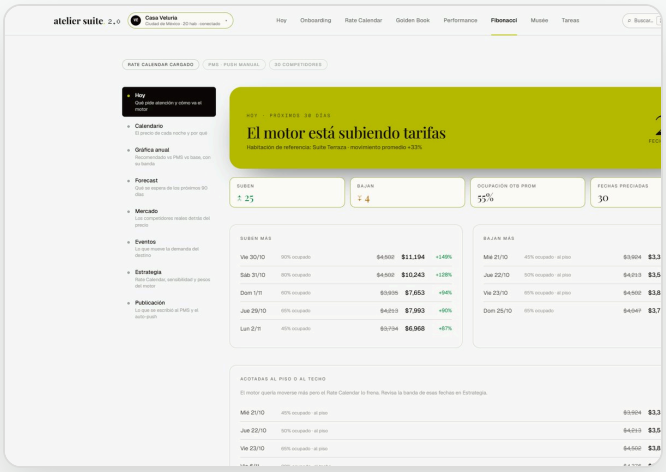
A strategy to bring sales to your own website first and to the online agencies second.

WHAT YOU GET

- Digitally signed Rate Calendar
- Golden Book 360, the weekly report
- Biweekly meeting and monthly scorecard

HOW IT IS MANAGED IN ATELIER SUITE.

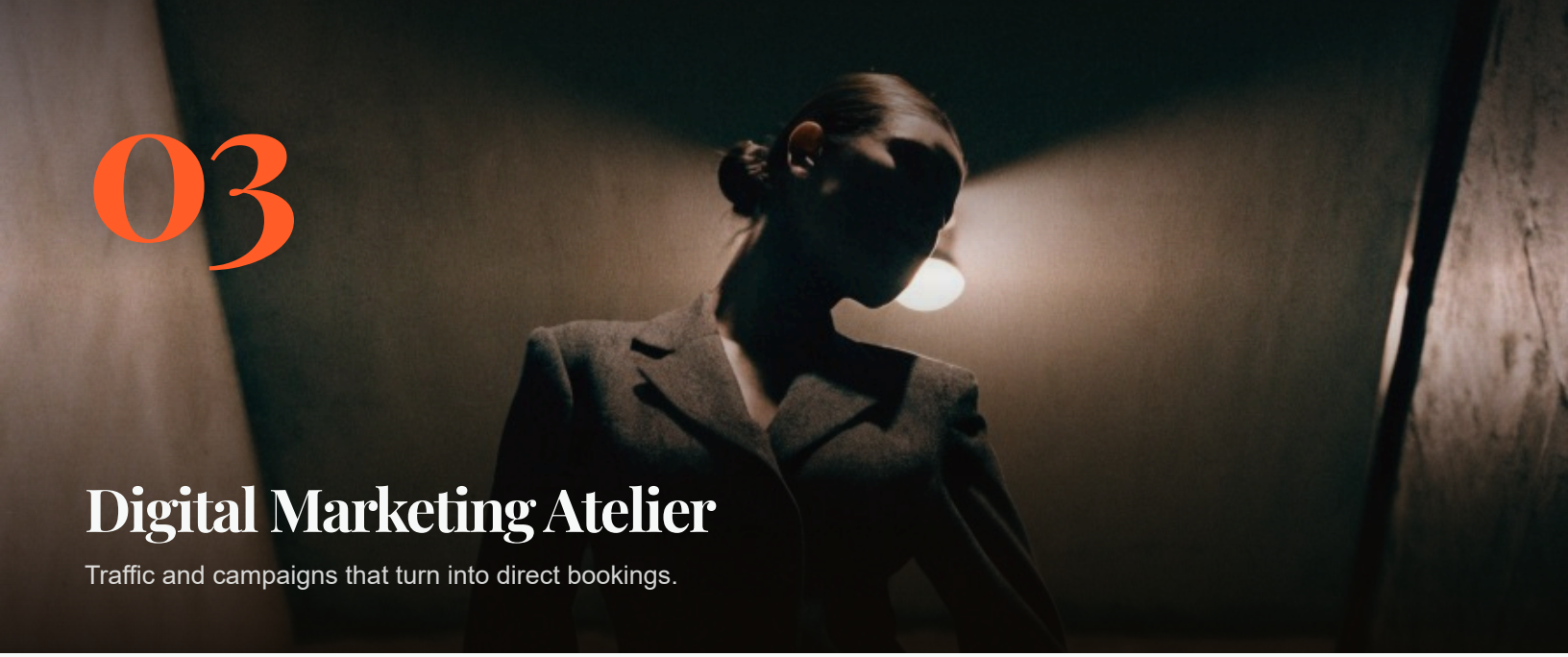
Rate Calendar · **Golden Book 360** · **Fibonacci** · **Performance** · **Leo**



How it looks in atelier suite. · **Fibonacci**

IDEAL FOR

Hotels with nearly fixed rates, a dependence on OTAs or little visibility of their demand.



03

Digital Marketing Atelier

Traffic and campaigns that turn into direct bookings.

SCOPE

SEO

Organic visibility for your website: structure, content and structured data, with indexing follow-up in Search Console.

SEM

Google Ads campaigns with audited search terms and negative keywords.

Metasearch

Your direct rates on Google Hotel Ads, next to the OTAs' rates.

Meta Ads

Facebook and Instagram campaigns for the accounts where they bring bookings.

Measurement

Performance › Marketing connects Google Analytics, Search Console and Google Ads, and compares them against the actual bookings in your PMS.

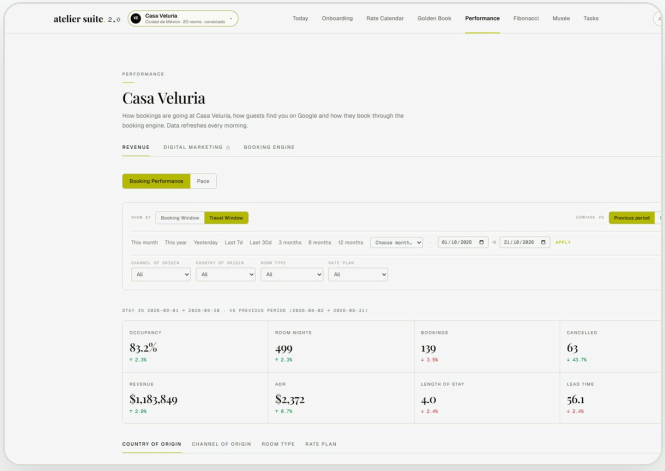
WHAT YOU GET

- Campaign plan with booking goals
- UTM tagging and measurement set up
- Monthly report on traffic, campaigns and bookings

HOW IT IS MANAGED IN ATELIER SUITE.

Performance › Marketing **Task Manager**

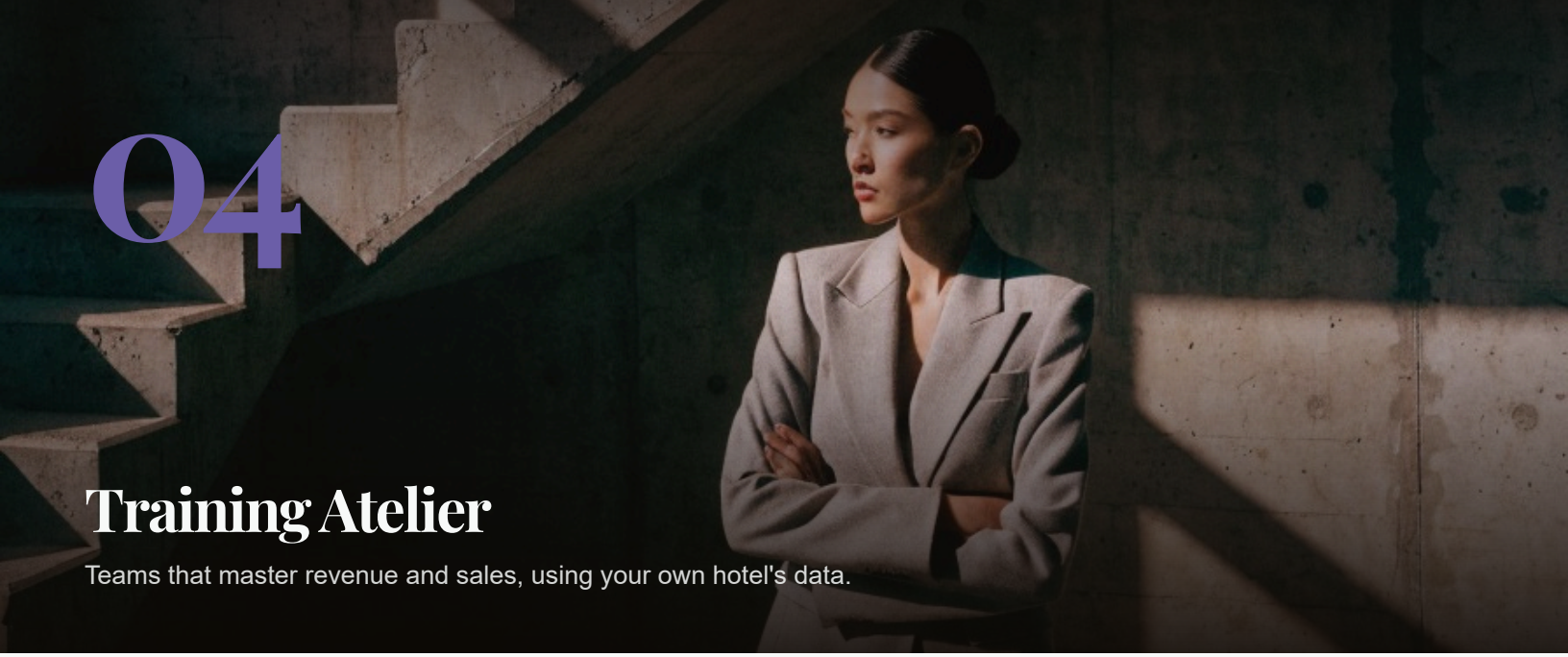
Golden Book 360



How it looks in atelier suite. · **Performance**

IDEAL FOR

Hotels that want to fill up with direct bookings and know how much each peso invested brings in.



04

Training Atelier

Teams that master revenue and sales, using your own hotel's data.

SCOPE

El Taller · Hotel Academy

A live program of weekly sessions: you work on your own hotel's data and a method stays with you. Limited seats; first cohort in October 2026.

Sales and direct booking

How to sell better from the front desk, reservations and sales, and how to bring the booking to your own channel.

Digital platforms

How to use the atelier suite. tools and the hotel's own systems.

Revenue Management

From pickup and pace to price: how to read demand and set rates with judgment.

Front desk and operations

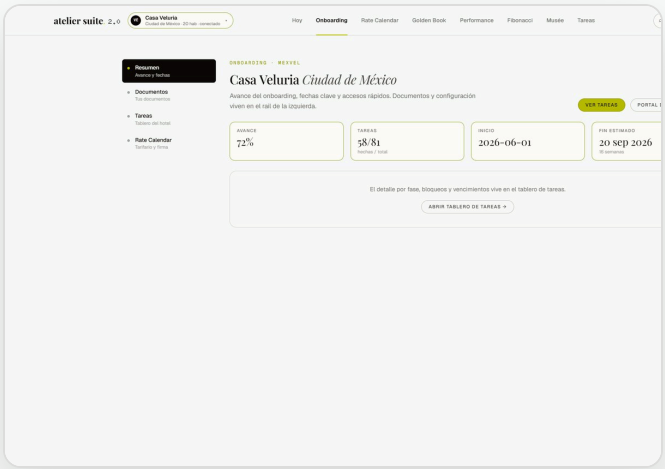
Guest service and the processes that sustain conversion.

WHAT YOU GET

- Program by role, with objectives
- Materials and exercises for your team
- Follow-up and feedback

HOW IT IS MANAGED IN ATELIER SUITE.

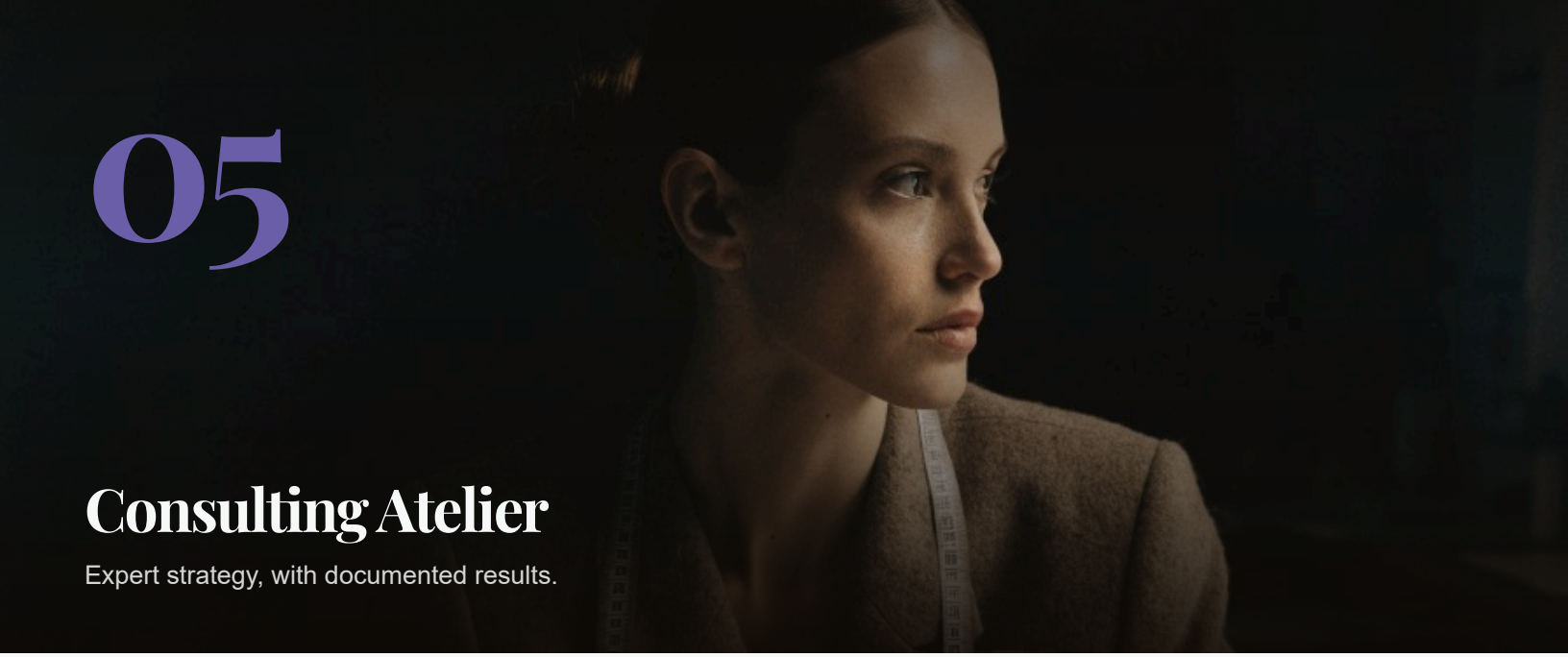
Onboarding Hub · Task Manager · El Taller



How it looks in atelier suite. · **Onboarding Hub**

IDEAL FOR

Teams that want to bring revenue and sales in house, or keep the method when the consulting ends.



05

Consulting Atelier

Expert strategy, with documented results.

SCOPE

Audit

A review of operations, sales and finance, with prioritized recommendations and their expected return.

Investment Report

A document for investors with the investment case and its projections.

Tailored

A plan built hand in hand with your team to reach your goals.

Pre-opening

A commercial playbook to open with rates, channels and direct bookings defined; it includes the booking engine setup.

Strategic retainer

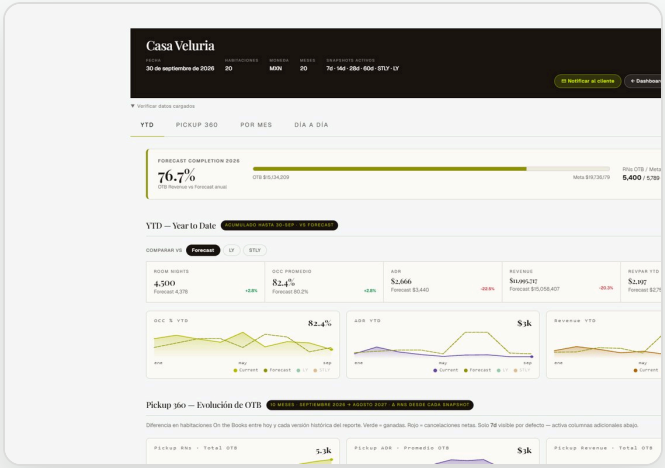
Monthly support with clear milestones, governance and a working cadence.

WHAT YOU GET

- Report with prioritized recommendations and ROI
- Plan with milestones, owners and cadence
- Tracking dashboard in your atelier suite.

HOW IT IS MANAGED IN ATELIER SUITE.

Golden Book 360 | **Executive Dashboard** | **Performance**



How it looks in atelier suite. · **Golden Book 360**

IDEAL FOR

Hotels about to open, investors and properties facing an important decision.



06

Direct Booking Atelier

Direct bookings, fewer commissions.

SCOPE

Musée booking engine

A high-converting checkout with your brand, in Spanish and English and with the rate rules from your Rate Calendar.

Quotes with payment

Quote in one click and send the payment link by email or WhatsApp.

CRM and campaigns

A guest database with their consent and communication before, during and after the stay.

GCH Reservations Center

We handle your guests' requests and turn them into direct bookings.

Payments

Deposits, balances and refunds according to your hotel's policies, automatically.

Booking chat

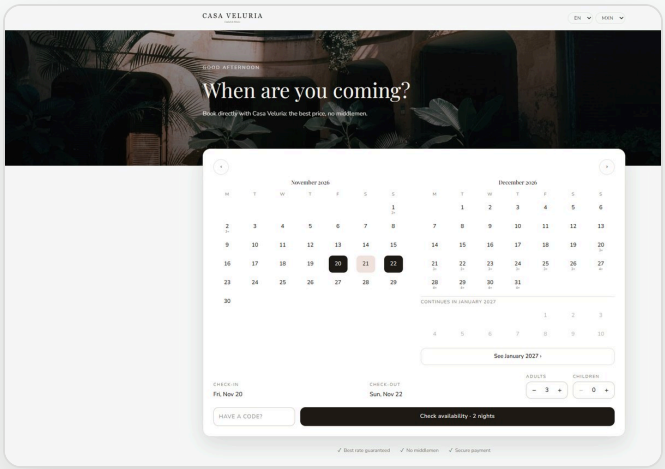
Hermie answers the chat on your website with real availability; actions go through a person's approval.

WHAT YOU GET

- Engine and center configured with your brand and rules
- Direct channels live and measured
- Dashboard of bookings, revenue and payments

HOW IT IS MANAGED IN ATELIER SUITE.

Musée · Rate Calendar · Task Manager · Hermie



How it looks in atelier suite. · **Musée, the engine your guest sees**

IDEAL FOR

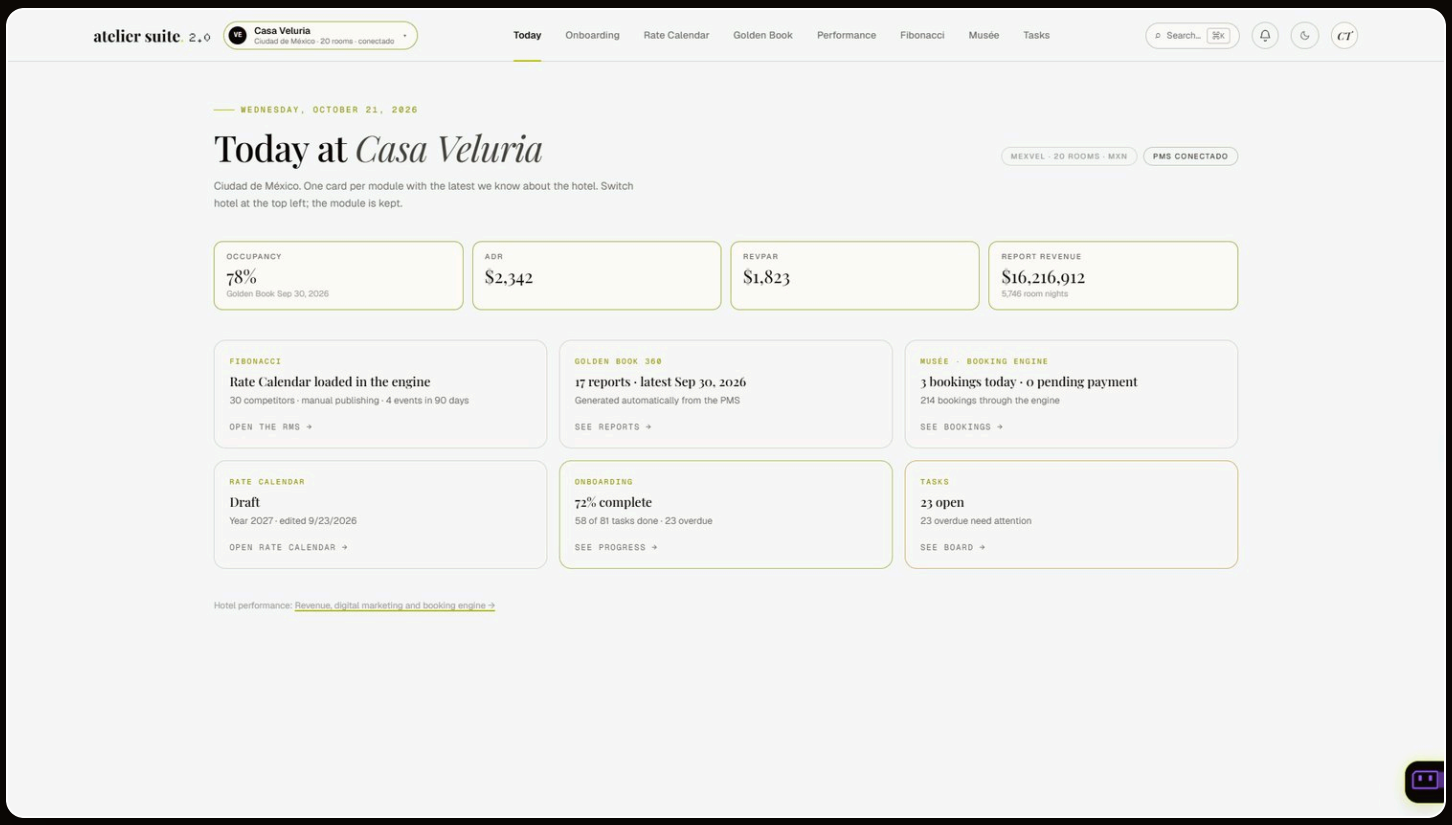
Hotels that want their own engine and reservations center to depend less on OTA commissions.

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



INCLUDED WITH ANY SERVICE

- Onboarding Hub
- Rate Calendar
- Golden Book 360
- Task Manager
- Executive Dashboard

ACTIVATED ACCORDING TO WHAT YOU HIRE

- Fibonacci
- Musée
- Performance

AGENTS

- Ada
- Leo
- Hermie

Proprietary technology

It is not a generic tool: we build it with our clients.

AI on your data

Analysis and recommendations with artificial intelligence applied to your real information.

24/7 transparency

Everything in a private portal, in Spanish and English.

Auditable digital signature

Your rate strategy is signed and keeps a history.

Enterprise-grade security

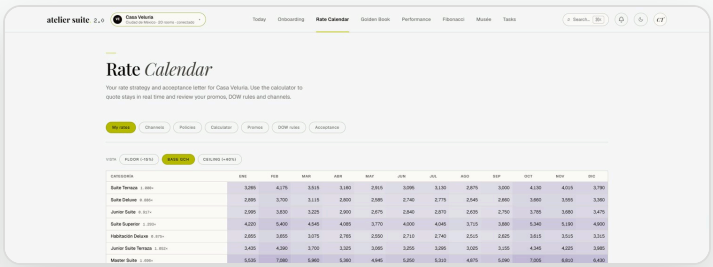
Two-step verification, roles and data isolated per hotel.

Everything your hotel and your atelier use, in one place.



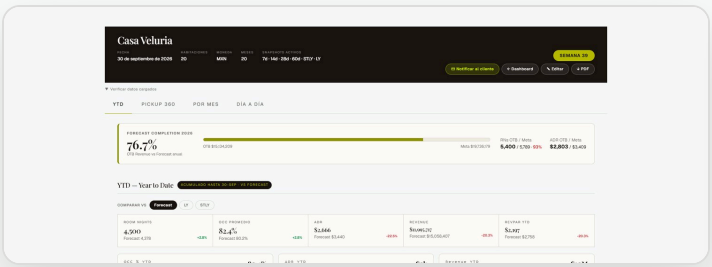
Onboarding Hub INCLUDED

Frictionless onboarding: a smart form, a visual timeline with automatic dates and invitation-based access.



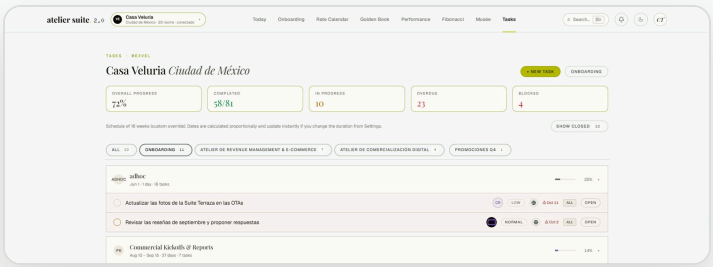
Rate Calendar INCLUDED

Your rate strategy, from proposal to auditable digital signature: floor and ceiling bands, rules by day and season.



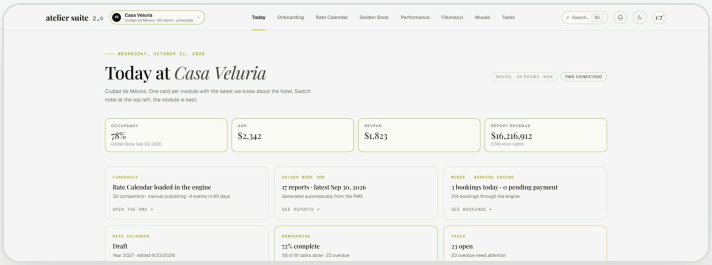
Golden Book 360 INCLUDED

The weekly revenue report that owners actually read: executive KPIs, Pickup 360 and narrative analysis with AI.



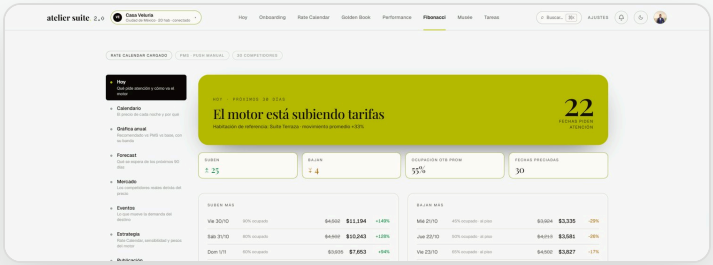
Task Manager INCLUDED

All the work between your hotel and your team in one place: tasks, subtasks, attachments and requests.



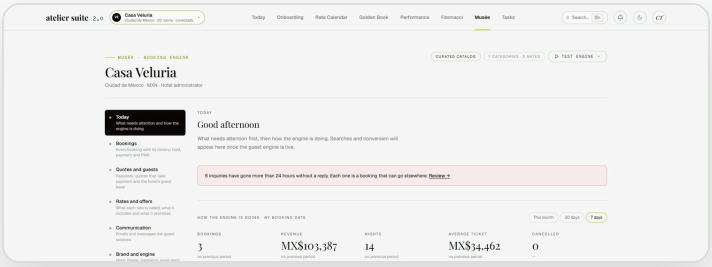
Executive Dashboard INCLUDED

Your portfolio at a glance: weighted RevPAR, 8-week trends and all your documents.



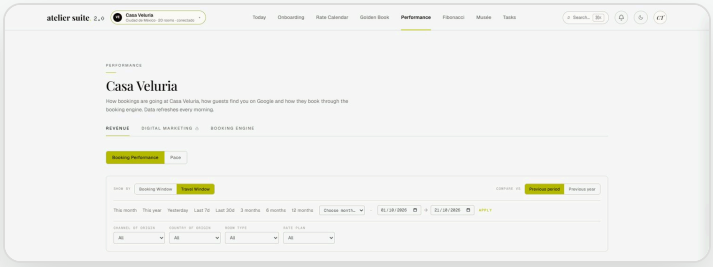
Fibonacci MODULE

Our revenue management system: it recommends each night's rate based on pickup, destination demand and market prices.



Musée MODULE

The direct booking engine: a high-converting checkout, quotes with a payment link, corporate and group rates, payments, CRM and campaigns.



Performance MODULE

Revenue, Marketing and Engine in one dashboard: pace, pickup, traffic and campaigns, connected to Google and to your PMS.

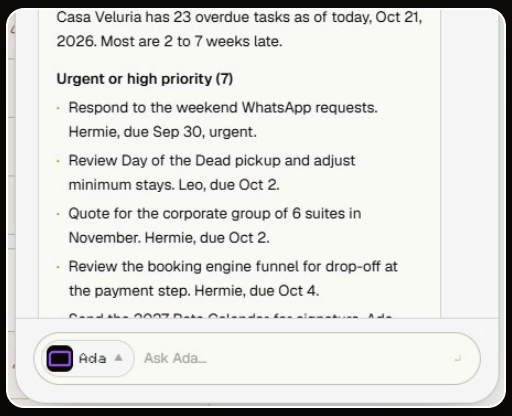
YOUR DIGITAL TEAM

Ada, Leo and Hermie work with you inside the Suite.

Ada

PROJECT MANAGER

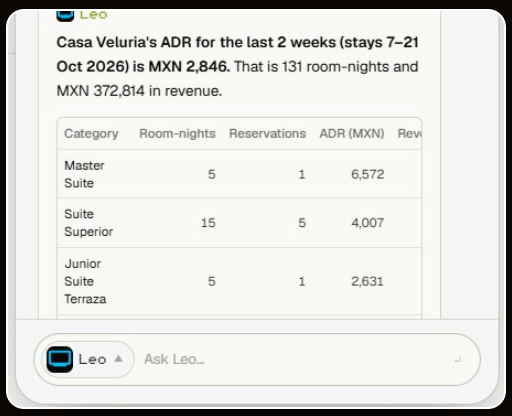
Keeps track of the team's tasks, status and reminders, and turns meeting minutes into tasks.



Leo

REVENUE MANAGER

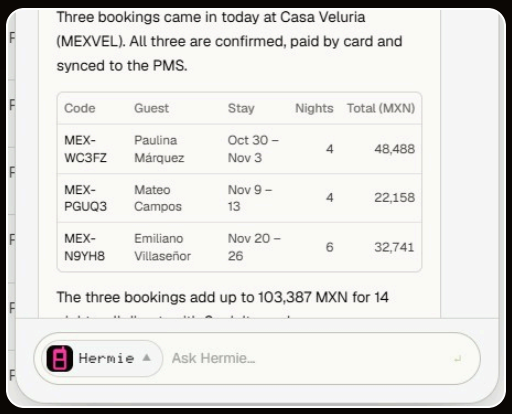
Reads your data in Fibonacci, explains the patterns and proposes rate and promotion adjustments.



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).



Agents propose and your team approves: every action that changes something goes through a person's confirmation.

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.



YOUR ONBOARDING, IN ATELIER SUITE.

Onboarding Hub
Frictionless onboarding: a smart form, a visual timeline with automatic dates and invitation-based access.

RESULTS

Results you can audit.

Hotel Esencia
Xpu-Ha, Quintana Roo · Upscale Luxury

Revenue Management

+44%
RevPAR, 2021 peak (+8% sustained annual growth)

ROI
9,100%

Izla Hotel
Isla Mujeres, Quintana Roo · 5 stars

Sales, Marketing and Revenue

+36%
occupancy year over year

ROI
15,000%

Ixchel Aparthotel
Isla Mujeres, Quintana Roo · 4 stars

Marketing, Revenue and E-commerce

+17%
occupancy, 2024 vs 2023

ROI
21,000%

Casa No Name
San Miguel de Allende, Gto. · 5 stars

Revenue and E-commerce

+13%
occupancy, 2023 vs 2024

ROI
3,900%

Alito Hotel
Tulum, Quintana Roo · 4 stars

Marketing, Revenue and E-commerce

+27%
occupancy, 2024 vs 2025

ROI
1,200%
Jan–Jun

Tanat Art Apartments
Roma, Mexico City

Marketing, Revenue and E-commerce

+12%
average rate, Jan–Jun

ROI
800%
Jan–Jun

Casa Miravalle
Condesa, Mexico City · Short Term Rental

Marketing, Revenue and E-commerce

+120%
revenue, Jan–Jun 2024 vs 2025

ROI
3,124%
Jan–Jun

"GCH is an excellent option to maximize occupancy and rate while taking care of the brand's image."

Roberto Tommasi · CEO, Operadora IM (Izla and Ixchel)

Source: Success Stories ESP 25 (v3), figures authorized by the clients. Average annual ROI unless the period is stated.

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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