



## Meeting Your Hotel Management Needs

### **INTRODUCING STANDEN'S HOSPITALITY SERVICES. CONSULTING SERVICES DESIGNED EXPRESSLY FOR THE CANADIAN OPERATOR.**

Managing a hotel, motel or resort is not easy. Competition is fierce, and the challenge of balancing consumer value with on-going cost increases never ends. Your review of daily reports, P&L statements and operating statistics is insufficient. Standards set prior to 9/11 are no longer valid. The changing value of Canadian funds relative to the US dollar creates further uncertainty. Your ads and Internet site don't quite seem to have the same pull and you wonder if you're spending your precious marketing funds correctly.

### **STRESSFUL? IT DOESN'T NEED TO BE SO.**

At Standen's Hospitality Services we understand. We deliver straight, no-nonsense solutions to all your hospitality management needs. From inspections and appraisals to complete on-site management programs, our team of professionals is equipped to deliver the "what counts" factors necessary to make your property a success. The services we offer include the following:

- Business assessment and valuation
- Financial clean-up and accounting systems implementation
- Project management and development
- Sales and marketing analysis and management tools
- Financial and HR audits
- Web-based strategies
- On-site, contract management services
- Training: all facets, all levels
- Food & beverage programs
- Financing and partnership services
- General management

Our team's "hands on" evaluation provides an unbiased, fresh new approach to your operating plan. We look and listen. We research and respond. Our goal is to help you meet yours... hospitality as it should be, with a focus on the guest and the bottom line.

### **GETTING A SECOND, UNBIASED OPINION MAKES PERFECT BUSINESS SENSE.**

Even if you think your property is performing to expectation, you still might not be maximizing revenue opportunities:

How does your REVPAR compare to industry standards? Is your sales force performing in every segment? Are your food and beverage ratios consistent with the class of service you deliver? Do your financial statements truly reflect your business results? We provide the answers to those difficult questions, answers that often can mean the success of your enterprise.

### **CALL US TODAY FOR A CONFIDENTIAL NO COST CONSULTING SESSION.**

It is just as important for you to know us first, as it is for us to learn about your business. That is why we offer our first session at no charge. It provides you with an opportunity to ask questions, and for us to complete our detailed needs assessment. We are confident you will find it to be a worthwhile experience.

Call Alain Latulippe at 403.609.0911 or e-mail [alain@standenshospitality.com](mailto:alain@standenshospitality.com)

### **ALL ABOUT STANDEN'S.**

Standen's Limited is a leader in Western Canadian manufacturing and financial services. Founded in the 1920's the company has steadily grown and expanded its capabilities beyond its core manufacturing roots. Standen's Hospitality Services reflects the logical expansion of these services into the hospitality industry.

---

*"To me, hospitality management is like a jig saw puzzle. Once we define the outline of the solution, the rest is a matter of concentration on patterns to achieve success."*

Alain Latulippe  
General Manager  
Standen's Hospitality Services

---