Positioning Independent hotels on the Multi-destination circuit

Agnes Pierre-Louis
GM Le Plaza Hotel- Treasurer ATH
Creating “Sense of Place”

Design & Architecture

Casa del XVI, Santo Domingo, Dominican Republic – Conde Nast Traveler Hot List 2015

La Colline Enchantée, Marigaut, Haiti
Creating “Sense of Place”

Corporate Values

Mukul Resort, Nicaragua - World Legacy award runner up 2015
Creating Regional Synergies

- Properties should work **together** to seek similar “souled” properties
- Matching can be paired for similar interest or complimentary product
  - Matching will help customers and TO make decisions about your product
  - Create and “added value” to the experience
- Smaller properties (& markets) must work **together** to attract long haul travellers from high volume international hubs
- **Regional Exchanges for Talent Development** - CHTAEF – CDB
Challenges for Independent Properties

- **Sales and Distribution technology**
  - Technology still a challenge for smaller independent hotel vs chains who easily leverage guest information across properties

- **Financing**

- **Fiscal Benefits**
  - Direct impact on competition and profitability