



HOTEL EXPERTISE THAT NEVER GOES OUT OF STYLE

REVENUE-GENERATING
CONSULTING FOR A
CONSISTENT ROI

Lana Dubovik | 310 849 4882 | lanea@hospitalityatelier.com
2048 Kerwood Avenue | Los Angeles, CA 90025 | hospitalityatelier.com

hospitality atelier



"What Lana brings to the table is an extraordinary breadth of experiences. It is these unique experiences, coupled with bottom-line sensibility, that have honed Lana's skills and reputation as a visionary and leader."

– John Arnett, President & CEO, Millennium Hotels & Resorts

PROFILE

Hospitality Atelier's wide range of opening, rebranding and hotel Sales and Marketing performance expertise in the US and internationally are essential to the expedient stabilization of the assets.

Lana Dubovik's focus and uncompromised experience in successfully navigating a wide range of market dynamics, provides developers and luxury hotel operators with a successful launch of new products and effective tools to stimulate top line revenues for the operating properties.

TRAVEL

North America | South America | Russia | Europe | Caribbean | Mexico
Vietnam | Japan | Australia | India

LANGUAGES

English | Russian | Ukrainian | French | Polish

"Having Hospitality Atelier's experience on the team is invaluable. Their expertise of all distribution channels, their ability to connect with customers, and passion for excellence are unsurpassed in the lodging industry."

– Tom Santora, Chief Marketing Officer, SVP Sales, Omni Hotels

RECENT PROJECTS

ACCOMPLISHMENTS

- Property conversion, branding, and product launch orchestration
- Re-positioning and revenue acceleration for an existing hotel
- Uncovering cost savings initiatives for online and GDS distribution channels
- Validating the proficiencies and providing coaching to the Sales and Marketing team during the acquisition process
- Focus groups to maximize team's efficiencies and identify opportunities to stimulate incremental business
- Project oversight to prevent any market share decline during a hotel's re-branding transition

VICEROY

Anguilla | Miami | Palm Springs | Santa Monica

THE TIDES

Riviera Maya | South Beach | Zihuatanejo

AVALON | Beverly Hills

CAMPTON PLACE | San Francisco

CHAMBERLAIN | West Hollywood

JEFFERSON | Washington D.C.

LODEN | Vancouver

MAISON 140 | Beverly Hills

RENAISSANCE

Beverly Hills | Hollywood

"You can depend on Hospitality Atelier to come through 100% of the time – they always deliver. They are one of the most knowledgeable and professional consultants I know in the hospitality industry and I continue to look to them for input and guidance on many fronts."

*– Frances Kiradjian, Managing Director
CCRA & Reservation Center, Inc.*

EXPERTISE

PRE-OPENING

In depth market intelligence research | Development and presentation of property's Marketing Plan | Proforma expectations and project feasibility validation | Creation of Marketing Plan | Pre-opening transition budget and revenue planning | Brand affiliation recommendations

MARKETING

Developing property nomenclature | Oversight of website content and design creation, web hosting and optimization for maximum online revenue-generating capabilities | Development of Public Relations strategies and alliances to enhance awareness and stimulate reservations | Marketing communications and brand oversight | Maximizing exposure within Virtuoso, Fine Hotels & Resorts, Signature, and other key marketing partnerships | Overseeing development of strategic alliances and partnerships that enhance competitive positioning and reach of the property

SALES

Business development focus groups | Recommendations and deployment of sales strategies to diversify and grow the account base | Business development techniques and other proactive sales tactics | Goal structure review and implementation of mechanisms for ongoing success | Coaching sales techniques to the team leaders and team members | Acceleration of trip, trade show and event planning | Review of interdepartmental procedures to improve the line of communication and organizational alignment

REVENUE + RESERVATIONS

Property description and rate loading into Global Distribution System | Review of yield techniques and implementation of rational pricing, rate parity and other strategy consistencies | Training of reservation sales staff to capture superior levels of customer service, improve conversion, ratio, and increase revenue per booking | Recommendations for securing revenues after hours and weekends/holidays

DISTRIBUTION

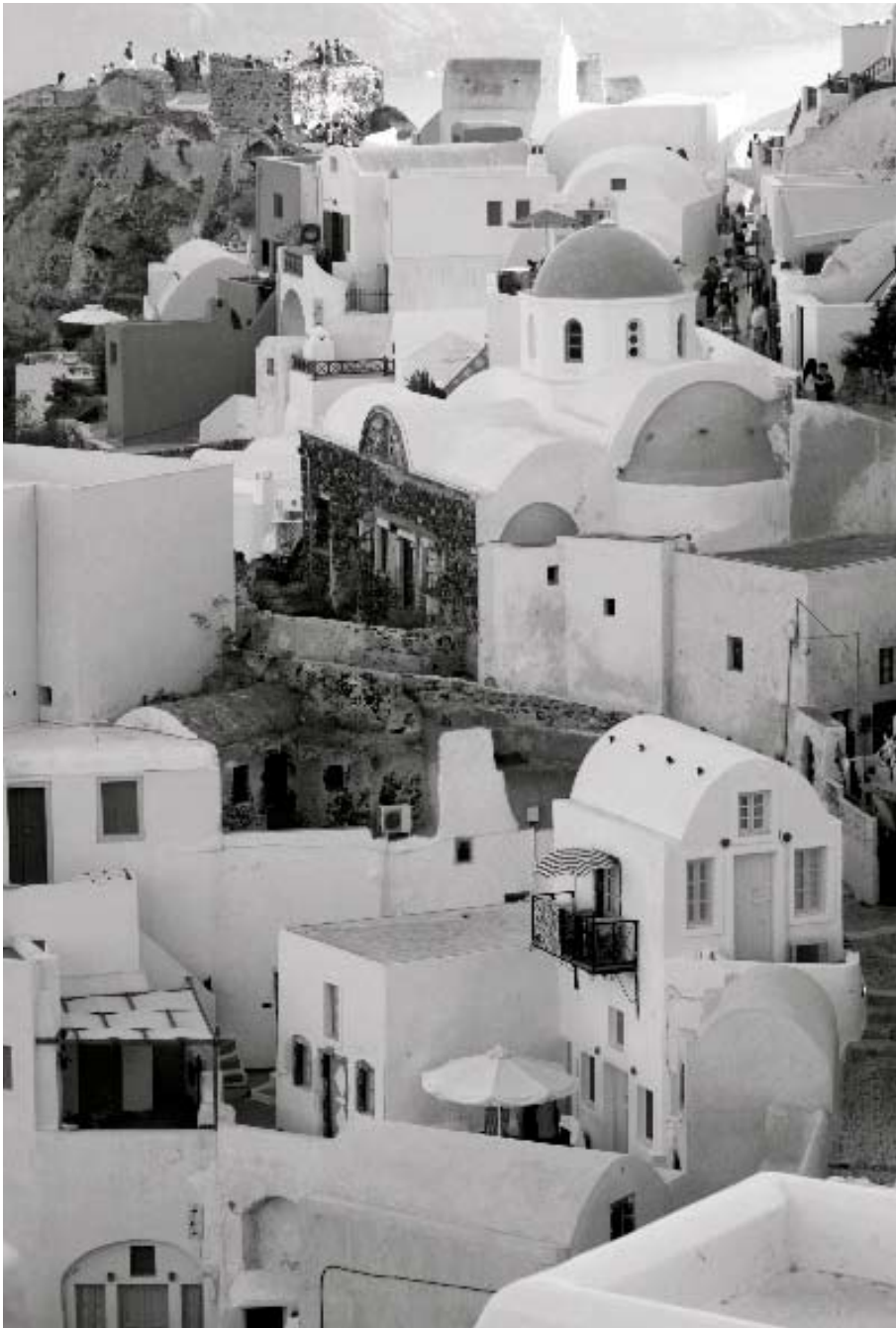
Review of the distribution structure to minimize per-booking-costs across GDS, alternative booking channels (Expedia, Travelocity, Orbitz, etc.), proprietary booking engine, and overflow call center reservations

CORPORATE-LEVEL

Leveraging of Direct Sales and Marketing efforts across the portfolio | Driving performance of National Sales resources | Establishing Centralized Group services | Revenue Management rollout and implementation | Creation and oversight of Central Reservations Office | Maximizing Corporate Public Relations, eCommerce and Brand Communications team delivery

RECRUITMENT

Sourcing and interviewing of Sales, Catering, Revenue Management, Reservations and Spa/Wellness candidates



REMARKS

"It has been an absolute pleasure to work with Lana for over 5 years. She has contributed greatly to the growth and success of Kor Hotel Group, excelling in bringing new properties up to speed and introducing best practices in revenue management, eCommerce and technology on the corporate level."

– Max Starkov, Hospitality eBusiness Strategies (HeBS)

"I have had the absolute pleasure of seeing Lana's natural ability to lead and inspire people and to look at situations with a fresh perspective. Her extensive industry knowledge makes her one of the most valuable players in our business."

– Suzanne Goldberg, Corporate Director of East Coast Sales, Kor Hotel Group

"Lana is known for masterfully rebranding and repositioning hotels with "great bones" to the level of RevPAR leaders, all with her usual grace and aplomb!"

– Amy Devé, Director of Sales & Marketing, Viceroy Miami

"Lana's expertise in repositioning, branding and distribution helped us to exceed our room revenue budget within the first year, despite construction delays. We couldn't have done it without her!"

– Julie Shkolnik, Global Sales Director, Morgans Hotel Group